

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: Ask Yourself...

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

