

# ANTI-VAPING Casting Call



Send submissions to:  
**Kevin@sightandsoundhawaii.com**  
 Due end of day, **TUESDAY, September 13, 2022**



## PROJECT INFORMATION

CLIENT:	Hawai'i Community Foundation	PRODUCTION TYPE:	PSA
CAMPAIGN:	Escape the Vape	USAGE (ON CAMERA ROLES):	All Media, less national broadcast
PROJECT NAME (INTERNAL):	Weaker Inside	MEDIA (ON CAMERA ROLES):	All media now known or developed later
PRODUCTION COMP:	Sight & Sounds Productions	TERM LENGTH (ON CAMERA ROLES):	5 years from Initial Launch
POINT OF CONTACT:	Kevin Sawicki - <a href="mailto:kevin@sightandsoundhawaii.com">kevin@sightandsoundhawaii.com</a>	RENEWAL TERMS:	Client retains the right of renewal for an additional 5-years at cost + 10% + 20% agency fee
AGENCY:	Rescue: The Behavior Change Agency	DELIVERABLES:	:30 Flagship Video, :15 Takedown, VO, photo and Social Assets
		UNION STATUS:	Non-Union
		PRODUCTION DATES:	Tentative 10/17/2022
		PRODUCTION LOCATION:	Honolulu, Hawaii
		PROJECTED LAUNCH DATE:	TBD

### ADDITIONAL CONTRACT DETAILS (Non-Competes, Lifestyle Requirements, etc.)

Talent must agree to a 5 year non-compete clause that prevents them from taking any production with with any tobacco or vape related projects in the state of Hawaii.

### PROJECT SYNOPSIS:

"Weaker Inside" is a PSA. Goal is to reduce teen vaping in Hawai'i and let them know that chemicals in vapes can affect their lung health sooner than they think. Our creative message is around the idea that lung damage from vaping can hold back even young, healthy people from being their best at physical activities.

## CHARACTER BREAKDOWNS

ROLE TYPE:	On Camera Principal (with voice over)	
IDENTIFYING GENDER:	Male	
AGE RANGE (APPEARS AS):	17	(Talent must actually be 18+ years old)
PREFERRED ETHNICITY:	Hapa or Pacific Islander	
SPEAKING / NONSPEAKING:	Non-Speaking	
TATTOOS:	No Tattoos	
PIERCINGS:	Piercings OK	
SPECIAL SKILLS:	<b>MUST BE PROFICIENT in Basketball</b>	ANTICIPATED DATES ON SET: 10/17/22
ADDITIONAL INFO:		
COMPENSATION:	Rate: \$800/10 hours + 20% agency fee (if applicable) + \$25 Wardrobe Stipend To be paid by client directly via payroll.	
ADDITIONAL CHARACTER DETAILS/DESCRIPTION:	Paulo is a laid back 17 year old teenager, who is a lot like his friend Kai. Both are in the same friend group and frequent many of the same places and activities. Paulo is very competitive, he's into team sports like basketball, beach volleyball and football. When out he always has his vape pen on hand. He's part of the bigger group of friends at school and almost all of them vape so he sees no problem with it since they are all just as active as he is.	

## SUBMISSION INFORMATION:

AUDITION / VIDEO AUDITION INFORMATION:	<p>This can be shot on your cellphone.                  Make sure script is read inside/indoor where you can grab good quality audio.</p> <p>Please email to <a href="mailto:kevin@sightandsoundhawaii.com">kevin@sightandsoundhawaii.com</a>                  If using dropbox or google drive, ensure that Kevin has permission on the folder.</p> <p>Introduce yourself.                  Tell us how long you've been playing basketball for.</p> <p>SCRIPT DIRECTION: Aside from a recording with only the actions read the script twice in a separate take. Start with a strong assured voice and continue with a sense of confidence over the topic while also wanting to let other teens know the deal. End with conviction. Read should be friend-to-friend. NOT preachy or judgmental.</p> <p>SCRIPT:                  - Looking healthy on the outside...                  - Doesn't mean much if you're unhealthy on the inside from vaping.                  - Chemicals in vapor can damage your lungs and airways on a cellular level.                  - What starts as shortness of breath can easily turn into asthma, bronchitis, or worse.                  - Weakening even the strongest in our communities.                  - Don't let vaping hold you back.</p>
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