

#SafeDrivesSaveLivesVT PSA Video Contest



Steps for Participation:

1. Review the rules and guidelines below
2. Create your video
3. Load the video into YouTube
4. Register and submit the YouTube link using this link: <https://bit.ly/VT-PSA-Contest>

PSA Video Contest Rules & Guidelines

Your Mission: Create a video exactly 25-seconds in length on the dangers of distracted driving to help prevent serious car crashes and deaths.

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

Eligibility: Vermont high school students, Grades 9-12, enrolled in a public or private high school, home school program, or N.H. cross-border school.

Who Can Enter: You may submit an entry as an individual or a two-person team. One submission per person OR team. The prizes will be awarded equally to each of the two team members listed as points of contact on the submission form. 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.)

Topic/Subject Matter: You or your team has one clear mission: Create a PSA to encourage young drivers, your friends, and peers, to avoid distracted driving. Too many lives have been lost due to distracted drivers. We are asking you to help change this behavior. Distracted driving takes many forms, such as:

- Texting/talking (cell phone use in general)
- Using car features—music, climate, GPS
- Talking to passengers
- Eating/drinking
- Drowsy driving
- Grooming (make up, hair, dental)
- Dealing with children and pets
- Smoking
- Emotions
- Daydreaming
- Rubbernecking

Creative License: You have creative license to tackle the issue of distracted driving. You can video yourself, create a cartoon or animation, 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. Just be sure it is in good taste and **DO NOT** film yourself or anyone else driving while distracted, driving

with a device in hand, or breaking any traffic safety laws. Review the data and information provided on the VHSA Website to familiarize yourself with the subject.

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

Students must follow all COVID-19 protocols as outlined by the Vermont Department of Health and CDC guidelines: healthvermont.gov/covid19

Contest Do's and Don't's:

- All persons (even animated characters or objects) must wear seat belts.
- Video must be 25 seconds in length.
- Avoid all branding in submissions, even in the background of footage (i.e., product logos or store logos).
- If using dialogue, make sure voices can be clearly heard.
- If filming from a smart phone, shoot footage horizontally.
- The video should be your personal creation; do not over-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. 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.
- 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).

Judging Criteria:

- Ability to capture the attention of others, specifically, the attention of your peers.
- Ability to persuade peers. 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.
- Production quality.
- 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 via the email address(es) provided on the entry submission 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.

Submitting Your Application:

- Once you have reviewed the rules and regulations and created your video, load it into YouTube.
- Register and submit your video YouTube link [using this form](#). All submissions and registration forms must be received using this form.
- You will receive a confirmation via email once you have completed the registration.

Timeline:

January 24 to March 15, 2022: Phase One

All submissions must be received on or before **March 15, 2022 at 11:59 PM**. We will not accept entries after that date. Do not wait until the last minute! Up to twelve (12) finalists will be selected from these entries and asked to participate in Phase Two.

Finalists will be notified by April 1, 2022, with instructions on how to proceed for Phase Two.

April 5 to April 9, 2022: Phase Two

The VHSA will set up an online voting link and finalists will have the opportunity to promote their video on the social media outlet. This phase is for an additional "People's Choice" award for an entry that solicits the most votes from the public.

April 15, 2022 - Final contest winners will be chosen and notified on or before this date.

Award Ceremony - Date to be announced: This will be a virtual event and all entrants, classmates and parents are invited.

Winners do not have to be present to win. The winning videos will become property of the Vermont Highway Safety Alliance. We will share your video on our website, digital platforms, and media outlets across the state.

Important Reminders & Review:

Your contest 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 sponsors 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) under copyright protection.
- Contain music, OTHER than original music created and owned by entrant, or music that the 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, texting while driving.

Tips & Checklist:

[Download it here.](#)

Questions:

Contact:

Sue Hoxie, Executive Director
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Thank you to our sponsors:

