

TIRED OF BEING A TARGET FOR BIG TOBACCO COMPANIES?

YOU'RE A *STUDENT* WITH SOMETHING TO SAY...
HERE'S YOUR CHANCE TO SAY IT. TRY THE

LIFE IS EVEN BETTER SMOKE FREE **RADIO AD CONTEST INVITATION**

YOUR SCHOOL COULD WIN ONE OF FIVE \$200 CASH PRIZES
& A CHANCE TO HAVE YOUR AD PLAYED ON CBC RADIO!!!



Sponsored by:
Tobacco Free Network
Alliance for the Control of Tobacco (ACT)
Western Health
Western School District

Entry Deadline: December 11, 2009

For more information, please call Bill Allan at 637-4021.

Each year, tobacco companies spend millions of dollars promoting their product. They use many different persuasion techniques: flattery, beautiful people, sexy people. They even try to convince us that smoking makes one look cool. They don't tell us, however, that tobacco is addictive and deadly. That is where your message comes in. We're looking for 30-second radio ads aimed at preventing tobacco use by Newfoundland youth. Your ad can tell the deadly truth about tobacco. It could talk about why so many young people are choosing to live tobacco-free lives. Or anything else you can think up! The ad should be related to the theme, "Life Is Even Better Smoke Free!"

Here's how to begin.

1. Preview radio and television tobacco ads and discuss what you like and don't like about them. Discuss the different strategies of persuasion in the newspaper ads in our Teacher's Resource Kit at the District Office (Bill Allan) or the radio and television ads online at http://web.wnlsd.ca/student_health or at <http://www.actnl.com/> What works in the ads? What does not?
2. Learn about tobacco and the problems associated with smoking. For information, go to the web site for the Alliance for the Control of Tobacco at <http://www.actnl.com/> Invite a guest speaker such as the public health nurse to speak to the class about the hazards of smoking.
3. Students work in small groups to create a 30-second radio ad that can be broadcast to the whole school to discourage smoking by youth. Your ad could be any one of a number of styles: jingle, rant, rap, song, or just a regular message. To produce a radio ad, you start with a script. A radio script includes every word you'll hear in the ad, whether it's dialogue or narration. The script might also include the music and other sounds you'll hear. A script for a 30-second radio ad is very short - between 50 and 100 words, depending on the pauses, music, and sound effects used for emphasis.

4. Even though there aren't many words, you'll probably want to write and rewrite your scripts, revising, editing, and fine-tuning your ad until you deliver your message effectively. To be eligible for the CBC production, the ad cannot be more than 30 seconds so you will need to time it to make sure it fits.
5. Students present their ads to the class. One entry is chosen to represent the class. If there is more than one class participating, entries could be played over the school's P.A. system in early December with one school entry chosen.
6. Forward one school entry to us by December 11. (Students can send in a CD, tape, or emailed audio file of their jingle, rap, rant, song, or advertisement to Bill Allan, Western School District, bill.allan@wnlsd.ca) Complete the attached School Entry Form for each student in the winning group.
7. To help spread the smoke-free message, entries can be broadcast over the P.A. system in school during National Non-Smoking Week from Jan. 18 - 23.
8. In January, we will choose five ads to represent the Western School District. Each of these ads will have a chance to have their message broadcast on CBC Radio (and possibly other media outlets) and posted on the Alliance for the Control of Tobacco (ACT) website. Each of the five classes involved with the writing of these ads shall receive:
 - \$200 cash prize for the school from ACT
 - Class swimming pool, skating, or bowling party (depending on location)
 - T-shirts and hats from ACT

This project provides an excellent opportunity for teachers to involve students in a critical literacy activity, one in which they actually take an action that may lead to social change. The in-class work for this contest will certainly cross all three strands of the English Language arts curriculum: speaking and listening, reading and viewing, and writing and other ways of representing activities. Having some of the projects aired on CBC lends to the authenticity of the project. We certainly encourage teachers to get involved with this project.