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### North Walpole teen's video wins first prize in national anti-beer commercial campaign

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Super Bowl and beer advertisements seem to go hand in hand — but what if they didn't? Jeremiah Golden's video plea to beer companies to remove their commercials from the Super Bowl won first prize in the first Free the Bowl contest, a nationwide campaign hosted by the Marin Institute in San Rafael, Calif.

Young filmmakers from 23 states produced and submitted 61 one-minute clips on [YouTube.com](http://YouTube.com) and prizes were awarded for the top three entries.

Of all the entries, Golden's entry may have been the simplest. Though he shot it on a \$200 camcorder in his bedroom at his North Walpole home with nothing but a black bed comforter for a backdrop and some household lights, he still got his message across.

Golden used data provided by the Marin Institute, a nonprofit "watchdog" advocacy organization with the mission "to protect the public from the impact of the alcohol industry's negative practices."

The video, titled "The Super Bowl Influence," consists of him talking straight to the camera about the effects of alcohol-related advertising on young people. One statement: "An estimated almost 30 million youth viewed more beer ads than any other ads during the Super Bowl last year — that's a lot of youth."

During the Super Bowl alone, which is the most-watched sporting event, with 98.7 million viewers this year, there are more beer advertisements than any other type of ad.

Golden, 18, is the son of Tim and Tamara Golden. His father serves as assistant pastor at Life Fellowship in Charlestown, and both of his parents have home-schooled him for most of his life. Golden, now in his senior year, moved to North Walpole from Sullivan eight years ago.



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A fan of action movies — the recent Steven Spielberg thriller “Eagle Eye” is a favorite — he takes graphic design courses at River Valley Technical Center in Springfield, Vt. and plans to attend college to study media and video production.

Golden was looking through a list of online video contests when he found Free the Bowl.

“There’s a lot of contests but not a lot that support such a great idea,” he said. “That one really stuck out to me.”

It stuck out even though he’s never been an underage drinker. “I’ve never been affected by it personally but I have a lot of friends who have been affected by it and have lost friends because of it ... It has a big impact on the lives of everyone involved.”

More inspiration for taking on the project was provided by his two younger sisters, Naomi, 11, and 8-year-old Mikaela. Golden credits his solid home life for keeping him on the straight and narrow path.

Many of the other videos submitted to the contest were far more complex in terms of content and technicality, but Golden said he went for the stripped-down approach.

“I felt it was just more of a face-to-face with beer companies,” he said. “I was just hoping my voice would make an impact.”

Golden thought many of the other entrants presented some good points in their videos. But he believes his entry differs because it specifically targets the issue at hand — the increase of underage drinking as a result of beer advertisements. But he added that he was “completely surprised” to win first prize, a MacBook and accompanying software, his first laptop computer.

Golden plans to use his video in any way he can to promote its positive message, and although he can’t speak as someone who has been affected by underage drinking, he wants to let young people know it’s never too late to turn their lives around.

“There’s no reason you can’t have fun and party without getting drunk,” he said.

On the net:

[www.FreeTheBowl.com](http://www.FreeTheBowl.com)

[www.youtube.com/watch?v=abV6AnsR9Tw](http://www.youtube.com/watch?v=abV6AnsR9Tw)

[www.marininstitute.org/site/](http://www.marininstitute.org/site/)

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