

Choices

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Group 8

Mission Statement

To introduce sports & electronic music recording opportunities for inner city youth by local Bay Area organizations





Research

18-34-year-old appeal

Human Nature predisposes a need or desire to want to give back and improve upon the place from where we came.

Many of us wish we had access to these outlets when we were kids.

Technology is still cool and kids are willing to experiment with and try out new and interesting ideas.





Student Research

Kids have great ideas!

Many non-profit organizations already exist to provide creative outlets for kids.

3 – 5 p.m. is the time when kids most often get into trouble.

Why can't this idle time be used for kids to express their creative energy & ideas?

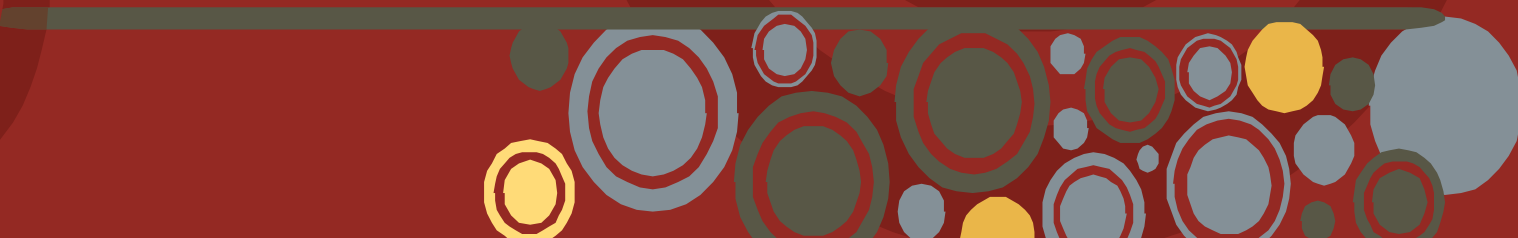
Why don't more kids know about these opportunities?



high school appeal



Materials & Equipment Needed

- LMW Filming Kit
 - Cell phone, to confirm interview and availability
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CHOICES

Air the podcast on local cable

Encourage more kids to record music & play sports instead of being involved on the streets

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Insert Production Logo HERE



