



Family Service Agency
628 West Broadway, Suite 101, North Little Rock, AR 72114
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Dear TCYB Team & YES Speaks members,

How is everything going on your end? Well, things are just moving over here. We aren't as busy as we usually are; things have slowed down a bit, now that school is almost out for the Christmas Break.

Please notice the enclosed "ZINE". (What is a ZINE you ask? It is an advocate's own interpretation of the truth as it relates to a given topic.) Actually, it is a cheap way of putting together a magazine.

Please check out this ZINE issue and as a special assignment, I want you to develop your **own** ZINE and send it in. The "**top ten Zines**" will be featured at the 2009 Say YES Conference in June, and an award will be given. We have six more months until the conference, and we've decided that we want to judge the ZINES, by sending out the "top ten" issues out over the next six months beginning January 15, 2009 to YES TEAM members in our database. What does this mean? This means you have less than three weeks to develop your own ZINE and send it in to the office for assessment.

Okay, are you confused yet? Are you wondering just how you are going to make this happen? Worry no more; I'll even share the rules and instructions with you. Before you continue reading this, pull out the ZINE that is enclosed in your packet and REALLY check it out. I'll pause while you do that.
(P A U S E!!!!!!)

Okay, did you check it out? Could you tell what was going on? Did you see pictures, computer generated text, writing, drawings, magazine cut-outs, and whatever else? If you did—great! If you didn't, take some more time and look at the ZINE again. You've clearly missed something. I'll wait! Go ahead! Look again!
Now did you see it? Okay go forward.

Below I will share the instructions (a loose collection of things to do) and the deadline for entry. We want everyone to participate in this assignment. We think this will not only help you, but it will be a great group activity for some of the folks on your YES TEAM. You do have a local YES Team member hanging around, don't you? Right! This will be a great time to discuss what is going on in your community and in your state as it relates to tobacco control and prevention. Remember we have "Smoke Free Movies" coming up in February...you could use that theme. We also have "Arkansas Tobacco Free Kids Day" coming up in March. Those are two great reasons to gather your YES TEAM crew. They'd love to assist in this endeavor, I'm sure.

How to make a ZINE:

1. Get some plain 8 ½ by 11 computer or typing paper. 8 to 12 pieces at the most!
2. Think of a THEME: Pick a tobacco fact or a topic associated with BIG TOBACCO
3. Find old Magazines, scraps of paper, markers, computer for typing text, pencil (preferably a marker or pen—because pencil writing is often too light when photocopied), glue, cigarette wrappers (old-found on the ground), pictures of you and your YES Team, pictures of Big Tobacco CEO's, pictures of various tobacco ads, and a bunch of CREATIVITY and more.
4. Did I mention you will need glue?
5. Lay all of your pages out, as if it were a magazine. Keep in mind that there is **only one center spread**. The other pages will have to be designed as half pages, so make sure your story boards line up that way. If you get confused, LOOK AT THE EXAMPLE. It is just as easy as that.

Rules of the ZINE Project:

1. Must be mailed to the TCYB-YES TEAM office: 628 West Broadway, Suite 101, North Little Rock, AR 72114, **by Thursday January 8, 2009**. We need the original (glued, stapled or pieced together) creative layout and a COPY of what it is supposed to look like (similar to what you see in your packet) photocopied.
2. You must TITLE your ZINE. The only title stipulation is that you MUST include YES in the title. (How creative is that?)
3. DO NOT PUT THE ISSUE NUMBER OR DATE ON YOUR ZINE! We will do that for those selected after judging and then the issue number and date will be added when we mail them to the YES Team Database. (We will also try and scan them, so that we can upload them to the website and allow people to download and use them.)
4. Must be tobacco related, with a clear message of tobacco prevention, deception, or manipulation tactic by big tobacco.
5. Must include the creative team involved. We don't care how you list or showcase those who helped you with this project; just make sure that somewhere in the ZINE, your name and the names of anyone that assists with this project is included.
6. CITE sources. If you use a quote, please be sure to tell where you got it and who said it, if you know. If someone contributes a poem, please make sure you use their name, etc.
7. BE CREATIVE!
8. Did I mention that you need to mail the completed original? WE WANT IT! We don't just want the copy.

Publication Dates for the TCYB & TEAM YES SPEAKS ZINE

January 16 & 30-February 13 & 27-March 13 & 27-April 10 & 24-May 8 & 22, 2009. Top Ten ZINES will be on display June 5-6, 2009 at the Double Tree Hotel.

If you have any questions, please feel free to call us at the office at 501.375.1338 ext. 339 or ext. 347. If neither of us answers the phone, email us at info@yesteam.org. You can also post to the website...and someone will respond: www.yesteam.org is the website address, just in case you forgot.