




NEW  
YORK  
STATE

Office of Cannabis  
Management

**Want to be  
part of OCM's  
2026 campaign,  
for teens  
and families?**

A photograph of three teenagers sitting on a concrete ledge outdoors. On the left is a young man with short brown hair wearing a grey hoodie. In the middle is a young woman with long blonde hair wearing a plaid shirt and a grey beanie. On the right is a young woman with long dark curly hair wearing a tan jacket and a grey beanie. They are all smiling and looking towards the camera. The background shows a metal fence and a clear blue sky.

**WE'RE LOOKING FOR REAL  
TEENS, REAL FAMILIES, AND  
TRUSTED ADULTS FROM ACROSS  
NEW YORK TO BE FEATURED IN  
OUR UPCOMING CAMPAIGN.**





**This campaign is about connection.  
Conversation. Facts. Trust.  
If that sounds like you, we'd  
love to see your photography!**

**What we're looking for:**

Honest, candid, everyday moments.  
Natural light.  
Faces we can see.

**A few simple guidelines:**

—Use natural light or your camera's flash.  
Skip heavy filters or dramatic studio lighting.  
—No recoloring or added graphics. Keep it authentic.  
—High quality images only (minimum 1080 x 1920 pixels  
(not a screenshot from video)).  
—Avoid busy backgrounds.  
—Please do not include cannabis products, materials, or  
memorabilia. The focus is on conversations and relationships.  
Think: couch talks, kitchen table moments, walks outside, shared  
laughter, quiet connection.

**Submit your photos by 4/30 to:**

**casting@bellweather.agency**



**Let's tell New York's story together.**