



#802phonesdown!headsup!

## PSA Video Rules & Guidelines

**Your Mission:** Create a video exactly 25 seconds to help prevent serious car crashes and deaths due to distracted driving.

**Your Audience:** Young drivers who are new to the road.

**Who:** High school students, defined as a freshman, sophomore, junior, or senior, enrolled in a high school, or home school program. You may submit an entry as an individual, or a team, with a maximum of two (2) people listed as the points of contact. One submission per person or team. The prize amounts will be awarded equally to each of the team member points of contact. If you are under 18, your parent(s) or legal guardian(s) must sign an eligibility form to accept a prize. (You will be contacted if this is needed)

**Your Topic/Brief:** We all know texting distracts us, and use of a hand-held 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, your 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.

**How:** You have creative license. Just be sure it's in good taste and DO NOT film yourself or anyone else driving while distracted or breaking any rules of the road. Review the data and information provided in the links below to familiarize yourself with the subject. Use your creativity and express your opinion on the issue of distracted driving. You can video yourself, a (small) group of people, make a cartoon, use still photos, 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.

**Phase One:** March 9th to April 13th: 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](#), (opens March 9<sup>th</sup>). On the registration form you will paste the link, URL, of your YouTube video in a registration form field. 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 submit their metrics. Winners will be judged on both the quality of the video from phase one, and the number of people reached organically using social media in phase two. Winners may be asked to provide a copy of their submission in an MP4, AVI or MOV format.

**NOTE:** No entry will be accepted with footage of a person Texting while driving or in violation of any Vermont traffic law! Videos are limited to 25 seconds.

### Video Guidelines:

- All persons (even animated characters or objects) must wear seat belts.

- Avoid all branding in submissions, even in the background of footage (i.e. product logos or store logos)
- Make sure voices can be clearly heard if using dialogue.
- If filming from a smart phone, shoot footage horizontally.
- Film should be your personal creation; do not use stock video or photos.
- **DO NOT** use commercial music that you do not have the express written copyright permission to use. This includes your own rendition, or cover, of a piece of music you did not compose.

#### **Judging Criteria:**

- Ability to capture the attention of others, specifically, the attention of your peers.
- Persuade others to alter driving habits. Your film must resonate with teens and young adults and move them to action.
- Clarity of message - it must be understandable and well-structured.
- Creative expression - put your personal stamp on it.
- Video should be of good production quality.

#### **Distracted Driving resources for data and information:**

Drive Smart Now - [https://drivesmartnow.com/images/pdf/WF\\_DSN4\\_Act1.pdf](https://drivesmartnow.com/images/pdf/WF_DSN4_Act1.pdf)

NHTSA - <https://www.nhtsa.gov/risky-driving/distracted-driving>

Vermont Highway Safety Alliance - <http://vermonthighwaysafety.org/data/>

National Safety Council - <http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving.aspx>

Center for Disease Control - [https://www.cdc.gov/motorvehiclesafety/distracted\\_driving/index.html](https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html)

Crash Query Tool Vermont AOT - <http://apps.vtrans.vermont.gov/CrashPublicQueryTool/>

Text Less Live More - <http://www.textlesslivemore.org/our-mission/merritt/>

**Submitting Your Application: Once you have reviewed the rules and regulations outlined below,** submit your video using the [Eventbrite link](#). Fill out the registration form and paste the URL in the required field. All submissions must be received on or before April 13<sup>th</sup> at 5:00 PM 2018. We will not accept entries after that date. Don't wait until the last minute.

- **April 13<sup>th</sup>, 2018 5:00PM:** All YouTube submissions and registration forms must be received. Submit on [Eventbrite](#). You will receive a confirmation via email.
- **April 20<sup>th</sup>, 2018 5:00PM:** (on or before) Finalists from Phase One will be notified and continue to Phase Two.
- **April 20<sup>th</sup>, 2018 5:00PM:** Start of Phase Two.
- **April 30<sup>th</sup>, 2018 5:00PM** End of Phase Two.
- **May 15<sup>th</sup>, 2018** - Final contest winners will be chosen and notified on or before this date.

The date and format of the award presentation will be determined. Winners do not have to be present to win. The finalist and winning videos will become property of the Vermont Highway Safety Alliance. We request this in order to use your video to promote safe driving to a broader audience and draw attention to this important topic. We will share your video on our website, other digital platforms, and media outlets across the state.

