

BOOM! – project overview

Introduction

BOOM! is a development project that enables young people (aged 16-25) to learn and put in practice film production and creative media skills that open up volunteering and vocational opportunities.

Through BOOM!, young people are challenged to make short films and videos that reflect their opinions, concerns, interests and passions – from video diaries to news bulletins and reports and reportage-style mini-documentaries.

BOOM! also challenges young people to consider how the films and videos they produce can help effect positive outcomes in their communities and society at large. All BOOM! participants commit to tangible volunteering actions using their films and videos to raise awareness of a campaign within their communities and among their peers.

BOOM! and Clubs for Young People

In 2008-2009, participation in BOOM! will be open to more than 250,000 young people aged 16-25 – many of whom are socially marginalised, disengaged or disadvantaged – via Clubs for Young People, one of the UK's leading voluntary community and club-based youth organisations.

Partners

The delivery of BOOM! via Clubs for Young People is a partnership between Clubs for Young People, MTV, v (independent charity championing youth volunteering) and TomTom (BOOM! development and delivery partner).

The BOOM! approach

BOOM! focuses on teaching the mix of fundamental creative skills behind film and video production – specifically:

Five pre-production/production modules:

- Developing ideas – brainstorming/researching
- Scripting/storyboarding/planning
- Filming – camerawork, sound recording, lighting
- Front-of-camera performance – presenting, interviewing, etc
- Directing

Plus five post-production modules:

- Editing footage into bulletins
- Image manipulation and effects
- Sound design
- Construction of broadcast using MTV packaging
- Uploading content

Delivery of BOOM! via Clubs for Young People

BOOM! is delivered in four stages over a 12-month cycle:

- Training workshops for Clubs for Young People activity leaders
- Facilitation of ongoing activity in clubs through the provision of equipment, resources & support for activity leaders and the young people they work with – including free Apple hardware and software and technical support for participating clubs and free training at Apple-approved Regional Training Centres and Apple Retail Stores
- Showcasing/sharing of films and videos created via MTV – and also 'on-the-ground' through peer-to-peer awareness-raising activities in local communities
- Accreditation and signposting of potential volunteering and vocational progression routes for all participants

Outputs via MTV

BOOM! ROOM

- Each club will have its own online 'news room' – a BOOM! ROOM – into which content (the films and videos they produce) can be uploaded
- BOOM! ROOM hosted by mtvflux.co.uk (existing MTV online, interactive community)
- All content can be viewed on-demand – with BOOM! ROOM community invited to vote for the most interesting content

BOOM! BOX

- Weekly compilation of the most interesting (and community-popular) content drawn from BOOM! ROOM – and broadcast on MTV One and mtv.co.uk

BOOM! BLIPS

- Genre-channel relevant bulletins drawn from BOOM! ROOM and played out as 'live content' on MTV2, MTV Base, MTV Hits and MTV Dance – with individual bulletins aggregated as themed news

BOOM! Awards

At the end of each project year, activity will culminate in the BOOM! Awards, recognising achievements of BOOM! participants – from creative and production skills to campaigning & awareness-raising volunteer actions.

The BOOM! Awards event will also incorporate a forum focusing on the social and community issues 'championed' by BOOM! participants and the outcomes that have resulted

Key project outputs

- 120 regional BOOM! training events nationwide
- 2,000 Clubs for Young People activity leaders trained to facilitate BOOM! activities their clubs
- 180,000 part-time volunteering hours committed to BOOM! by Clubs for Young People activity leaders
- 1.8 million short-term volunteering hours committed to BOOM! by Clubs for Young People club members
- 24,000 young people working towards professional film production and creative media qualifications
- More than 5,000 promotional and programming spots on MTV channels

Key youth development outcomes

- Young people engaged in new challenging activities
- Young people – both within and beyond Clubs for Young People – inspired to volunteer
- Young people making a positive contribution to others, their communities and society large
- Young people learning valuable vocational skills
- Young people given a voice
- Negative perceptions and stereotypes of young people challenged
- Increased self-confidence and self-belief among young people