

KEEPING
IT
SAFE
VIDEO
CONTEST

#KEEPINGITSAFEMOCO



Info Session

2020-2021 Topics

- ▶ How social media influences teens about underage drinking
- ▶ To drink vs. not to drink. What are the effects of alcohol and who influences you?
- ▶ How the COVID-19 pandemic has contributed to under 21 alcohol use

Video Contest Guidelines

- ▶ This is not an anti-drunk driving message contest, but one that addresses the risks of under 21 alcohol use.
- ▶ Avoid using copyrighted music, images, labels/signage from any source without permission including magazines, books, DVDs, television programs, web sites, films, iTunes, CDs, YouTube or commercials.
- ▶ Cover, distort, or make your own labels. Do not feature branded products in your video.
- ▶ Public domain materials are acceptable. Royalty-free music and images purchased from stock materials companies are acceptable.

Video Contest Guidelines

- ▶ Avoid clothing, language, or music which glorifies alcohol drugs, sex, violence or gang related paraphernalia.
- ▶ Speak slowly and clearly so that all your words are understood by the audience and the judges.
- ▶ Make sure background music or sounds do not interfere with any spoken dialogue.
- ▶ Screen text, size and display need to be readable.
- ▶ The message must be 30 seconds; slates and credits cannot be overlaid onto the PSA or included in the 30 second message allotment.



If you have any questions regarding the contest, contact:

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Questions?



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