

South Jersey Traffic Safety Alliance

Inaugural High School PSA Contest

revised January 10, 2012 – revision in italic



Serving Atlantic, Cape May, Cumberland and Salem Counties

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SJTSA Inaugural High School PSA Contest Year 2012

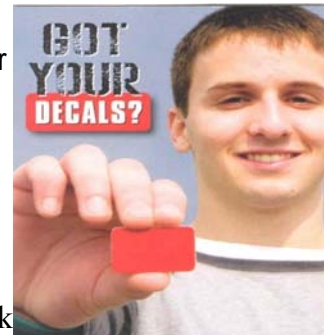
Purpose

The purpose of the SJTSA High School Public Service Announcement (PSA) Contest is to help teens learn about the dangers of motor vehicle crashes and the purpose and importance of the Graduated Drivers License (GDL) Law.

The SJTSA is seeking submissions created by teens to educate teens and promote a culture of compliance among teens and their families.

As of May 1, 2010, all permit or probationary license holders under the age of 21 must follow these new rules.

- Limits the number of passengers to one, unless a parent or guardian is present
- Requires everyone to be buckled up
- No driving between 11 PM and 5 AM
- Requires a special decal be displayed on the front and rear license plates. (available at MCV for \$4)
- No interactive wireless communication devices
- No plea bargaining point carrying violations
- Zero Tolerance for alcohol or drugs



These new rules were created to address the three highest risk areas for new teen drivers: passengers, night time driving and cell phone use.

Eligibility

The SJTSA High School PSA Contest is open to all high school students currently residing in or attending a high school in Atlantic, Cape May, Cumberland and Salem Counties, New Jersey.

Students are to work in teams of up to six (6) students. A teacher or counselor must sponsor and be responsible for the supervision of the team but will not participate in the production of the video. A teacher or guidance counselor may sponsor more than one video production team.

All entries must include the principal's consent for contest entry and the principal's contact information.

Guidelines & Rules

- Entries must be postmarked by March 15, 2012. Any entries postmarked after the March 15, 2012 deadline, will not be considered. Videos should be sent to: **SJTSA, ATTN: Teresa Thomas, 782 S. Brewster Road, unit B6, Vineland NJ 08361**. Questions or concerns can be addressed to Teresa at (856) 794-1941 or Teresa@sjtsa.org.
- PSAs must be exactly 30 seconds in length. Entries not conforming to the time constraints will be disqualified. PSA length will be judged from the first to the last frame of video. Nothing else should be submitted on the DVD.
- Entrants must submit their PSA on a standard DVD. The DVD must be in a format that can play on an ordinary DVD Player without the need for a computer or other device.
- The DVD must have a label with the PSA name, school name, teacher's name and an accompanying Entry Form. DVD's without an entry form will not be considered.
- Whereas the objective of a standard advertisement is to market a product, a PSA is intended to change the public interest by raising awareness of an issue, affecting public attitudes, and potentially stimulating action.
- All laws of the State of New Jersey must be followed during the production and filming, any PSA not in compliance will not be considered and disqualified.
- Entrants must provide information on the sites or references used when statistics or other information is provided. This must be included on a separate piece of paper along with the DVD and entry form and CANNOT be part of the actual public service announcement.
- Videos must not highlight actual products, labels or corporate names. Product labels should be covered.
- All teams must comply with copyright regulations.
- In order to comply with copyright regulations, the Alliance has partnered with the Gloucester County Highway Traffic Safety Taskforce to use their collection of pre-approved music for the PSAs. Any music played in entries must be from this collection. Entries containing non-approved music will be disqualified. *Approved music can be downloaded from the Alliance's website, www.SJTSA.org.*
- Students are allowed to be a member of only one team.

- Do not send your original program master. Entries will not be returned.
- Videos should contain original content.

Judging and Awards

- The SJTSA Staff and Executive Board Members will select winners. Depending on the number of submissions there may be a winner for each county and a regional winner.
- All participants will receive a certificate of completion.
- Winning team(s) will be awarded prizes and PSA(s) will be shown on local stations.
- Submitted PSAs will be view at a local movie theater. All participating teams will be invited to the designated movie theater for the inaugural showing in April or May 2012. The exact date and location will be forwarded to each teacher contact.

Safety Requirements

- Each team must comply with all laws of the State of New Jersey in the production and filming of the video.
- All video concepts should be approved by the teacher or guidance counselor, prior to shooting.
- Contestants should exercise safety for all participants in the production and filming of the video
- No vehicles should be damaged in the filming of the video.