



SOLDIER'S EYES COMPETITION BRIEF

Making a music video with a message

Interested in taking part in BOOM!? Interested in making a music video with a positive social message?

If so, then you need to know about a special BOOM! competition called Soldier's Eyes.

Soldier's Eyes, written and performed by Jack Savoretti (www.jacksavoretti.com or www.myspace/jacksavoretti or www.soldierseyesproject.com), will be the first track released from a new album of songs contributed by various artists in support of promoting greater understanding and harmony between communities in conflict.

The Soldier's Eyes competition is an exclusive invitation to all BOOM! participants to create a music video to suit the song – with the best video (as judged by a BOOM! panel of professional video commissioners and producers including Jack Savoretti), ultimately being selected to accompany the song's release, including screening across all MTV channels.

The makers of the winning video will also receive a special award at the BOOM! Awards event to be held in London in October 2009.

The Soldier's Eyes project has been jointly developed by Danielle Livesey (project founder), De Angelis Records (Jack Savoretti's record company) and Fertile Ground, a charity working in the Middle East to break down barriers between Israel and Palestine through arts and cultural exchange projects.

How to enter the competition

Firstly, you can stream and listen to the Soldier's Eyes song – and register to take part in the competition – directly from the 'Resources & downloads' page on www.boomnation.net.

To download a copy of the song to work with in creating your video, please contact us at boom@tomtomnation.com for details.

Your video entry then needs to be uploaded at www.mtv.co.uk/boom by 25 September 2009.

Shortlisted entries will be announced and informed in early October 2009 and the eventual winner selected on Thursday 22 October 2009 (at the BOOM! Awards).

The winning video will be the entry that, in the view of the judges, best conveys and delivers the song's powerful message of hope for a more tolerant society.

All entries also need to comply with the standard BOOM! terms and conditions (go to <http://boom.mtv.co.uk/terms>) for films and videos being uploaded onto www.mtv.co.uk/boom.

Some thoughts to get you started ...

The Soldier's Eyes project has been inspired, in part, by the Israeli-Palestinian conflict.

Consider the waste of life in war and the suffering caused to innocent people and families. Consider people living next to each other and yet being divided by resentment and hatred.

Maybe you come from – or have family and friends in – a war-torn country? If so, how has this affected you (or your family and friends)?

Or perhaps you have your own experience in your local community of people being divided through race and religion – or even because of belonging to different gangs, supporting different football clubs or simply living on different streets.

This is your chance to make a real difference. We want you, in making your music video for Soldier's Eyes, to express the song's message of hope through your own thoughts, ideas, experiences and creativity.

SOLDIER'S EYES - LYRICS

Written by Jack Savoretti
De Angelis Publishing Ltd
Produced by Rick Barraclough
Jack Savoretti – Vocals & Guitars
Anna Phoebe – Violin
Mixed by Dan Frampton for danframpton.com

Lately I've been wandering what's been going on
I've been here before but I don't remember when
And every time we get to where we're entering
I feel my beliefs and hopes surrendering

But I know I'll be coming home soon
Yes I know I'll be coming home soon

Like the enemies that we are battling
I am nothing but a human alien
Left with nothing else but to keep wandering
Down this path while stopping my hand trembling

Coz I know that I'll be coming home soon

Yes I know that I'll be coming home soon
With a soldier's eyes with a soldier's eyes
With a soldier's eyes

With a soldier's eyes I've seen inside
The devil's dreams where young men die
Graveyards open up their arms for mothers left to cry
I have seen the bleeding I hate what we have done
But just like every other fool here I'll keep marching on

Because I know I'll be coming home soon
Yes I know that I'll be coming home soon
With a soldier's eyes with a soldier's eyes
With a soldier's eyes with a soldier's eyes