

Operation Snowball's YouTube Viral Marketing Strategy to Reduce Underage Drinking



This contest is designed to get youth involved in developing messages that can influence their peers and discourage them from drinking alcohol. It provides a unique opportunity for youth to develop a powerful video message on underage drinking prevention and have their creative talents displayed on YouTube before a national audience. Because underage drinking is particularly prevalent around special events, the videos should focus on messages dedicated to preventing underage drinking at prom and graduation events and parties. Each interested OS chapter is encouraged to submit a 15- 30-second or 1 minute video. Appropriate videos will be posted to YouTube and judged by the OS Board of Directors. Prizes will be awarded to OS chapters who create the top videos.

Operation Snowball, Inc.
937 S. Second. St.
Springfield, IL 62704



3rd Annual



A creative contest for
students interested in
preventing underage
drinking during prom and
graduation.



Funded in part by the Cebrin
Goodman Family Foundation
and the Illinois Department of
Human Services.



that cannot be viewed or that cannot be heard will be returned and the chapter is welcome to re-format for submission provided they do so before the April 16, 2012 deadline.

Prizes

One Flip Video camera and other special prizes will be awarded.

Judging Criteria

Each submitted video will be screened prior to being posted. Upon being posted to YouTube, the OS Board of Directors will review each video. Scoring is determined in the following categories:

- Time
- Target Audience
- Prevention Message
- Clarity
- Persuasiveness
- OS Logo

For more information, please refer to the judging criteria document posted <http://www.os-iti.org/code/os-video-contest.html>. The final selection of the six winners is at the discretion of the OS Board of Directors. Winners will be notified and prizes awarded in May 2012.

Any visual or audio used should be your unique work.



Who is eligible?

Any accredited Operation Snowball chapter.

What?

Create an exactly 15- 30-second or 1 minute video clip focused on preventing underage drinking around prom and graduation.

Why?

Underage drinking has numerous negative consequences including risky behavior, arrests, alcoholism, automobile crashes, and death. In 2010, 29 percent of Illinois high school students reported using alcohol in the past thirty days. Getting youth involved in sharing prevention messages can have an impact on discouraging underage drinking.

When?

Videos must be submitted to mdavies@iadda.org prior to April 16, 2012. Videos submitted after April 16, 2012 will not be accepted. The awards will be announced May 2012.

All videos must be accompanied by an application form. Please download the application form found at <http://www.os-iti.org/code/os-video-contest.html>. Videos that are not accompanied by a signed pdf version of the application form will not be accepted.

Chapters are encouraged to submit videos in a format that can be played using windows media player. Videos

Operation Snowball Chapter Sponsor Step-By-Step Process

1. Disseminate information to chapter youth.
2. Collect signed parental permission slips.
3. Meet with youth and provide support as they create appropriate videos. You may offer assistance but all videos must be created by youth alone.
4. Make sure video is submitted to mdavies@iadda.org before April 16, 2012.

The following websites may be useful to research information related to underage drinking:

- Illinois Youth Survey <http://www.illinoisyouthsurvey.org/>
- Underage Drinking Enforcement Training Center <http://www.udetc.org/factsheets/Illinois.pdf>
- National Institute on Alcohol Abuse and Alcoholism <http://www.niaaa.nih.gov>
- Center for Substance Abuse Prevention <http://www.prevention.samhsa.gov>