# SafeDrivesSaveLivesVT PSA Video Contest

Tips on making your video

**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.

**Determine 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, animation, printed text, still photos, 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.

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**CHECKLIST**

- Showcases my own original concept.
- Video is convincing.
- Video is 25 seconds long.
- Video is NOT set to private in YouTube, and the link works.
- 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.
- I have permission from everyone in my entry to include them in the entry.
- Video does not show anyone breaking the rules of the road.