

## Multichoice Vuka! 2004 call for entries

Hot on the heels of the successful country-wide MultiChoice VUKA! workshops, the call for entries is out! The workshops reached over 900 keen aspirant filmmakers in May, where South Africa's filmmakers of tomorrow were shown a selection of the best local and international public service announcements.

Twenty-two detailed briefs with contact organisations, links to sites online have been placed on the web site [www.multichoice.org](http://www.multichoice.org) or are available from the organisers, Tel: 27 21 426 0181.

Former VUKA! Winner, and now professional filmmaker Sunu Gonera said that he was impressed with the creativity on offer, "I think that the South African film industry is about to explode, there is so much talent and desire to work hard we are going to see exciting work."

Amongst those attending was Fanney Tsimong, winner of the 2003 Raw Talent Award, (given to a newcomer without film training) who is completing his course, at AFDA film school - the prize given in the Raw Talent award.

For 100 disadvantaged newcomers, 2004 sees the start of the exciting new film skills development programme, which is being run as part of the Awards in partnership with the Department of Labour and the National Film and Video Foundation.

This year, the competition is taking on some real live issues. MultiChoice Africa has laid out the challenge for the entrants to come up with lively, interesting and positive public service announcements.

To help entrants create great ideas, some funky and hot ideas have been developed, such as celebrating South African democracy and beauty, embracing one's neighbour and environment, acting like a first class citizen, living positively with AIDS, acknowledging the people that serve South Africa, making a kids future mean something, literacy for young and old...

Currently newcomers and professional filmmakers are hard at work on their VUKA! entries, making sure they are ready for the closing date of 30 September 2004.

Entrants are grappling with the concepts to ensure they find out what makes an effective public service announcement. Some of these concepts are:

1. What the message is – finding out facts and information as the springboard to a creative idea.
2. Knowing the audience – the DStv family based audience and the target market of the charities and organizations.
3. Using a simple idea – each PSA is only 30, 45 or 60 seconds long. Getting the concept right and then following through with good production values is how winners are made.

4. Giving the audience something to do! Giving them a chance to make a difference by showing them how they can contribute time, money or moral support, or help someone in need.
5. Will the PSA influence or change behaviour? This is the real test. It must stand out from the noise of television.

Some past VUKA! winners have recently been selected by Granada television in the UK to have their winning entries shown on the popular "Tarrant on TV". "Tarrant on TV" has been running on UK television for 20 years, presented by Chris Tarrant, a well known television host and presenter of the British version of "Who wants to be Millionaire?".

The programme is comprised of extracts from television programmes and advertising from around the world – showing examples of the entertainment enjoyed by other cultures. The producers are especially attracted to funny commercials and those with an unusual way of getting their message across. They are also interested in powerful and thought provoking public service announcements, and VUKA! has always been a good source of material for the show.

The spots that have been selected for showing are:

1. Anti-child abuse PSA - "baby monitor.
2. Anti-smoking PSA - "Filthy Habit".
3. Anti-Aids PSA - "Gone.
4. Anti-drink driving PSA - "Pizza".
5. Alzheimer's awareness - "Don't Forget.
6. St John's Ambulance - "Its Noble to Help".
7. Anti-Smoking PSA - "Inside Out".

These ads can all be viewed on the VUKA! web site [www.multichoice.org](http://www.multichoice.org) under the winners section.

#### **Editorial contact**

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