

# Combatting an Epidemic with Media

Two wealthy and environmentally-conscious entrepreneurs are in BTV to hear pitches from young media producers. These entrepreneurs have a quarter of a million dollars (\$250,000 for starters) to help fund effective video shorts and media campaigns which tackle the currently **HUGE issues of childhood obesity, “inactivity,” nature deficit disorder, and the resulting mental and physical health consequences (i.e., diabetes, depression, early age heart problems, etc. ).**

While these moguls aren’t health providers, what they do know is this:

- ☑ **This is the first generation in the history of American children** who are **WORSE OFF** on every single standard health measure than **ANY** generation before them.
- ☑ For the first time in history, people are **spending more hours in a day watching screens** than **ANY** other activity (including sleep).
- ☑ In the long-term, such mental and physical health problems will exact a **MAJOR** toll on **ALL** members of American society in terms of health costs, insurance, disability, infrastructure, prescription drug use, etc.
- ☑ **Most media campaigns** to combat inactivity and nature deficits **are a joke** (both in concept and practice). They don’t attract audiences nor do they have any measurable impact.
- ☑ Virtually **NOBODY** is really doing much about health juggernaut heading our way. And yes, that includes companies which make millions\$ in profits from outdoor equipment and clothing—Patagonia, North Face, Rossignol, Specialized, Black Diamond, the list goes on and on....

These entrepreneurs want to start a **revolution** and it all begins with YOU.

**Maybe. (?)!**

They want to hear your proposal for an effective (“viral”?) media campaign which would tackle these issues (DIRECTLY and indirectly) in order to make some headway in the fight for regaining American mental and physical health.

## The Objective:

Your team has 10 minutes to come up with a pitch for a short media campaign which is centered around video shorts and addresses these critical issues below. Your proposal should have details on the following:

- (1) Target audiences (primary and secondary)
- (2) Focal points/issues
- (3) Campaign concept/story line
- (4) Memorable Messages
- (5) Casting decisions
- (6) Locations
- (7) Distribution plans
- (8) Assessment approaches (short and long-term)

