

You Are Not A Werewolf

You Are Not A Werewolf (WDR, Germany) is a magazine program that educates young teens about puberty, and is hosted by Christine and Ralph (cf. screenshot 1). The hosts explain what to do when a couple needs to break up, and identify appropriate breakup strategies (cf. screenshot 2). For those who are on the opposite end of a breakup, the hosts explain the feelings experienced afterward in three stages: shock, anger or sadness, and finally, resolution. The scene switches to the super suave Wolfman, a self-declared conflict manager, who arrives at the home of a teenager, Jan, who is trying to convince his mother to allow him to get a tattoo. Wolfman explains some of the pros and cons of getting a tattoo, and informs Jan of the laws concerning tattoos for minors (cf. screenshots 3, 4). He helps Jan engage in a positive conversation with his mother about getting a tattoo, and she relents (cf. screenshot 5). Next, a 15-year-old girl named Anna is given an assignment to help poor people, so she volunteers at a café for alcoholics, and passes out sandwiches and clothes to those on the street with her friends (cf. screenshot 6). Anna found that it made her feel good to help people. Other viewers were encouraged to submit new assignments and volunteer to be featured. In the next segment, the hosts discuss the foreskin, as well as circumcision, and the importance of proper hygiene (cf. screenshot 7). Lastly, an adolescent couple is interviewed about their relationship. They share their thoughts on topics such as jealousy, being apart, and the future (cf. screenshot 8). At the end of the program, viewers are asked to send in questions about the body and emotions.

You Are Not A Werewolf was one of the PRIX JEUNESSE INTERNATIONAL 2012 finalists in the 12-15 Fiction & Non-Fiction category.

International experts' opinions

International experts shared their opinions about *You Are Not A Werewolf* during the discussion sessions at the PRIX JEUNESSE INTERNATIONAL 2012. Many appreciated the topics raised in the program, and said that they were very relevant for older children. There was disagreement about the effectiveness of the quick movement between segments, as some expressed that it was too jumpy. There was also controversy about the challenge presented to do something for the poor – some felt the young girl challenged was insincere or condescending in her actions.

“I liked the story with Wolfman because these are the discussions which youngsters have with their parents. The part with the penis, I thought, yes, now, they want to be very modern.” (female expert, Germany)

While many appreciated the topics covered by the program and the way they were presented by the two relatable hosts, some stated that the segments were only loosely connected, or that perhaps there were too many segments inserted in between without adequate transitions.

“I thought that was a very good way to learn the new information. They [the hosts] just seem the right age somehow to do that sort of thing, very relatable.” (female expert, Australia)

“I couldn't see any clue, any red line, any relation between the different topics.” (female expert, Germany)



Ill. 1: The hosts, Ralph and Christine, introduce the audience to the agenda for this episode



Ill. 2: Christine and Ralph offer strategies for breaking up with a boyfriend or girlfriend

The makers of the program explained: “We just wanted to develop a special style or experience for this show. And we had this association with puberty, changing. Everything is changing very, very fast. So, this one minute, you think, ‘I’m so happy’, and then, ‘I’m so sad’. And this reflects a little bit with the camera moving.” (female expert, Germany)

The biggest controversy surrounded the challenge presented to the young girl in the program, as some said that she handled the challenge in an age-appropriate way, while others felt she may have been inappropriate in her efforts to help.

“The challenge for the girl, when she said, ‘I have some old clothes, and I take them and I give them to anybody. And even if the lady doesn’t want the clothes, she maybe can sell them.’ It’s difficult to explain because it’s a middle-class girl. And she’s bored about what she had to do I feel.” (female expert, Germany)

“But, most of all, the girl in the task, what I found kind of visually, emotionally disturbing at the end and misfortunate for that way was the fact that I felt that she was desperate to get rid of her little bag of clothes.” (male expert, Germany)

“I think getting it from a child’s point of view and seeing it through a child’s eye and how they would try and tackle it was as just another way of approaching a topic.” (female expert, Ireland)

“If they say, ‘Okay. I’d like to have an assignment’, and the parents agree, we just arrive early in the morning. They open the envelope and then see what happens. It’s not scripted at all. So, of course, the girl just can say, ‘My God, what can I do? Yes, I [have] some clothes.’” (female expert, Germany)

Target Audience 6.92	Idea 6.47	Script 6.20	Realization 6.41
Average Score per Category by experts’ voters at PRIX JEUNESSE INTERNATIONAL 2012			

Opinions from teenagers in 7 countries

The PRIX JEUNESSE INTERNATIONAL 2012 included the votes of an international youth jury, which was organized in co-operation with broadcasters worldwide. Teens between 12 and 15 in 7 countries discussed and judged 12 programs in the category 12 to 15. Here is a summary of their discussions on the program *You Are Not A Werewolf*.

In **Australia**, the youth jury thought the program was exciting and attention-grabbing. Some said that the organization was “all over the place” and that perhaps some would want to watch it because it was strange, instead of out of appreciation for the content. They stated that the content was age-appropriate.

The **Cuban** youth jury like the program, and felt that the topics “apply in your daily life”. They liked that they could get information they might not get from their parents, and appreciated the fact that the program interviewed a young couple instead of an older one. They did mention that they did not like the quick movements of the camera, as it “made it hard to focus on the content”.

The **Egyptian** youth jury thought that although the hosts were nice, the program could not be shown in Egypt when considering the “religious aspect”. They stated that the content was inappropriate, especially for boys and girls to watch together.

The **Macedonian** youth jury liked that the hosts were “so free in front of the camera”, and they expressed appreciation for the effects of the show. Others commented that if their “parents were in this room I would be very embarrassed.”

In the **Nigerian** youth jury, some said that the program was paced too quickly, although others liked this aspect because they felt that all the newness of the



Ill. 3: Wolfman uses his gadgets to find information about tattoos for Jan



Ill. 4: Jan imagines getting a tattoo from a shop that would tattoo minors without parent consent



Ill. 5: Jan shocks his mother with fake tattoos and she decides a small tattoo is okay

segments “makes everyone turn and say what are they doing next.” They expressed concern at the appropriateness of the young couple dating, but thought that kids needed to know about puberty. The suitability of the name of the program was questioned, as it led some to believe a “child started having body hair so he was wondering, am I turning into a monster.”

The youth jury from the **Philippines** liked the informative nature of the program. Some felt that they could talk to their parents about the topics covered in the program, claiming, “unlike in the film, I can share things with my father.” Others felt that the program filled an information gap where they couldn’t talk to their parents about such topics, because “some parents tend not to be open-minded.”

In the **USA** the youth jury liked the young couple interviewed and liked the format of the program. They felt that it was effective in teaching the information, but it was commented, “the only time people would watch something like this was if they had to.”

Amy Hudgins (University of Washington, Tacoma, USA)



Ill. 6: Anna hands out rolls to someone selling papers on the street



Ill. 7: Christine and Ralph explain what a foreskin is



Ill. 8: A young couple tells the audience how they met

Youth Jury 2012	Score	Rank
Australia	6.0	7
Cuba	9.0	4
Egypt	4.7	8
Macedonia	8.2	2
Nigeria	4.3	8
Philippines	8.5	3
United States	5.0	8