



"Underage Drinking - How does it start?"



Judging Criteria

- * Entries must be no longer than 15 seconds, and no shorter than 10 seconds in length
- * Participants should share their view - in their own words - on "Underage Drinking – How does it start?" in one of these areas:
 1. Access
(One example: Alcohol is easy for teens to get.)
 2. Low Risk Perception
(One example: Youth don't understand how harmful alcohol is to their developing brain.)
 3. Contributing Factors
(One example: My community views drinking as a rite of passage)
- * Judges will score based on:
 1. 40 points – Relevance
 - * Conveys subject matter clearly regarding the negative impact of underage drinking
 - * Shares youth's view on one of the three identified themes
 2. 40 points – Creativity and Originality
 - * Expresses responses in an impactful way
 - * Shares unique point of view by expressing youth's perspective on underage drinking
 - * Engages viewer through message
 3. 20 points – Video Specifics
 - * Entry is no longer than 15 seconds and no shorter than 10 seconds in length
 - * Audio is clear and easy to understand
 - * Video background is appropriate for public viewing
 - * Video is filmed horizontally
 - * Image of youth in video focuses on face and shoulders rather than full body (see "Entry Form")

Awards for entries:

- * All entrants will receive a certificate of recognition for their entry, along with a thank you gift.
- * Entrants from the 1st, 2nd, and 3rd place winning entries in both the middle school and high school category will receive an "Academy Award" Trophy.
- * One entry from the middle school and high school categories will receive a "People's Choice Award" following a social media campaign (based on likes, comments, and shares). MORE DETAILS TO COME
- * Six entries will be featured in commercials that will air on local Charter Television Stations.