



# **“Real Teens, Reel Change”**

## Video Contest Guidelines

**Entry Deadline: October 25, 2010**

- What:** Make a 30 second commercial (rough/raw draft) about the dangers of underage drinking/drug abuse. Be creative! A professional production company will film, edit and produce the final product.
- Rules:** None! Be creative!
- Tips:** Did we mention, be creative?
- Get Ideas:** Check out the following websites:  
[www.keep-it-real.us](http://www.keep-it-real.us)  
[www.abovetheinfluence.com/the-ads/default.aspx](http://www.abovetheinfluence.com/the-ads/default.aspx)  
**View last year’s winning videos at [www.kootenaialliance.org](http://www.kootenaialliance.org)**
- The Message:** Create your commercial to get a message across to your friends and peers on one or more of the following topics:
- If you are underage, don’t drink.
  - The dangers of drinking and driving
  - Don’t ride with an intoxicated driver
  - The dangers of using illegal and/or prescription drugs (prescription drugs not prescribed to you.)
- Use humor, emotion, music, facts, etc. – Whatever you think would make an impactful message. The video must be no longer than 30 seconds in length.

**Submit Videos to:**

Kootenai Alliance for Children and Families  
610 W. Hubbard, Suite 123, Coeur d’Alene, ID 83814  
(208) 676-8293 – Call us if you have any questions.  
[kacf@kootenaialliance.org](mailto:kacf@kootenaialliance.org)

**Preferred format:**

DVD or electronic format

**Important Legal Stuff:**

Winning video(s) become the property of Kootenai Alliance for Children and Families (KACF). Video submissions will be made available for viewing on YouTube. KACF reserves the right to screen videos for appropriate content. A parent/legal guardian consent form (provided by KACF) must be completed and submitted with the video entry for each minor filmed in the commercial.