**Application Form: The following information will be collected on the application form in Eventbrite. Please designate two points of contact, if you are entering as a team.**

- Name of Participant: (point of contact)
- Name of High School(s) Attending (both participants)
- Name of Partner Participant: (if applicable as second point of contact)
- Email address of Partner Participant (if applicable)
- URL Address of the link to the YouTube video
- Indication that you (and your team member if applicable) have read the rules and accept the terms of the contest.

Please note that if you resubmit a revision of your video in Eventbrite, please make a note in the Note Field. The entry with the latest date will be reviewed as the official entry. Please review the rules and regulations below. You will be asked to confirm that you have accepted them on the application form.

## Eligibility

The Vermont Highway Safety Alliance (VHSA) is open to Vermont high school students, defined as, Entrants, students in grades nine (9), ten (10), eleven (11), and twelve (12), at the time of entry. This includes students home schooled and in technical high schools.

All entrants into the HS Contest must meet the High School Criteria. Potential winners must be able, if requested, to present proof of eligibility and failure to provide proof may result in disqualification. Immediate family members of anyone involved in the development, production, distribution of materials for, judging or coordination of this Contest, and persons living in the same household of such employees whether related or not, are not eligible to enter or win. Entrants may enter individually or as part of a Team consisting of no more than two (2) members as designated points of contact. Both members of a Team must meet all the Eligibility Criteria for the Team to be eligible to enter the Contest. LIMIT: One entry per person, regardless of whether an Entrant made an individual or Team entry. Additional entries after the first entry from the same Entrant (whether individually or as part of a Team) will be void. Prizes will be divided equally between the two team members if applicable.

## Entry Criteria and Objectives

Videos should focus on the importance of avoiding distractions while driving, specifically texting while driving. Videos may include other people, but Entrants must have permission from all individuals who appear in or are mentioned in the Video to use their name, voice and/or image and they must be willing to grant the rights set forth in these Official Rules. If they are not willing, please do not use them in your entry. If requested, Entrants must be able to provide the VHSA with such permission on a form acceptable to the VHSA.

If the Video includes any facts and statistics, those facts and/or statistics should come from one of the data resources listed above.

Videos must:

- Be exactly 25 seconds in length.
- Be original.
- If the Video includes music, then the music must be original music created and owned by

Entrant OR music that you have express written permission to use.

- Please save a copy of your video in one of the following formats. .MOV, MP4, or .AVI
- If an iPhone or some form of a flip camera is used, please shoot footage horizontally, not vertically;
- Final videos are encouraged to be **delivered** in High Definition (1080p or 720p).

## Important Reminders. The entry may not:

- Show Entrants or anyone else driving under distracted conditions or breaking a traffic law.
- Contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Disparage Sponsor or any of the other Contest Parties affiliated with the promotion and administration of this Contest;
- Feature brand names or trademarks;
- Contain artwork (including, but not limited to, stock images and designs) NOT created by Entrant;
- Contain music, OTHER than original music created and owned by Entrant, or music that Entrant has express written permission to use;
- Content that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Contain material that is unlawful, in violation of or contrary to the laws or regulations of the U.S
- All persons, even animated characters, must wear seat belts, and no footage should be used of people, characters or otherwise, actually texting while driving.

## Judging Criteria

All eligible entries received will be judged by a qualified panel of judges, as well as stakeholders in the Vermont Highway Safety Alliance, and other experts in the field. In the event of a tie, an additional tie-breaking judge selected by Contest Parties will determine the winner.

The final winners will be notified on or before May 15, 2018 via the phone number and/or email address provided by Primary point of contact during registration. If any potential winning Entrant is under the age of majority in the state in which he/she resides, then the parents or legal guardian of the potential winning Entrant must execute and return releases/waivers as requested. If the potential winner(s) (i) cannot be reached or does not respond to notification (for a Team this means the Primary points of contact), (ii) fails to sign and return releases/waiver within the designated time period, or (iii)

fails to comply with these Official Rules, the potential winner(s) may be disqualified, in the sole discretion of the VHSA, and in such case will forfeit the prize. If a potential winner is disqualified for any reason, then the VHSA will choose the Entrant with the next highest score as the alternate potential winner. If any Team member of a group Entrant is disqualified for any reason, the entire Team will be disqualified. In the event of a dispute as to the identity of an Entrant, entry will be deemed made by the authorized account holder of the email address submitted at the time of entry.

