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## MC Students Take on Movie Piracy in Video PSA Contest

### Macklin Scholars Present Project this Week at Conference in Philadelphia

Macklin Business Institute Scholars have been hard at work producing an "anti-piracy" video public service announcement for the Motion Picture Association of America, as part of their participation in the annual Students In Free Enterprise (SIFE) business competition, which was being held this week in Philadelphia, Pa.

The Macklin scholars joined with other Montgomery College students to star in and produce this PSA. While their target community was the Montgomery College campus community, the students' goal was to produce a piece that could be used to also educate local high-school students and the greater Montgomery County community about how downloading movies was hurtful to the industry and economy.

Macklin Scholar Ivan Salas-Orono said, "We accomplished this through a combination of targeted outreach events in our local and college community, as well as the use of media such as cable television and Montgomery College Television (cable 10 in Montgomery County), viral web sites, and our college web page."

Orono was the leader of the SIFE project. SIFE is an international organiza-

tion that mobilizes university students around the world to make a difference in their communities, while developing the skills to become socially responsible business leaders. Montgomery College students from the Macklin Business Institute participate each year in the SIFE competition, competing against students from a wide array of universities and colleges.

"For our public service announcement, we wanted to show the deterioration of the movie industry in the United States, due to illegal downloading," said Orono. "The idea is to make college students

aware of the immediate consequences of their actions and try to persuade them to stop using illegal means to download movies."

The MBI Scholars wanted to develop a PSA that was creative and would catch the attention of typical college-aged students. Orono said, "After brainstorming plots, we came up with the idea of imitating an award ceremony to be held in the year 2015. The movies that are nominated for picture of the year are very low quality, amateurish and with silly plots. We try to make it clear to viewers that piracy takes billions of dollars away from the movie industry, and, at the same time, thousands of people lose their



**Ivan Salas-Orono, an MBI scholar at Montgomery College, coordinated the students' "anti-piracy" video public service announcement project.**



jobs."

As a result of the PSA airing on the MCTV cable channel, the students have the potential of reaching roughly 230,000 cable subscribers in Montgomery County. Combined with the use of Facebook and YouTube, they're able to educate viewers on both the local and national level. Scholars are also in the process of getting the PSA shown in local movie theatres prior to feature presentations.

Orono said, "All in all, by spreading our message to current and future college students in these various ways we believe our anti-piracy campaign and PSA have been effective in educating a segment of the population that is responsible for a significant portion of the film industry's losses due to film piracy.

The student-produced video PSA can be viewed on YouTube via the following link:  
<http://www.youtube.com/watch?v=G NjgnOqJauI>.