

The following article was written by Henry Clay High School junior Elizabeth Poindexter.

Keep It Real Video Contest

For most high school students, alcohol is not a problem. They live normal lives hanging with friends on Saturday nights, showing off their skills on the dance floor or the football field. Most teens today are smart enough to know the negative effects of alcohol and they stay away from it. The temptation is always there, through friends who drink or parties with alcoholic beverages, but most know it's alright to say no. The sad truth is that some high school students drink and do so in excess.

“Keep It Real” believes that peers are the best way to penetrate the social acceptance of underage drinking. Kids start drinking because they want to be accepted, and it's up to other youngsters to clarify acceptance. “Keep It Real” sponsors a video contest to aid youth in breaking through this social stigma. Any high school student is welcome to create a 30-second video showing the negative effects of alcohol and discouraging their peers from drinking it. It is easier to understand a message when you help create that message.

Videos are **due December 14, 2007**. For more details visit www.keep-it-real.us. The videos will be online January 7 through January 18 for public voting. Winners will receive cash prizes and winning videos will be aired on ESPN during the Super Bowl and on MTV and Comedy Central throughout February. They will also be played at local movie theaters before the previews.