

Make the Right Mov(i)e – Creative Contest for Youth interested in Preventing Underage Drinking

Operation Snowball, Inc.

Judging Criteria

1. All videos must be accompanied by a fully completed and signed application form for each youth participating in the video. The application form can be found at <http://www.os-iti.org/os/video-contest/application.pdf>. Videos that are not accompanied by a completed and signed pdf version of the application form for each youth participating will not be accepted.
2. Chapters are encouraged to submit videos in a format able to be played using windows media player. Videos that cannot be viewed or that cannot be heard will be returned and the chapter is welcome to re-format for submission provided they can do so on or before the March 15th deadline.
3. Each submitted video will be screened prior to being posted. Videos will not be posted if:
 - They are not accompanied by a fully completed and signed application form in a pdf format.
 - They contain inappropriate language such as swearing, racial slurs, sexually explicit or graphic words or any communication that may be considered offensive to the general public.
 - They contain messages inconsistent with the prevention of underage drinking, including but not limited to the promotion of drinking behavior under the age of twenty-one.
 - They promote violence, illegal behaviors, sexual behaviors, gambling or any other behaviors which are deemed to be risky or unsafe.
4. Videos which are approved through the screening process will be posted to the Operation Snowball YouTube Channel. Each video posted to YouTube will be judged by the OS Board of Directors. Videos will be judged in the following categories:
 - A. Time –
 - a. Was the video submitted on or before March 15, 2010?
 - b. Is the video between 15 and 30 seconds in length?
 - B. Target Audience –
 - a. Does the video appeal to 9th through 12th grade students?
 - C. Prevention Message –
 - a. Does the video target underage drinking during prom or graduation?
 - b. Does the video incorporate at least one statistic related to underage drinking?
 - c. Will the video change or alter beliefs and attitudes related to underage drinking?
 - d. Is the prevention message credibly portrayed?
 - D. Clarity –
 - a. Is the message clear and believable?
 - b. Can the judges identify the prevention statistic and is it related to the prevention message?
 - E. Persuasive –
 - a. Does the video have a compelling no use message?
 - b. Will the video influence youths' beliefs and attitudes related to underage drinking?
 - F. Operation Snowball Logo/copyright
 - a. Is the official OS logo included in the video?
 - b. Is the work unique and free of copyright?
5. The selection of the six finalists is at the discretion of the OS Board of Directors. Finalists will be notified and awarded prize money in April 2010.