

# WWW youth in media com

2005  
ACCOMPLISHMENTS



**P**UBLIC AWARENESS OF CLIMATE CHANGE GROWS with the distribution of Public Service Announcements about greenhouse gas emissions. Released in February, 10 Action on Climate Change PSAs have received national airtime and attention, and have been honoured with an international award.

The short films and animations are produced by Youth in Media, A CLIMATE CHANGE EDUCATION PROJECT run by the Sierra Club of Canada, BC Chapter and Gumboot Productions. Bringing 20 Canadian youth together with environmental educators and media professionals, the project harnesses their enthusiasm, hope and vision to create broadcast quality Public Service Announcements. Through inventive scripts, charming animation, daring stunts and direct appeal, **THESE FILMS CHALLENGE EACH OF US TO BE PERSONALLY RESPONSIBLE** for the CO<sub>2</sub> emissions we create in our daily activities.

# 2005 ACCOMPLISHMENTS

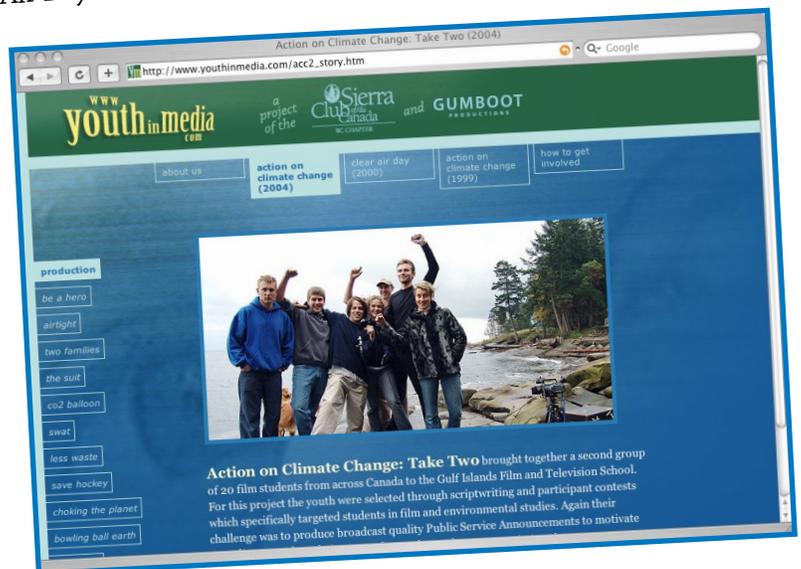
In 2005, the Action on Climate Change PSAs are being seen coast to coast:

- ▲ Various PSAs have been **AIRED ON 16 TELEVISION NETWORKS**, including CBC (Vancouver, National, North & the Nature of Things), Global (Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Red Deer), the Knowledge Network, Teletoon (English and French) and EastLink Television (serving Nova Scotia, P.E.I. and parts of New Brunswick).
- ▲ **NEWS COVERAGE** of the project has been aired on BCTV, EkosTV.com, MTV and the National Film Board (online).
- ▲ The PSAs have been distributed to more than 50 broadcasters representing **ALL REGIONS OF CANADA**.

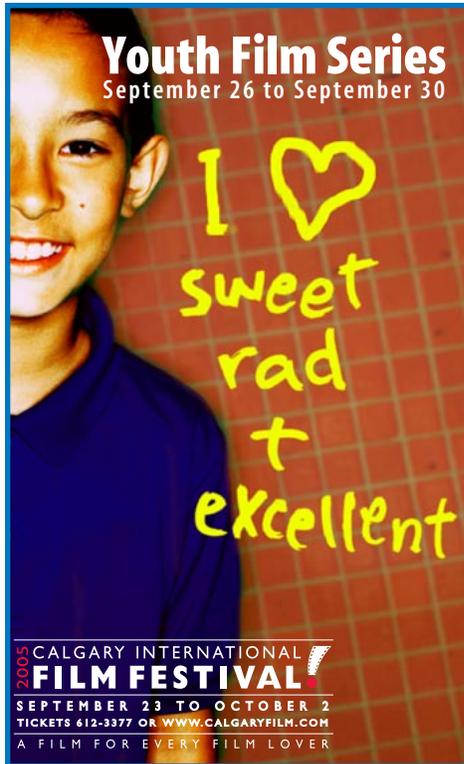


- ▲ Educators across the country have requested the DVD/VHS version of the PSAs or downloaded them from our website **TO SHOW IN CLASSROOMS & AT EVENTS**.
- ▲ The Sierra Club's school-based environmental education program will distribute the PSAs to **400 SCHOOLS** (reaching 10,000 students).
- ▲ Youth in Media has been featured in newsletters and on youth and environmental websites.

- ▲ Our **NEWLY REVAMPED YOUTH IN MEDIA WEBSITE** includes all the PSAs from the current Action on Climate Change: Take Two project, as well as from our earlier projects (2000's Clean Air Day and 1999's Action on Climate Change: Take One).



