



SHATTER THE MYTHS® Photo Request

Tools: Pledge Card with “I want to **SHATTER THE MYTHS®** because...” with the official NIDA and NDAFW logos, and a BLACK or DARK BLUE marker

- Ask each participant to write “WHY” they want to **SHATTER THE MYTHS®** about Drug Addiction.
- PRINT in **bold letters** a short phrase (depending on space).
- Pictures can be taken with a smartphone, personal camera or webcam. Group shots of more than three people are not recommended.
- Send digital files (no PDFs) to nidamultimedia@mail.nih.gov.
- Include with your submission the correct spelling of each participant’s name, age (or school year) and name of organization/school. If photos are part of the NDAFW campaign, please also include information about the event. Files must be 15 MB or smaller.





SHATTER THE MYTHS[®] Video Request

Tools: Pledge Card with “I want to ***SHATTER THE MYTHS***[®] because...” with the official NIDA and NDAFW logos, and a BLACK or DARK BLUE marker

- Ask each participant to write a phrase about “WHY” they want to ***SHATTER THE MYTHS***[®] about Drug Addiction.
- PRINT in **bold letters** a short phrase (depending on space).
- Record participant saying, “I want to shatter the myths because,” along with their “WHY” phrase.
- Videos can be taken with a smartphone, personal DSLR or webcam. *Group videos are not recommended.
- Send digital files of raw video clips via email to nidamultimedia@mail.nih.gov. *Sorry we can't accept URL links to video channels.*
- Include with your submission the correct spelling of each participant's name, age (or school year) and name of organization/school. If videos are part of the NDAFW campaign, please also include information about the event. Files must be 15 MB or smaller.

Video Cont.

Examples of **SHATTERING THE MYTHS®** Videos (please note these are edited)



<https://www.flickr.com/photos/nida-nih/12075189374/in/album-72157641568249354/>

<https://vine.co/v/O0TmYlx9xbJ>

<https://flic.kr/p/jp4EMC>

Video Tips:

- 1) Make sure the area is well lit and the noise level is good for shooting
- 2) Careful to keep your finger off of the mic when shooting with a smartphone
- 3) Do more than one take
- 4) Video files like .mp4, .wmv and .mov are large, so keep it short to make emailing easy
- 5) Warm up your participant by asking them their name on camera and how to spell it (will make it easier for captions)

Terms of Service

Multimedia means any video, photograph, artwork and/or other materials or information you send to nidamultimedia@mail.nih.gov

All submissions require participants under the age of 18 to have their guardian sign a [Multimedia Release Form*](#)

*By signing this form, you acknowledge that has a non-exclusive, perpetual and royalty-free license to use any material received to promote its science-based resources and the **National Drug and Alcohol Facts Week®** campaign.

The National Institute on Drug Abuse has the right to remove any multimedia from its website.