

# All you need

# Is 4 hours.....



## Creating an entry for the GetReel Design a Drug Ad Competition

**Step 1 - Be clear about what the competition is all about (30 minutes)**

Visit the GetReel website so that you are clear about what is required.

Read the Students and Teachers information.

Read the terms and conditions  
PRINT the entry form.

Also, check out those great Sony prizes that you could win!  
[www.youthoffthestreets.com.au/getreel](http://www.youthoffthestreets.com.au/getreel)

**Step 2 - Make sure you've got your facts straight (1 hour)**

Gather some information about a specific drug or a group of drugs that young people who are your age are likely to come into contact with. If you're not sure which drug to choose, we'd recommend focusing on alcohol, tobacco (cigarettes) or cannabis (marijuana). Research shows these are the drugs that people in your age group are most likely to encounter.

So that you can be specific and accurate in the facts contained in your ad, make sure you check out reputable websites for information. Both the Links page on the Youth Off The Streets website and the GetReel webpage are good starting points. There's also information in the GetReel Teaching Unit.  
[www.youthoffthestreets.com.au/teachingunits/index.html](http://www.youthoffthestreets.com.au/teachingunits/index.html)

Father Chris Riley's  
Youth Off The Streets





### Step 3 - Come up with the concept for your ad (1 hour)

Now it's time to get creative! You need to think about what you want to say and how you want to say it so that it will make an effective 30-second TV advertisement. Jot down as many ideas as possible, then focus these ideas to develop the concept for your ad. Think about your audience and the best way to get your message across. You might find it helpful to refer to lessons 7 and 8 in the GetReel Teaching Unit, which contain information about designing a TV ad.

Now you need to communicate your concept to us. You can do this in many forms - for example, as a storyboard (either draw pictures or take photographs), a PowerPoint presentation, a script, or a video or DVD. Use your imagination to create your entry in a format that will catch the eye of your audience. Just choose a form that you can realistically develop and complete in the time you have.

### Step 4 - Prepare your GetReel competition entry (1 hour) Create your entry. Have fun!

### Steps 5 - One last check, then send your entry to us (30 minutes)

Look over your entry and visit the GetReel website again to check your ad meets the terms and conditions of the competition.

Consider how well your ad

- Considers a specific drug and realistic consequences of its misuse/abuse/prevention
- Presents accurate information about drugs
- Helps young people to make informed Decisions, gives them options to make positive choices
- Tells a story, is interesting for the audience

**Congratulations, you're done!** Complete an entry form (very important!) and send your entry to: GetReel Design a Drug Ad Competition

c/- Youth Off The Streets  
PO Box 6025  
Alexandria NSW 2015