

Vermont Highway Safety Alliance

#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 is eligible: High school students, defined as a freshman, sophomore, junior, or senior, enrolled in a high school, or home school program in Vermont or in a jurisdiction bordering the state. 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 two team members listed as 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: 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. 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, driving with a device in hand, or breaking any rules of the road. Review the data and information provided on the VHSA Website 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 and persuasive message to adopt safe driving habits.

Phase One: Jan 15, 2019 to April 1, 2019: Create a video public service announcement (PSA), exactly 25 seconds in length. Post it to YouTube. Register using the [Planet Reg Registration Form](#). Once registered, you will receive instructions and a form via email for submitting your entry YouTube address. Up to eight (8) 'Finalists' will be selected from these entries and asked to participate in Phase Two.

Phase Two: April 22, 2019 to April 29, 2019: Finalists, once notified, will receive instructions on promoting their video on social media outlets. The winners will be judged on both the quality of the video from phase one, and the social media results in phase two. There will be an additional "People's Choice" award for an entry that solicits the most votes from the public. Winners may be asked to provide a copy of their submission in an MP4, AVI or MOV format.

Video Guidelines: No entry will be accepted with footage of a person texting while driving or in violation of any Vermont traffic law!

- All persons (even animated characters or objects) must wear seat belts.
- Be 25 seconds in length.
- 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.
- 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 on the VHSA Website.
- Final videos are encouraged to be delivered in High Definition (1080p or 720p).
- Please save a copy of your video in one of the following formats. .MOV, MP4, or .AVI

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.

Submitting Your Application: Once you have reviewed the rules and regulations, submit your video using the [Planet Reg Registration Form](#). Fill out the registration form and paste the URL in the required field. All submissions must be received on or before April 1, 2019 at 5:00 PM. We will not accept entries after that date. Don't wait until the last minute.

April 1, 2019 5:00PM: All YouTube submissions and registration forms must be received. Submit on [Planet Reg Registration Form](#). You will receive a confirmation via email.

April 15, 2019 5:00PM: (on or before) Finalists from Phase One will be notified and continue to Phase Two.

April 22, 2018 5:00PM: Start of Phase Two.

April 29, 2018 5:00PM: End of Phase Two.

May 3, 2018: Final contest winners will be chosen and notified on or before this date.

May 10th: Award Ceremony – To be Confirmed

Winners do not have to be present to win. The finalist's 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.

Eligibility

The Vermont Highway Safety Alliance (VHSA) contest is open to 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.

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

Eligible entries received will be judged by a qualified panel of judges, and stakeholders in the Vermont Highway Safety Alliance. In the event of a tie, an additional tie- breaking judge selected by Contest Parties will determine the winner. Winners will be notified on or before May 15, 2018 via the email address(es) provided on the registration form. If the 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.

[Link to additional Rules and Guidelines](#)

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