

## *Notes from Wednesday, February 27, 2008 Youth Gambling Documentary Project*

### *1. Interview Subjects*

- We need to cast a wide net to get variety of people from all walks of life, backgrounds and cultures.
- Once the “Generation G” website is up and running, we need to have information about the project available on the site... what is involved and the kinds of people we are looking to talk to in regards to youth gambling (gamblers, ex-gamblers, friends, family), and what is expected of their participation, etc.
- We will need to have a general “Generation G” email address so people can contact us for further information. Something like, info@generationg **(Jennifer)**
- Website may even show some of our first interview clips (which may be some of u) to give potential interview people an idea of what we are trying to do, and why they might want to become involved. **(Will)**
- Facebook - With a valid Generation G website and email we can then create a Facebook group page. We can all act as moderators on the Facebook page.
- Wording of the Facebook group page will be crucial – so we don’t seem like an advertisement for youth gambling.
- Craigslist – Create a post on Craigslist volunteer list to find interview people. **(Will)**
- Community Youth Groups - Use contacts at the Y to contact any potential youth and/or community groups **(Louise)**
- U of T Career Centre – can they help us advertise/find people? (Jennifer)
- Aboriginal Community Groups – perhaps see if Louise knows about any through her Y connections. **(Louise)**
- Posters around U of T – need to gain approval from U of T to do this, but certainly possible **(Jennifer)**
- Kijiji website – Tamar mentioned this might be a good site to reach people through.
- Much Music/MTV – to give us a link from their websites to our Generation G site to get people involved and to spread the word. Explore if they’ll even bring us onto one of their talk shows to talk about the documentary **(Will)**
- Charityvillage.com **(Will)**

### *2. Research Topics*

- Jennifer may be able to find us some up-to-date stats about teen gambling in Canada and stats about the gambling industry in general. Anything that can showcase the scope and size of the issue.

### *3. Roles in the Production*

- Everyone wants to play with the camera and that’s great. Will is going to coordinate some kind of basic demonstration of the camera, etc.

#### **4. Other**

- Will talked about his Three E's of Documentary Film Making. Except he got one of them wrong. The Three E's are that documentaries can be:

**Enlightening** – in that they offer some new knowledge or information that helps people see things in a different or new way. *“I had no idea that casinos made so much money off gamblers.”*

**Empowering** – the documentary actually influences how people may think and act after seeing the film. *“I will never walk into a casino and gamble the way I did before.”*

**Entertaining** – they provided a nice diversion or bit of time away from other things. *“That was interesting. Didn't apply to me, but I enjoyed the film anyway.”*

- Our goal in our film is to do a bit of all three.

#### **General Thoughts About the Film**

- Initial areas to cover include: *talking to people about gambling and hearing their stories* and the stories of those affected by problem gambling. Looking at the prevalence and *growth of youth gambling* and the gambling industry in general, and *how gambling is marketed and targeted to young people* who can least afford the potential problems that go with problem gambling.
- We have wide-open opportunity to tell a powerful and important story using new techniques and technology. So we can have someone film something with their mobile phone's camera, we can have someone do an interview from someplace far away via web camera, we can use split screen interviews, phone interviews as we watch cool footage of something else, use music, still photo montages, graphics, animation, etc.
- In short, let's use whatever we need to get across our story to young people who have grown up on the web and used cell phones and all the cool technology that is available today.
- It can be non-traditional storytelling, so any ideas are welcome and encouraged.