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What goes around comes around. While that adage doesn't seem to apply as often as we might like, it's gratifying when the dynamic comes into play and good begets good. In the case of the recently formed Rock The Vote Action Group, the opportunity to give back to the community at large is not only good in and of itself, but translates into a business model that carries potentially positive implications for the ad industry's future (see story, p. 1).

Several months ago, commercial/music video house Squeak Pictures and Rock The Vote entered into a long-term production partnership. Squeak founder Pam Tarr then went on to form the Rock The Vote Action Group, bringing in such industry participants as TBWA/Chiat/Day and Internet design and marketing firm DNA Studio.

The Action Group has already created a public service campaign targeting relevant issues that hopefully will help inspire young people to become more involved in community service

and the political process. Joe Pytko of PYTKA, Venice, Calif., has directed three TV spots, one of which made this week's "The Best Work You May Never See" gallery (p. 11).

"It's amazing how the opportunity to do projects like this inspires people and brings out the best in them," related Tarr. "There has been an incredible outpouring of people who are anxious to contribute their creative and strategic resources to the work. You see the good that our industry can do and how people are drawn into becoming a part of that effort. During what has been a difficult time for the industry in general, it's uplifting to see how willing people are to give of themselves for worthy causes."

Beyond PSAs, the Action Group is looking to develop TV and feature content that will help

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raise social consciousness in the coveted youth demographic. Tarr related that the Rock The Vote brand has equity value, providing "political credibility and a window into the youth market." She envisions advertisers, corporations and proactive individuals contributing to a content development fund.

TBWA/Chiat/Day executive creative director Chuck McBride is excited over the prospects. "I want to see if we can seed ideas, inspire and cooperate with screenwriters, directors and producers to find a way to bring the notion of politically active youth to life—through the creation of content that young people can relate to and feel empowered by. ... We have long forgotten the days when the American campus was a hotbed of political thinking. Instead kids have become somewhat apathetic, uninvolved, dis-

interested and skeptical of the political process. Our goal is for them to realize that their actions and involvement can make a positive difference in our society."

But how can apathy be effectively combated when elections often boil down to choosing the lesser of two evils? For McBride, that's part of the inherent creative challenge. He related that maybe via Rock The Vote's efforts, more young people themselves will choose to get involved in their communities and become the next generation's leaders. "Maybe we again can help attract the best and the brightest—people with ideals—into the political process," he said. "Maybe we can get youngsters to talk at the dinner table about social issues that concern them, generating a healthy debate with their parents. If we can create a better world for kids—and get more kids involved in their world—then we've done a lot. ... To be able to apply our skills in advertising and communication to such a cause is a tremendous opportunity."