



Want to be on TV?

If you're a budding film-maker or a creative advertising-type, then we've got an opportunity for you to show your talents to a new, very large audience.

Next year, Carclew Youth Arts is going to use TV commercials to promote its popular *Off the Couch* events, and is offering interested young South Australians the opportunity to make those ads.

"It's an opportunity for people to showcase their skills and creating a TV commercial can really add to a person's film-making experience and round out their show reel," said *Off the Couch* Project Officer Drew Landt.

Interested applicants are asked to create their own 30 second TV commercial promoting *Off the Couch* and working to the themes of rock, metal, indie, acoustic, punk, ska and multicultural events. The six winning ads will be showcased on Channel 10 from February through to May, 2011.

Off the Couch has become South Australia's best-known contemporary youth music event for people aged 26 and under. More than 700 bands and musicians have pounded the boards at *Off the Couch* events in the past 15 years, showcasing to a total audience of more than 70,000 at some of Adelaide's most popular venues.

Off the Couch not only allows emerging artists and bands from all genres to cut their teeth in the live music industry, it also provides 'behind the scenes' training for budding event coordinators through a 24-week professional development program with industry professionals.

"The adverts are a relatively new component to the *Off the Couch* program and it's certainly something we want to build up," Drew said. "It would be great to be able to connect young filmmakers with experienced professionals, like we do at the moment on the musical side.

"If you're passionate about film-making then here's your opportunity - get together with some friends, get creative, and you could see your work screened on TV."

All commercials must be no longer than 30 seconds and produced to the music provided for each genre. This music and other important information can be found on the Carclew website. **All entries must be received by 5pm, Friday, February 11, 2011.**

For more competition information visit www.carclew.com.au

The 2011 *Off the Couch* program will consist of six gigs held from February to May.

Applications for the **event coordinator team** close **Wednesday, January 19**. Applications for **bands and musicians** close **Wednesday, February 9**. All music genres are invited to apply.

For further media information please contact Allison Kane, Carclew Youth Arts, on 8267 5111 or 0413 042 639 akane@carclew.org.au