



TALK ABOUT ALCOHOL

Alcohol Awareness Month Vermont Department of Health Poster Contest

Youth are major consumers of movies, television and music in our society. Because of this, there is concern about the potential for media depictions of alcohol to encourage use by youth. For example, portrayals that tend to trivialize or glorify alcohol suggest to young people that this behavior is without negative consequences. Each year, the alcohol industry spends billions of dollars around the globe on advertising, marketing, and promotion. This includes the depiction of brands and types of alcohol in movies, music and television.

Poster Contest

Vermont youth, age 10 – 17, are eligible to submit a poster that reflects how alcohol is portrayed in movies, music and television and the damaging effects of this portrayal on youth.

- Posters should be no larger than 22" X 28" and no smaller than 9" X 12" in size.
- Posters should not be laminated or mounted on mat board.
- Youth can use a variety of media such as watercolors, pen and ink, crayon, chalk, markers, etc.
- Posters must incorporate creative and original artwork and ideas. Posters should not include depictions of cartoon, video game, or television/movie characters.
- Posters should not have computer clip art, pictures from magazines or other print material or any other copyrighted brand or product images.
- Please refrain from writing your name or other identifying information on the front of the poster. Submit each entry with an entry form that is not stapled, taped or glued to the poster.
- Submissions can be from an individual or group. Group submissions must include an entry form for each youth member of the group.

Final submission date: Monday, April 17, 2006 5pm

For more information and to submit entries, contact:

Corbett Sionainn, Public Health Specialist
Division of Alcohol and Drug Abuse Programs
Vermont Department of Health
P.O. Box 70
108 Cherry St.
Burlington, VT 05402
802-652-4150



TALK ABOUT ALCOHOL

Alcohol Awareness Month Vermont Department of Health Video PSA Contest

Youth are major consumers of movies, television and music in our society. Because of this, there is concern about the potential for media depictions of alcohol to encourage use by youth. For example, portrayals that tend to trivialize or glorify alcohol suggest to young people that this behavior is without negative consequences. Each year, the alcohol industry spends billions of dollars around the globe on advertising, marketing, and promotion. This includes the depiction of brands and types of alcohol in movies, music and television.

Public Service Announcement (PSA) Contest

Vermont youth age 10 -17 are eligible to submit a .60 second Public Service Announcement (PSA) that reflects how alcohol is portrayed in movies, music and television and the damaging effects of this portrayal on youth.

- Video should be submitted on VHS tape (SP mode) or on a disc in DVD, Windows Media or .mpeg format.
- Videos should be free of copy righted materials such as props and clothing with brand names (e.g. alcohol bottles, stores in background, etc.)
- Videos should not include copyrighted music without permission. Permission must be included with the entry form at the time of submission.
- References for any statistical information used in the video should be included with the entry form.
- Videos should not include any illegal activity (such as youth drinking alcohol) and must be appropriate for public viewing.
- Submissions can be from either an individual or group. Group submissions must include an entry form for each youth member of the group.

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