



## The Vermont Highway Safety Alliance is proud to announce an award contest for high school students designed to change driving habits.

**Sponsored by:** The VHSA, AAA of Northern New England, The Vermont Insurance Agents Association, The World, Consultant on Police Services, Vermont Automotive Distributors Association, Midstate Dodge, and the Central Vermont Rotary Club.

We all know texting distracts us, and that use of a handheld device while driving is dangerous. Despite this we see people on the roads texting and driving every day. As an applicant you have one clear mission: Create a PSA to encourage young drivers, friends, and peers, to avoid distracted driving, specifically texting while driving. Over time we can enact change and spread the message that texting and driving is unacceptable. Too many lives have been lost due to distracted drivers. We are asking you to help change this behavior.

**The mission of the contest:** **Create a Video Public Service Announcement**

**Phase One:** March 9th to April 13th: Review the 'Rules and Guidelines' on the [VHSA Website](#). Create a video public service announcement (PSA), exactly 25 seconds in length. Post it to YouTube. Register and enter your submission using the Eventbrite Registration Form. Click on 'Register' to begin this process. On the registration form, paste the link to your YouTube video in the registration form field. Submit your registration with the video link on or before 5:00 PM April 13<sup>th</sup>, 2018. Up to eight (8) finalists will be selected from these entries and asked to participate in Phase Two.

**Phase Two:** April 20th to April 30th: Finalists, once notified, will receive instructions on promoting their video on social media outlets and submitting their metrics. Winners will be judged on both the quality of the video, and the number of people reached organically using social media. For more information see the Rules & Guidelines on the [VHSA Website](#)

For the video, use your creativity and express your opinion on the issue of distracted driving. You can video yourself, a group of people, make a cartoon, or compose a graphic. We encourage you to capture the attention of your peers with a clear message and persuade them to adopt safe driving habits. **We do require that the PSA is in good taste, and that you do not film yourself or anyone else actually texting while driving. Abide by all state laws.**

**Video Contest Prize amounts:** Finalists will be notified on or before April 18th. Winners will be announced on or before May 15th. Cash awards are as follows:

**1<sup>ST</sup> Prize: \$750   2<sup>ND</sup> Prize: \$500   3<sup>RD</sup> Prize: \$250**

The first ten entries will receive a ten-dollar \$10 gift card to Subway, compliments of Midstate Dodge.

The winning PSA's will be distributed in Vermont to media outlets and social media sites by the Vermont Highway Safety Alliance after the winners are notified.

You may submit an entry as an individual, or a team, with a maximum of two (2) people designated as the points of contact for the team. One submission per person or team. The prize amounts will be awarded equally to each of the two designated points of contact. We recommend you not include more than five people in your video, (if you include video or stills of people) to ensure that you can easily obtain permissions (if needed) to publicly distribute the PSA.

### Video requirements:

- 25 seconds in length.
- Shot horizontally (if using a smartphone).
- Clear and understandable with the audio and/or music, if applicable.
- Accurate. If you use any statistics, use the data from the listed websites in the rules and guidelines. Please note that the use of data is not a requirement, but review of the information is recommended.
- Original. Do not use any design elements that are not of your creation (i.e. stock photos, emojis, Apple or other branding, etc.). Avoid (or blur) all branding in your submission. You can use existing design elements that are not of your creation **as inspiration**, but do not copy or use them directly in your work.

- **DO NOT** use commercial music that you do not have the express written copyright permission to use for public distribution. This includes your own rendition, or cover, of a piece of music you did not compose.

## WHAT IS A PUBLIC SERVICE ANNOUNCEMENT?

- A short video presentation promoting an issue or topic important to society.
- Has a goal of creating public awareness.
- Should present the issue in an engaging and creative manner.
- The PSA can be created with a combination of **copyright free** stills, text, video, music, sound, effects, and/or student voice-overs. This is an opportunity to use original music written and performed by yourself, or a peer.
- Rules, tips for making a PSA, a checklist, and links to data/information are provided on the [VHSA Website](#) link.

**We thank our sponsors for their generous contributions to this event:**

**THE WORLD**



Central Vermont Rotary Club

*Consultant on Police Services*

