



VIDEO CONTEST

ATTENTION VIDEO PRODUCTION

SPONSORED BY DETROIT AUTO DEALERS ASSOCIATION

DEADLINE: MARCH 10TH, 2023

HOW TO BECOME A COURAGEOUS PERSUADER

Compete for scholarship dollars and a chance to air a commercial on TV. Create a 30-second commercial to warn middle school students about the dangers of underage drinking or the dangers of texting while driving. Students can enter separate videos in both categories. The competition is open to continental US high school students in grades 9-12.

CREATE A 30-SECOND COMMERCIAL TO WARN MIDDLE SCHOOL STUDENTS ABOUT THE DANGERS OF UNDERAGE DRINKING OR THE DANGERS OF TEXTING WHILE DRIVING

Teachers and principals, school audio/visual departments, parents and community leaders are invited to lend support by sharing their equipment and encouragement and promote the program as a unique scholarship competition that is both challenging and fun.

IMPORTANT DATES

The Courageous Persuaders video entry deadline is March 10, 2023. Winners will be announced in May 2023.

JUDGING

Michigan middle school classrooms interested in participating in the Courageous Persuaders program can volunteer to be judges of the competition. Questionnaires administered to middle school students gauge the persuasiveness of the commercials produced by high schoolers. Ratings on these questionnaires determine the winners.



SCHOLARSHIPS & AWARDS

DANGERS OF UNDERAGE DRINKING

GRAND PRIZE \$2,000

DANGERS OF TEXTING WHILE DRIVING

GRAND PRIZE \$2,000

NATIONAL AWARDS

COURAGEOUS LEADER AWARD: \$500 VISA GIFT CARD

Presented to a special teacher for their extraordinary support of the Courageous Persuaders Program

AUTOMOTIVE COALITION FOR TRAFFIC SAFETY, INC. (ACTS): \$1,500

**CONTACT INFORMATION: SOPHIA LORENZETTI 248.283.5129 OR SLORENZETTI@DADA.ORG
UPDATES WILL BE POSTED ON COURAGEOUSPERSUADERS.COM**