



High School PSA Contest: Introduction

Crashes are the #1 cause of death for youth and adults from ages 5 to 24 years. To help make a difference, Safe Communities is sponsoring the Teen Triple Threat – Safe Driving Contest. Teens throughout Clackamas County are invited create safe driving scripts. The scripts will focus on teen driving risks and/or prevention strategies. The winning script(s) will be professionally produced into a Public Safety Announcement (PSA).

Contest Details:

The contest will open November 16, 2009 and close March 16, 2010.

The contest is open to any high school student in Clackamas County. All entrants must acknowledge contest rules by completing an entry form. Winners under the age of majority (18 years) before contest end date must also submit a release form by a parent or guardian. This release form will be supplied by Safe Communities as needed.

Students will create safe driving scripts for an announcement that will run 60 seconds.

The scripts may be based on **high risk** driving behaviors for teen drivers. Identified driving risks are: Speed, Impaired (Drunk or Drugged) Driving and Distracted Driving.

OR

The scripts may be based on **prevention strategies** such as: seat belt usage, passenger refusal techniques when faced with dangerous drivers; or avoiding driving while fatigued.

The scripts will be judged by:

- **Message:** is the script clear and effective in communicating why the message is important?
- **Creativity:** is the script unique and attention grabbing?
- **Content:** Is the content meaningful and appropriate? Does it follow a theme? Would the PSA be filmable on a realistic scale and budget?
- **Presentation:** Does the script flow? Is it entertaining?
- **Duration:** Is the script approximately 60 seconds?

The top ten scripts will be judged by a panel consisting of peers, safety professionals and video producers. The 1st place script winner will receive: \$100.00 cash and \$100 worth of California Pizza Kitchen dining certificates. The selected script will also be professionally produced. 2nd and 3rd place winners will receive \$50.00 cash and \$50.00 worth of California Pizza Kitchen dining certificates each.

Students may enter individually or as a team.

Student may enter more than once.

Contest details and entry forms can be found at: www.ClackamasSafeCommunities.org



Official Rules

- All entries must consist of an entry form and completed script. Script formats may include: Storyboard; traditional film and TV script format; or production company format (samples included). Scripts may also be submitted without formatting as long as the evaluation team can determine essential characteristics including: scene set-up, dialog, message framing etc.
- All entrants agree that Safe Communities is the exclusive owner of submitted material and may use it in whole or in part at their discretion.
- The entrant agrees that Safe Communities has the right to modify, edit, and or adapt the material as necessary.
- The entrant agrees that Safe Communities may distribute it in whole or in part, without compensation or further notice to the entrant.
- By submitting the script, all entrants and their legal guardians hereby agree that a team granted the opportunity to have their PSA professionally produced may be required to enter into additional agreements with the Clackamas County Sheriff's Office or its designees.
- By submitting the script, the entrant and the entrant's team represent and warrant that the script is original and does not infringe upon or otherwise violate any right of any person, firm or entity nor does any person or entity other than the entrant and his or her team has any right, title or interest or arrangement to the script
- Contest winners consent to the use, without additional compensation, of their name, likeness, voice, photographs and/or video for promotion and/or advertising purposes in connection with this contest.
- Safe Communities reserves the right to amend the contest without prior notice.

How to Enter

An official entry form and all scripts must be submitted by contest end date of Tuesday, March 16, 2010 at 12:00a.m. Entries received after that time may not be considered.

Entry Forms can be download at: www.ClackamasSafeCommunities.org under MEDIA

Email the completed Entry Forms and Scripts to: SafeCommunities@co.clackamas.or.us

Or mail to: Safe Communities
12700 SE 82nd Ave.
Clackamas, OR 97015

Entrants will be notified when their submissions are received. Safe Communities is not responsible for lost, misdirected or delayed entries.

Staff are available to answer questions:

Contact: Patty McMillan
Program Coordinator
pattymcm@co.clackamas.or.us
503-794-8061