

Tips on how to make a difference



#802phonesdown!headsup!

Do your research

** Learn about the problem you are addressing. Your focus is teens who drive distracted. What can happen if they do? Describe the problem.*

Decide on your goal

** What primary message do you want to convey with your digital short video? What behavior do you want to change?*

Think about the format

** The message is in the form of a video. You need to consider the format. You can use graphics, voice, printed text, stills, sounds etc...*

Be careful with scare tactics

** Be conscientious with distracted driving. It's serious and can be deadly. Videos that are too explicit or controversial may have the opposite of the desired effect.*

Include a call to action or required response

** In other words, ask for something! How do you want the viewers to change their behavior?*

** Keep it simple. The message will be more powerful if you use fewer words and a clear series of images.*

Use the language of your target audience.



CHECK LIST

1. Showcases my own original concept.
2. Video is convincing
3. Video is 25 seconds long
4. Video is NOT set to private in YouTube, and the link works
5. Video does not contain any copyrighted or trademarked signs, art, or third-party logos, written description, audio, or video or visual component unless the patent or copyright is mine.
6. I have permission from everyone in my entry to include them in the entry.
7. Video does not show anyone breaking the rules of the road.

<http://vermonthighwaysafety.org/psa-video-contest/>



Consultant on Police Services

