



Lincoln County District Attorney

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MEDIA RELEASE

For Immediate Release



Drug Awareness Project:

Premiere

Wednesday, February 24, 2010

1:00 p.m.

Newport Performing Arts Center

Featuring the world premiere of broadcast-quality television commercials (public service announcements) written, produced, and directed by students at Career Tech High School, Newport High School, Taft High School, and Toledo High School!

Background information is included in the next two pages.

Everyone is welcome.

No advance reservations or tickets required.

Seating is first come, first served.

Lincoln County Youth Film Program

On Wednesday, February 24, 2010, at 1:00 p.m., youth from around Lincoln County will be premiering their latest broadcast quality film productions as part of the Drug Awareness Project (DAP).

DAP is the latest in a continuing series of projects using a model developed by the Oregon Partnership and the Northwest Film Center, which combines education with the art of filmmaking. At the core of these projects are films that are written, produced, and directed by and for youth.



The model was originally developed for the Methamphetamine Awareness Project (MAP). Lincoln County was put on the MAP in 2004-2005 as part of the Lincoln County Meth Initiative. During that school year,

four local schools participated in MAP: Newport High School, Taft Middle School, Toledo High School, and Waldport High School. The end result was 12 television commercials and two short documentaries that were premiered at Lincoln County Meth Summit II. Five of those powerful commercials were shown on television stations throughout Oregon, as well as in other states, Canada, and Italy. One was even shown during ABC's World News Tonight.

Following that success, project coordinators Rob Bovett (then Assistant County Counsel and now District Attorney) and Ben Hensley and Peter Vince from the School District decided to continue the project, now known as the Lincoln County Youth Film Program. Each year a new topic is selected that focuses on an issue of significant community importance. Equipment is supplied through grants and sponsors secured by Mr. Bovett, a filmmaker-in-residence is supplied by the Film Center, and schedules and production are arranged by Mr. Hensley and Mr. Vince.

In the 2005-2006 school year, the topic selected was tsunamis, which became the Tsunami Awareness Project (TAP). The participating schools were the same that had participated in MAP, plus the addition of Toledo Middle School. The end results were 13 television commercials and three short films. Many were done using the art of claymation.



In the 2006-2007 school year, the project returned to the meth epidemic. Three new schools participated: Career Tech High School, Eddyville Charter School, and Siletz Valley School. The results were three powerful television commercials. In addition, the students at Siletz Valley School produced a banner for the Lincoln County Meth Initiative entitled "No Meth Not Here." The banner has been printed on posters, lawn signs, and more, and has been used as a statewide anti-meth logo.

In the 2007-2008 school year, the topic selected was underage drinking. Thus became the Underage Drinking Awareness Project (UDAP). Four schools participated: Career Tech High School, Newport High School, Taft High School, and Toledo High School. The students produced 12 broadcast-quality television commercials dealing with a variety of topics related to issues created by underage drinking.





In the 2008-2009 school year, the focus was on issues relating to drug abuse: The Drug Awareness Project (DAP). Five schools participated: Career Tech High School, Newport High School, Siletz Valley Charter School, Taft High School, Toledo High School. The students produced 12 powerful broadcast-quality television commercials dealing with drug abuse, and covering a wide range of topics.

Lincoln County Youth Film Program – Sixth Anniversary

In the 2009-2010 school year, the sixth anniversary of the Lincoln County Youth Film Program, the focus returns to issues relating to drug abuse. Four schools are participating: Career Tech High School, Newport High School, Taft High School, and Toledo High School.

The teachers are Chris Thompson from Career Tech, Ollie Richardson from Newport High, Ben Hensley from Taft High, and Peter Vince from Toledo High. The filmmakers from the Northwest Film Center are Andy Blubaugh and Trevor Fife.

"This project is a great example of schools, local government, and community sharing a vision to create a relevant learning experience for our kids," said Taft High School's Ben Hensley.

Newport High School's Ollie Richardson added that "it is wonderful to see so many students work so hard to come up with great ideas and turn them into realities that will surely benefit their peers."

"I'm very excited to see what the students have produced," said Rob Bovett. "Each year, the film products far exceed our expectations in terms of quality and impact. The key is empowering youth to create messages that reach out and speak to their peers."

"Each year the youth involved in this project have given us clear, concise and powerful messages regarding their perception regarding substance abuse that concern them," states Barbara Dougherty, Director of the Commission on Children and Families, "the adults in our community need to listen and pay attention to their voices. The PSA's produced last year clearly told us, that we were the number one prescription drug dealers for our children. This led to the initiation of the Drug Take Back program that was started by the Addiction, Prevention, and Recovery Committee, Partnership Against Alcohol and other Drug Abuse and the Newport Police Department."

The DAP film products will be premiered on **Wednesday, February 24, 2010, at 1:00 p.m., at the Newport Performing Arts Center**. Everyone is welcome. No advance reservations or tickets required. Seating is first come, first served.

Sponsors of the Lincoln County Youth Film Program include: Lincoln County School District; Lincoln Commission on Children and Families; Partnership Against Alcohol and Drug Abuse (PAADA); Community Efforts Demonstrating the Ability to Rebuild and Restore (CEDARR); Lincoln County Board of Commissioners; Lincoln County Legal Counsel; United States Senator Ron Wyden; Lincoln City Police Department; Lincoln County Sheriff's Office; Newport Police Department; Oregon State Police; Toledo Police Department; Pacific West Ambulance; South Lincoln County Ambulance; and the Lincoln County District Attorney's Office.

For more information contact Rob Bovett, Lincoln County District Attorney, at 541-265-0269 or rbovett@co.lincoln.or.us