# 2005 ACCOMPLISHMENTS



The PSAs have participated in film festivals:

- ▲ Four PSAs were included in the **ECO ART & MEDIA FESTIVAL AT YORK UNIVERSITY** in March.
- ▲ In May, “Save Hockey” was part of the **BRITISH COLUMBIA STUDENT FILM FESTIVAL 2005**.
- ▲ In September, the **CALGARY INTERNATIONAL FILM FESTIVAL** included two PSAs, “Be a Hero, Ride a Bike” and “Two Families” in their Youth Film Series, which reaches over 3,000 high school students each year.

...and have won an international award:

- ▲ “Be a Hero, Ride a Bike” won a **BRONZE MEDAL** in the prestigious **SUMMIT CREATIVE AWARDS IN PORTLAND, OREGON**.

And the year’s not over yet. We have been invited to submit our PSAs to the Academy of Digital Video Arts Awards for Excellence in November.

Youth in Media’s Action on Climate Change: Take Two **FOLLOWS IN THE FOOTSTEPS ON THE PROJECT’S 1999 DEBUT**, in which 16 public service announcements were created, 8 of which were broadcast on network television.

Youth in Media is made possible with funds from **ENVIRONMENT CANADA’S ONE TONNE CHALLENGE** program.



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OVERVIEW

YOUTH IN MEDIA is a dynamic project that brings together young people from across Canada, sets them up in a film studio and transforms them into ambassadors for environmental and social change. The youth work with media professionals and environmental educators to produce broadcast quality Public Service Announcements on topics such as climate change and air quality. Participants learn every aspect of film-making, from script-writing through filming, editing, and animation, as well as how to harness their passion for promoting social change.

Youth in Media is a collaboration between the **SIERRA CLUB OF CANADA, BC CHAPTER** and **GUMBOOT PRODUCTIONS INC.** Our organizations share a commitment to raising public awareness about environmental issues and to empowering young people.



We are proud to say that we:

- ▲ create nationally broadcast PSAs on issues such as climate change and air quality;
- ▲ give young people a voice on important global issues;
- ▲ mentor youth in script writing, film making, web design and project management; and
- ▲ prepare youth for employment in the growing field of environmental communications.

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1999



## Action on Climate Change: Take One

In Youth in Media's first project, 20 YOUTH spent 10 days at a remote island film school making Public Services Announcements on one of the planet's most pressing environmental issues: climate change. Professional media specialists and climate change educators helped the students create 30-second films exploring the primary causes and effects of greenhouse gas emissions.

*We wanted to produce works of a high standard, both technically and artistically, in the hopes of getting our message broadcast on television.*

— Peter Campbell, Gumboot Productions Inc



The students' film school adventure included sailing with oceanography professor Paul LeBlond, developing scripts, participating in workshops on social marketing, visual storytelling and acting. They were thrown into the action of producing their films – everything from cinematography and directing, to animation and set design, to editing and sound production – and after an intensive ten days the group emerged with 16 PSAs.

Nine of the PSAs were **BROADCAST THROUGHOUT CANADA** in the following months, and they continue to be requested by community groups and broadcasters from across the nation.

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2000



## Clean Air Day

In 2000, the BC MINISTRY OF ENVIRONMENT's Clean Air Day organizers wanted to create Public Service Announcements to promote the protection of air quality. Youth in Media brought together six students from Victoria High School to conceptualize and produce the two spots. The goal of these PSAs was to educate the public on National Clean Air Day and the Commuter Challenge.

With little in the way of props, sets or financial resources, the students used imagination and ingenuity to bring their scripts to life. They rounded up 25 extras, transformed a soft drink vending machine into a clean air vending machine, and taught the trees to talk (with a little help from some fishing line). From 40 minutes of footage, the Vic High students assembled two 30 second PSAs bearing convincing messages for Clean Air Day 2000.



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2004



## Action on Climate Change: Take Two

In the fall of 2004, a group of 20 film students from across Canada converged at the GULF ISLAND FILM & TELEVISION SCHOOL. Their challenge was to produce broadcast quality Public Service Announcements that would motivate Canadians to reduce their personal annual greenhouse gas emissions by one tonne.



The youth had been selected through scriptwriting and participant contests which specifically targeted students in film and environmental studies. Working with environmental educators and media professionals, the students conceptualized, wrote, edited, acted in, filmed and animated 11 PSAs, six of which are being widely broadcast across Canada in 2005.

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YOUTH IN MEDIA wouldn't be possible without the help of our partners...

The GULF ISLANDS FILM & TELEVISION SCHOOL (GIFTS) is an innovative live/work media centre located on Galiano Island, BC. GIFTS is a full service film school offering on-site training in acting, directing, camera operation, lighting, sound and editing for drama, documentary, classical and computer animation films. Over the past years, hundreds of students have expanded their career options and media skills by attending GIFTS.

The ACCESS TO MEDIA EDUCATION SOCIETY (AMES) is a registered charity dedicated to providing broad-based access to media training, producing community-based media programming and promoting media literacy and ethically responsible image production.

...and our funders

CLIMATE CHANGE ACTION FUND  
<http://www.climatechange.gc.ca/english/ccaf/>

BC MINISTRY OF ENVIRONMENT  
(now Water, Land and Air Protection)  
<http://wlapwww.gov.bc.ca>

ONE-TONNE CHALLENGE  
<http://www.climatechange.gc.ca/onetonne/>