

Concept Abstract

Submit the one-page abstract with your concept video.
Abstract submission is required before concepts are posted online.



Team Name, Concept Name, Team Lead Name:

"Mine"ds of the Future, Mining Media Campaign, Yehudis Gottesfeld

In a few words, describe the general idea of your concept (game/social media/signs/book, etc.)

The general concept is to take diverse and popular kids tv shows (cartoons, sitcoms, etc) and have them air an episode delivering a pro-mining message. We will be pitching ideas to various kids' tv shows and mining corporations, focusing on a positive mining message. We intend to use the 5,000 dollars to create a professional prototypes for significant players in the industry (mining and media) to take this approach as we build bridges and foster cross-industry relationships. These episodes would be similar to anti-smoking campaigns, in which many tv shows covered throughout their episodes.

In a brief paragraph, describe your concept and how it will change the public's perception of mining.

The idea behind our concept is to expand the conversation of positive mining amongst kids while begining conversations for them and their parents to increase their engagement in positive mining and its advocacy. As chldren are not only the heart of their parents, they are also the future parents. By educating children regarding positives of mining, parents will begin to learn about and soften to supporting the benefits of mining and children will grow up with the knowledge to and passion for supporting the mining industry; thus having a two-fold, multigenerational and multicultural impact.

In a few words, describe your intended audience.

Our intended audience is kids ages 7 to 12 years old. We've chosen this age group as it's an age where not only are they old enough to understand and learn from what they are watching, but they are also young enough to still be having open and frequent conversations with their parents.

How far reaching do you envision your concept, that is, how many people and at what age ranges do you think your concept will reach?

One significant advantage our concept has, is that it is incredibly far reaching, simple and low cost. 71% of kids in the US ages 7-12 have a tv in their bedroom. Though this number varies by country, the amount of media children injest worldwide is still significant. In addition, we invision this concept having an outreach effect on parents as well, making our concept and influence extremely far reaching with very little investment.

Please show a general breakdown and total projected cost of your project, if it were to be noticed or sponsored.

Our plan includes a sponsor that would fund a commercial, clip or episode writer for the professional pitch/ prototype, which we estimate to cost 500 USD. We would then hire a test group to prove the effectiveness of our prototype and concept, which we esimate to cost 1,000 USD. We would then pitch the idea to mining and media companies and create tailored prototypes for their business/shows, which we estimate to cost 3,500 over the course of a year. In total, we estimate our budget to be 5,000 USD.

Briefly please include any additional information you would like judges to know about your concept.

Our inspiration for this project has been from our interactions with kids and diverse groups (gender, racial, religious, etc). We are undertaking this venture because we believe that it's our responsibility as students to give back and shed light on the benefits which mining bestows on us, so that we and our future generations will live in a world expanding with technology and innovation. We believe our concept is a powerful one and contains the ability to create significant positive changes within the mining-related conversations amongst kids and adults worldwide.