

Courageous Persuaders Video Scholarship by North American International Auto Show

**Due date:** February 9, 2012

**Amount:** \$3000

**Organization:** North American International Auto Show

**Website address:** <http://www.courageouspersuaders.com>

**Download application:** <http://www.courageouspersuaders.com/contest.htm>

**Address:** Courageous Persuaders  
1900 West Big Beaver Road  
Troy, MI 48084

**Telephone:** 248-283-5138

**Email:** [sherp@dada.org](mailto:sherp@dada.org)

**Fax:**

**Qualifications:** Create a TV commercial targeted at middle school students to warn them about the dangers of underage drinking. Win scholarship money and trophies, have fun, and gain valuable experience. The grand prize-winning commercial will be broadcast on TV and the team that created it will work with the McCann Erickson advertising agency to upgrade their spot for air.

Open to all high school students in grades 9-12 - not only those taking video production. Winners will be selecte based on ideas. And you all have great ideas.

High school students nationally can participate; emphasis is placed on concept and the message, not on production values. Students are encouraged to use whatever video equipment is available to them. Teachers and principals, school audio/visual departments, parent and community leaders are urged to share their equipment and lend local support by promoting the program as a very unique scholarship competition that is fun to participate in and has a powerful impact on a serious problem.

**Other Documents Needed:** Please visit <http://www.courageouspersuaders.com/pdf/brochure.pdf> to review video submission rules and requirements.

**GPA:** Not specified

**Gender:** Either

**Ethnicity:** Any

**School:** Any

**Requires School Committee/Nomination:** No