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REALITY CHECK SPONSORS PSA CONTEST TO RAISE AWARENESS OF SMOKING INITIATIVES

Syracuse, NY—Reality Check of Onondaga and Cayuga County, programs of Prevention Network, joined the Tobacco-Free Partnerships of Onondaga and Cayuga Counties in sponsoring a PSA writing and production contest at Cayuga Community College. Participating students had to choose a theme for their radio or television PSA from among five key Tobacco Control program initiatives:

- **Smoke Free Parks and Playgrounds**
- **Point of Purchase Advertising**
- **Tobacco Promotion at Events**
- **Smoke Free Movies Initiative**
- **Smoke Free Apartments**

More than 22 first-year students in the College's *Introduction to Broadcasting Techniques* course submitted entries in the radio PSA contest and 11 teams of second-year students in a *Television Production* class submitted TV PSAs. Students who placed first in the radio PSA category include: Kayla Hogan (Smoke Free Apartments), Natasha King (Point of Purchase) and Andy Brown (Smoke Free Movies). In addition, two student teams placed first in the television PSA category. They include: Elysia Moore, John Young and Mark Veator (Smoke Free Parks and Playgrounds); and Don Brewer, Ronald Lazarus, Joquan Thomas, and Nick Guariglia (Smoke Free Movies). Some of the winning PSAs will be broadcast on Auburn Cable Channel 12 and WDWN 89.1 FM beginning in February 2008.

Reality Check is a youth-led movement created by the New York State Department of Health Tobacco Control Program in 2000. Its participants are committed to exposing the manipulative and deceptive marketing practices of the tobacco industry. It is funded by the New York State Department of Health Tobacco Use Prevention and Control Program. For more information, contact Onondaga County Reality Check Program Coordinator Elizabeth Toomey at (315) 471-1359 or btomey@PreventionNetwork.info or Cayuga County Reality Check Program Coordinator Karen Darling at (315) 252-1146 or kdarling@PreventionNetwork.info