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Just Yell Fire

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For information about the album similar to this name, see Yell Fire.

Just Yell Fire is a freely distributed film aimed at teaching young girls to defend themselves against attackers. Started as a school project by Dallas Jessup a sophomore at St. Mary's Academy in Portland, Oregon, the project grew to include the celebrity endorsement of Josh Holloway and Evangeline Lilly of the television show *Lost*.^{[1][2]}

The video teaches viewers weak points on an attacker's body and how to effectively cause enough pain to those points to escape. It also tells viewers how to avoid becoming a target for rape and kidnapping to begin with.

The film's title references a point made in the video: that yelling "help" or "rape" may frighten potential witnesses or rescuers away, while yelling "fire" tends to draw a crowd.

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Inspiration and development



Security camera footage of Carlie Brucia being led away by her killer planted the idea for *Just Yell Fire*.

The idea that would become *Just Yell Fire* began when Jessup saw a news report including footage of Carlie Brucia being led away by Joseph P. Smith.^[3] Jessup contacted Chad Von Dette, who had instructed her in Filipino street fighting, and asked him to develop a method they could teach which would allow young girls to avoid Brucia's fate.^[4]

The project was originally going to be made on a much smaller scale. Jessup recruited Wehage, and together they planned to use home video equipment to shoot the project in San Diego, Von Dette's home city, during their spring break.^[4] When those plans fell through, the pair and their mothers used the

additional time to begin expanding the idea.

Just Yell Fire

Just Yell Fire
Empowering Girls to Protect Themselves

At the United States, over 4 million sex offenders are roaming our streets. Learning to protect yourself against kidnapping and rape could be the difference between becoming a statistic..... and coming home tonight.

Directed by Takafumi Uehara

Produced by Maggie Jessup
Aulani Wehage

Written by Dallas Jessup
Catherine Wehage
Maggie Jessup
Jay Jessup

Starring Josh Holloway
Dallas Jessup
Catherine Wehage
Chief Brian Martinek
Evangeline Lilly
Chad Von Dette
Park Maguire
Matthew Wadzita
Anthony Neal

Running time Approximately 45 minutes

IMDb profile
(<http://www.imdb.com/title/tt0892772/>)

The script was then reworked and taken to Clackamas Community College, where Wehage's mother worked. Jessup's mother attended a workshop at the college to learn about pre-production, and it was Clackamas music instructor Brian Rose who brought his friend Takafumi Uehara into the project to direct. Uehara, in turn, brought in other professionals to aid in the production.^[4]

The celebrity connection came through Wehage's cousin, who works on the set of the television series *Lost*.^[5] Through him, the girls were able to ask for Lilly and Holloway's aid in the project.

Production and Distribution

Principal shooting was done over a span of five days in June of 2006, primarily on the campus of Clackamas Community College in Oregon City, Oregon. Holloway and Lilly's segments in the video were shot separately from the rest of the film, in Hawaii, while *Lost* was on hiatus.^[2]

The film was completed by the end of the summer. After showings in late September and early October, *Just Yell Fire* was released for free online download. As of May 2007, the website has exceeded 3,000,000 hits, and over 10,000 DVDs had been given to interested parties.^[6] In April 2007, People Magazine reported that the movie had been downloaded over 250,000 times and viewed in 35 countries.^[3]

Jessup and fellow actor Matthew Wadzita continue the project speaking at schools, summer camps, and to groups. The presentation includes a showing of the film, a question and answer session, and then every girl there receives a DVD.

External links

- *Just Yell Fire* Official Site (<http://www.justyellfire.com>)
- Escape to Get Safe (<http://www.escapetogetsafe.com>)

References

- ↑ St. Mary's Academy News & Events: Freshman Video (http://www.stmaryspdx.org/news_events/FreshmanVideo.htm) . Retrieved on 2006-09-09.
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- ↑ ***^a*** ***^b*** "She gives girls the power to stand up - and fight back", *People Magazine*, 2007-04-16. (english)
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