

One Friday Night
A Christopher Productions Project on Underage Drinking
Impact Statement

The Project

One Friday Night is a unique project changing the way communities and teenagers deal with the issue of underage drinking that was developed by Christopher Productions. The project included the development of a half hour, broadcast documentary television program created by professionals who mentored teenagers. Teenagers were also used through various school projects throughout the state in both video production and anonymous essays about their "Friday night". It also involved the creation and dissemination of curriculum guides to go with the program that are specifically designed for use in elementary, mid, and high schools as well as a town hall meeting "empower packet" that allows teens to create a community meeting to create change in their community.

The project involves mass media – both broadcast and print, teen interaction within their communities and the overall video project, and follow up town hall meetings and curriculum guides that empower teenagers to make changes in their local communities and schools. The project was created through a Christopher Productions created think tank that included representatives from Mother's Against Drunk Driving, Safe Teen, Safer New Mexico Now, and the Oklahoma University CSAP program. Information was also gathered from the New Mexico Department of Health, Traffic Safety Bureau, and Children Youth and Families Department. Dissemination of the program and its various aspects were accomplished through every major broadcast television affiliate in New Mexico, Cooperative Educational Services, New Mexico PTA, New Mexico School Administrators Association, and the New Mexico School Boards Association.

Outcomes

"The project was successful even before it was broadcast," says Christopher Productions President, Chris Schueler. "As a result of the project being created, schools throughout the state held full day meetings, over 150 teenagers were intimately involved in the production process learning about the dangers of underage drinking in a very real way, and community organizations were able to use the broadcast as a tool to discuss ideas and potential changes about underage drinking in their community. That was the entire point of the program. In addition the show itself helped to inform parents and teens in a very unique and useful way and was distributed both on the air and through the NMPTA into every mid-school in the state. We were also able to put the program into every school district through the NM School Boards Association. Change takes place one on one - parent to teen, teen to teen - and this program has facilitated, in an amazing way, those conversations to take place."

Teenagers involved in the production: Over 150 from throughout New Mexico

School video crews involved: Carlsbad, Espanola, Gallup, Santa Fe, Albuquerque Academy

Broadcast stations: PBS – KNME, KENW, KRWG; CBS – KRQE and sister stations; NBC – KOB and sister stations; ABC – KOAT and sister stations; WB – KWBJ; UPN – KASY; FOX- KASA; El Paso ABC – KVIA; El Paso NBC – KTSM.

Ratings: Total GRP's One Friday Night 22.8 (reference Dateline at 9.5, NYPD Blue at 5.3)

HH thousands 231,362 Estimated Persons Reached: 492,800

Estimated Value: 30 second spot - \$7,980 Estimated value of half hour: \$191,520

Print coverage: Front page articles in Albuquerque Journal, Albuquerque Tribune, Santa Fe New Mexican
Many other articles in various small newspapers and also released on the AP wire which resulted in an article in the Dallas Morning News

Radio coverage: Interviews aired over all the Citadel stations (15) as well as a one hour interview on the Jim Villinucci show from 4-5pm. Interviews aired on all the Simmons radio group (5 stations) with KISS FM airing a simulcast of the program on Dec. 17.

National Public Radio interested in doing a follow up piece on the project.

Town Hall Meetings still being tabulated.