



Staff photo by John Suchocki

WINNING ENTRY — Kelly Wilkerson of Springfield wrote the grand-prize-winning entry, which will be the theme for campaign on teen-age pregnancy.

Ad campaign written by 14-year-old to be unveiled downtown tomorrow

"Don't Let Good Times Turn Into Hard Times." That was the tag line for the radio spot written by teen-ager Kelly Wilkerson of Springfield. After a grueling three-day judging process and a lot of discussion, it was Kelly's entry which won grand prize in the Hampden County Teen Media Contest just prior to his 15th birthday.

Kelly's radio spot has blossomed into a full-fledged media campaign, with the assistance of The Springfield Newspapers, Channel 22, Springfield Advertising, the Pioneer Valley Transit Authority and WAQY radio.

The campaign kicks off Thursday with a public unveiling at 5:15 p.m. at Baystate West, where the 30-second "Hard Times" television spot will be shown for the first time on the over-size screen in the second-level picnic area. Also on display will be the poster featured on the cover of this special section, and a display of more than 100 messages written by teen-agers on the subject of teen-age pregnancy.

The television spot adapted from Kelly's entry features model Todd Godek of Agawam, 19, in his first television commercial. Also featured in his first TV role is "one-year-old" Rafael DePalma of Agawam.

The public service announcement was produced by Doherty Tzoumas Marketing and photographer Carl Bartels, with production assistance from Channel 22.

Todd, whose performance was tested with teens of several races before his selection, "is very convincing in the role," according to Bartels, who taped the commercial in black and white on 8mm film, with single-source lighting for dramatic effect.

The full campaign will be run by local media beginning in late September.

Kelly, who is in the 10th grade this year at Springfield Central High and is interested in computer technology ("for the money," he says, smiling) says he was surprised to win the media contest, and entered only at the urging of a friend who intended to enter. "It just seemed like another one of those contests. But I entered anyway."

Kelly says the writing process made him think more seriously about the consequences of teen-age pregnancy. "I made it up," he said of the first-person testimonial which captured grand prize. "It took awhile to think about it."

Does he think about the subject otherwise? "You have to now, it's everywhere. There's a lot of pressure, and you have to think about it," he said.

Teen media campaign to travel county

Teen-agers gathered following the Teen Media Contest to choose more than 100 entries for a special Traveling Exhibit, on display this week on the second level of the Baystate West shopping mall.

This display will travel throughout the year to Hampden County schools, libraries and other public places, including the Massachusetts State House in Boston. Schools and organizations wishing to book the exhibit are invited to contact Jerry Mogul or Heather Johnson at the Center for Human Development in Springfield, by calling 733-6624 between the hours of 9 a.m. and 5 p.m.

The exhibit will be at Baystate West Mall through Sept. 22.

Upcoming exhibit locations include: Brightwood Library, Sept. 22-Oct. 7. Peck Junior High School, Holyoke, Oct. 11-14 (tentative).

Blessed Sacrament School, Holyoke, Oct. 17-21.

Holyoke Mall, Holyoke, Oct. 24-28.

Main Library, Oct. 31-Nov. 10.

Holyoke High School, Nov. 14-18.

Lynch Junior High School, Holyoke, Nov. 21-23.

Holyoke Library, Holyoke, Nov. 28-Dec. 2.

Jewish Community Center, Dec. 5-16.

Pine Point Library, Jan. 16-27.

Winchester Square Library, March 6-18.

Food overdose can lead to canker sores

By KIM UPTON

Those with the good fortune to have eaten an entire chocolate cake single handedly, probably know the punishment of canker sores ... not to mention tooth-tight shorts. The tiny little blisters called aphthous ulcers, which appropriately means "fire sores," can ruin even fond memories of too-much sugar or citrus.

They probably will have to run their course before healing, but chewing on antacid tablets may decrease the acidic nature of your mouth and help to prevent them.

Here are some other prevention tips, from the American Academy of Otolaryngology — Head and Neck Surgery. Prevent canker sores by avoiding:

- Biting or otherwise injuring the inside of your lips or mouth.
- Excessively sweet or sugary foods.
- Nuts, including coconut and peanut butter.
- Chocolate.
- Highly acidic foods, especially pineapples, plums and grapes.

If the sore does not heal in a week, it may be something more serious than a canker sore. Consult your physician.

To receive a free booklet containing further information on cold sores, fever blisters and canker sores, send a self-addressed, stamped business envelope to: American Academy of Otolaryngology-Head and Neck surgery, "Canker Sores," 1101 Vermont Ave., N.W., Suite 302, Washington, D.C. 20005.

BEING A KID IS TOUGH.

BUT IT'S NOTHING COMPARED TO BEING A KID WHO'S ALSO A PARENT.

Help and information for teens who are pregnant or parenting can be found at the First Years Learning and Resource Center at the Brightwood branch of the Springfield City Library, 220 Birnie Ave. Featured are bilingual books, pamphlets, videocassettes, educational toys and an information and referral file of local agencies offering assistance to young parents.

For more information, contact the Brightwood branch at 737-4765.

Visit the Brightwood branch between Sept. 22 and Oct. 7 and view 100 of the 815 Teen Media Contest entries. The exhibit also will be on display at the Central Library, 220 State St., Oct. 31 - Nov. 12; the Pine Point branch, 204 Boston Road, Jan. 14 - 27; and the Winchester Square branch, 765 State St., March 6 - 18.

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