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

No substitution of any prize is offered. The VHSA reserves the right to increase prize values, at its sole discretion. Any individuals in the Video of a winning entry must sign agreements waiving any union or other fees for the broadcast or display of the PSA in such forms as may be required by the VHSA or applicable unions before the entry can be considered for potential use as a PSA.

By submitting a Video all Entrants grant to the VHSA permission to use, reproduce, publicly display, publish, or otherwise make any use of their Video in media outlets without restrictions, right of approval or advance notification to the Entrants of any kind for non-commercial purposes. The winning Entrants further grant the VHSA permission to use the winner's individual name(s) (first and/or last), in connection with the Contest, unless specifically requested otherwise.

## **Representations and Warranties and Indemnification**

Entrants represent and warrant that: (i) the entry is Entrants' original work; (ii) the entry does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (iii) Entrants have obtained permission from each person whose name, likeness, voice or other intellectual property is used in the entry ; and (iv) the publication of the entry (or related Video footage) by Contest Parties will not infringe the rights of any third party. Entrants will indemnify and hold harmless, the VHSA and the other Contest Parties from any third-party claims to the contrary and any third-party claims arising out of or related to Entrants' Video, (or related footage or artwork) or participation in the Contest.

## **Limitations of Liability and Release**

The VHSA and other Contest Parties are not responsible for: (i) technical problems or technical malfunction which may affect the operation of the Contest, including, but not limited to, any of the following occurrences (a) hardware or software errors; (b) faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; (c) errors or limitations of any Internet Service Provider ("ISP"), servers, hosts or providers; (d) garbled, jumbled or faulty data transmissions; (e) failure of any e-mail transmissions to be sent to or received; (f) any inability to upload or download any information in connection with participation in the Contest; (g) inaccessibility of the Website, in whole or in part for any reason; or (h) lost, late, delayed, corrupted or intercepted e-mail, Website, or Video transmissions; (ii) unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; (iii) destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Contest, including but not limited to, undeliverable contact attempts that result from any form of active or passive e-mail filtering or for insufficient space in Entrant's account to receive e-mail; (iv) any

typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Website; and (v) any personal injury, or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest, use of the Website, or the download of any information from the Website. BY ENTERING, EACH ENTRANT AGREES FOR ENTRANT AND FOR ENTRANT'S HEIRS, EXECUTORS, AND ADMINISTRATORS TO RELEASE AND HOLD HARMLESS THE CONTEST PARTIES, YOUTUBE AND ITS SUBSIDIARIES AND THEIR RESPECTIVE AFFILIATES, PARENTS, OWNERS, FRANCHISEES, OFFICERS, DIRECTORS AND EMPLOYEES (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY LIABILITY, CLAIM OR CAUSE OF ACTION (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES), INCLUDING, BUT NOT LIMITED TO, PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, WHETHER CAUSED BY NEGLIGENCE OR NOT, ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OR MISUSE OF ANY PORTION OF THE PRIZE, ENTRY OR PARTICIPATION IN THE CONTEST OR IN ANY CONTEST OR PRIZE RELATED ACTIVITY, OR ANY ACCESS TO OR USE OF THE CONTEST WEBSITE, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY.

## Third-party Notice of IP Infringement.

To the extent that any Video submitted and uploaded to YouTube appears to infringe upon the intellectual property interests of a third party, that third party should notify YouTube using its DMCA notification system (available at [http://www.youtube.com/t/dmca\\_policy](http://www.youtube.com/t/dmca_policy)). Contest Parties have no control over the content of Videos, and so take no responsibility for any Video that may infringe upon the intellectual property rights of another.

## Choice of Law.

This Contest is offered only in the State of Vermont, and is governed by the laws of the State of Vermont. By entering, Entrants consent to the jurisdiction and venue of the federal, state and local courts located in Vermont for the resolution of any disputes.

## Winners List.

Winners' names will be posted on the VHSA Website and Facebook page after the winners are confirmed. You may also mail-in for a winner's list, by sending a self-addressed stamped envelope to: Evelyn McFarlane, Vermont Highway Safety Alliance, One National Life Drive, Montpelier, Vermont 05633

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