

WELCOME TO THE UNALTERED STATE



TEEN VIDEO CONTEST TIPS

DO YOUR RESEARCH!

WINNING VIDEOS USE STRONG FACTS, STATISTICS, AND EXPERIENCES FROM A VARIETY OF TRUSTED SOURCES. You'll create a compelling video with interesting information. Choose the most important and credible source to support your message. Below are a few options to get started:

- **IDAHO OFFICE OF DRUG POLICY** odp.idaho.gov/
- **KNOW VAPE** idahoptv.org/shows/specials/knowvape/home/
- **BE THE PARENTS** betheparents.org/
- **FENTANYL TAKES ALL** fentanyltakesall.org/
- **PROJECT FILTER** projectfilter.org/
- **MAYO CLINIC** mayoclinic.org/healthy-lifestyle/tween-and-teen-health/in-depth/teen-drug-abuse/art-20045921
- **AMERICAN PSYCHOLOGICAL ASSOCIATION** apa.org/monitor/2024/03/new-approaches-youth-substance-misuse



FOLLOW THE PROCESS!

BRAINSTORM, PLAN, DRAFT, STORYBOARD, REVISE, EDIT AND THEN PRODUCE A FINAL PROJECT. Start early so you have time to creatively explore all your options! Consider:

- **THE AUDIENCE.** What message would land with them? What is relatable? What would motivate them?
- **THE TONE.** Lean into a hopeful, inspirational, and aspirational tone. Scare tactics often don't work, so think of a different approach!
- **THE IMAGERY.** What will be visually appealing to your audience and illustrate your message?
- **THE AUDIO.** Make sure you select the right music. Make sure the audio can be understood.
- **THE RULES.** Read over the rules so you don't make any mistakes that might disqualify you from the contest.
- **THE FEEDBACK.** It's always a good idea to show your video to people before submitting it so you can make sure your message is clear.

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VIEW A LIST OF WEBSITES offering free, copyright-free and royalty-free images, music, and audio at: worldof8billion.org/royalty-free-content/

BE CREATIVE & HAVE A LOT OF FUN!

THE SKY'S THE LIMIT! Get your friends and family involved, and collaborate to make an even better project.