

GET REEL AD COMPETITION



Get Reel invites students in Grade 6-12 to create their own testimonial ad about tobacco use in their community. A limited number of iPod Touch devices with the software needed to film and edit the ads will be distributed to eligible participants on a first-come, first-served basis (limit one per classroom).

To enter this contest, your students will need:

- **To find someone in your community with a personal story that relates to tobacco.** It might be about the damage tobacco has caused them or a quit success story. It might also be about the choice to live tobacco-free. Watching the Smoke Screening ads will probably give your students some good ideas about different personal stories that can be told about this issue.

- **Access to a camera and editing software to film the ad.**

The first 100 groups to register for the contest will be eligible to receive an iPod Touch that has the application needed to record and edit video content. There is a limit of 1 per class to be shared between students. However, others can participate using their own camera and editing software. You just need to use software that can convert the ad into "Quicktime" format.

- **Equipment to burn a DVD with the ad in a Quicktime format.**

This guide provides step-by-step instruction for teachers to assist their students in participating in the Get Reel Contest.

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IMPORTANT: REGISTER TO PARTICIPATE + RECEIVE AN iPod Touch

A limited number of iPod Touch devices are available to students in grades 6-12, free of charge, who register for this contest. Community youth groups servicing youth in this age range can also participate. There is a limit of one iPod Touch per class or group. Please complete Official Registration form and send to:

Smoke Screening Program Coordinator
Box 1320, Yellowknife, NT X1A 2L9
Fax: (867) 873-4330
Email: smokescreening8@yahoo.ca

The iPod Touch devices will be given out on a “first come – first served” basis while quantities last. Registration starts January 1st. Please register ASAP to avoid disappointment. The iPods come equipped with “iMovie” – software that allows participants to edit their ad footage – as well as an instructional video on how to shoot and edit a good ad. Those who do not receive an iPod Touch can still participate using their own video camera and editing software.

Eligible classes will be sent their camera upon registration. Once the ad has been received the iPod Touch will become the property of the entering school/group.

The deadline for ads to be entered is April 15, 2012.

Additional copies of the official “Get Reel” registration form can be downloaded at:

Yukon: hss.gov.yk.ca/smokescreening.php

NWT: choosenwt.com/programs/smokescreening

Nunavut: hss.gov.nu.ca/en/smoke-screening.aspx

GET REEL AD COMPETITION

STEP 1

1

Students can work individually, in pairs, or in groups. Brainstorm different types of stories – happy, sad, funny, or inspiring – that would make an impactful anti-tobacco ad. Encourage your students to recruit someone that has a “real” story to tell about tobacco. It doesn’t need to be dramatic or “over the top” – it just needs to be “real, honest & raw.” The person in the ad must be able to communicate well. They also need to have a story to tell that can be told in thirty seconds.

Important: Ensure students do not disclose in class any personal family information before approaching the potential subject for permission to do so.

Some great stories that have been testimonial ads in the past:

- A young athlete talks about their decision to stay smoke-free and what it means for their game.
- A young woman in her 20’s speaks about how much she wants to quit smoking so she can get pregnant and start a family but it’s so difficult. She wishes she never started.
- A man speaks about all the money he has wasted over the years on smoking and how much he regrets his decision to start.
- An older person shows many, many photographs and reminisces about all the people in her town that have died from tobacco related illness.
- A young person speaks to how many times they’ve turned down offers of cigarettes and how proud they are about that decision.
- A mom speaks about how thankful she is to have quit and how proud she feels to be a good role model for her children.

There are many kinds of anti-tobacco messages out there – many are sad as they relate to the serious health impacts smoking has on our health. Some are also messages of healing and hope. Encourage your students to explore this issue from different angles.

Tip: Keep it simple! Don’t try to say too much. One or two points are all that is needed to create an ad. Find the one or two points and tell the story with only a few words.

Note: Two examples of testimonial ads included on Smoke Screening 8 are Rick Stoddard and Break the Chain. Both these ads feature real people’s stories about how tobacco has impacted their life.

STEP 2

2

Have your students approach the person

they are considering to appear in the television ad, to ensure they are willing to share their story. The person must realize by doing so, others will be viewing their story, as edited for length by the students. If they agree, they must sign a Talent Release Form (attached).

Students should develop a list of questions for the person to answer while they are conducting the filming. Make sure the questions allow for “open ended” not “yes/no” responses. Prepare to shoot lots of footage of the person talking. Pick a simple setting that isn’t busy and remember not to shoot in front of a window.

It is very important that your students don’t use any copyrighted material, such as copywrited music. Ensure there are no logos or any other copyrighted material in the background or foreground. A how-to video with these sorts of filmmakers tips will be sent to all registered participants to help them make the best ad possible from the footage they collect.

Important: Make sure people that appear in the ad complete the “talent release form” granting permission for their story to be told. You must send a copy of this form to the Contest Coordinator along with your ad submission.

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Shoot the ad. Ideally have one person ask the questions and another person shoot the subject being interviewed – that way each person involved can fully focus on the task. In the final edit, students can also consider including real photographs, old video clips, or a variety of objects to help tell the story – it doesn't only need to be the person talking in their finished ad.

Good commercials have a beginning, a middle and an end.

- Beginning: Set the mood, get your audience's attention.
- Middle: Relate the information.
- End: Leave your audience with something they'll remember.

Three things to remember:

- Be clear – keep it simple.
- Be meaningful.
- Be memorable.

Tip: Black and white sometimes illustrates more "drama" than colour. Make sure the ad isn't too busy. Do close-ups on the person's face to show the emotion. Again, simple is better.

Note: Before starting to edit your commercial to thirty seconds, it is sometimes a good exercise to watch the entire tape of the interview and write down on paper when something good has been said. Then piece together the actual video clips you've noted on paper in order to create the ad. This can be easier than watching the footage over and over again.



Have your students edit their commercial

into a maximum length of 30 seconds. More than one ad can be created, but none of them should be longer than 30 seconds. If they were sent an iPod Touch, they can use the iMovie app to do the editing. The accompanying how-to video gives technical instruction on how to use iMovie. If another camera and editing software is used, then the end product must be transferred to "Quicktime" format. Ensure each ad created has an official name. The creator's name(s) and school name should also be marked on the DVD.

Remember: Make sure your end product is in Quicktime format so that the Contest Coordinator can view it! Don't forget to include a copy of your Talent Release Form. Make sure the entry has an official title and includes the name(s) of student(s) who created it on the DVD.



Mail entries and the official entry form to:

Smoke Screening Program Coordinator
Box 1320, Yellowknife, NT, X1A 2L9
Fax: (867) 873-4330
Email: smokescreening8@yahoo.ca

All entries should be received by April 15, 2012.