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TEENS & DISTRACTED DRIVING VIDEO CONTEST



Spring 2010

Partners in Progress

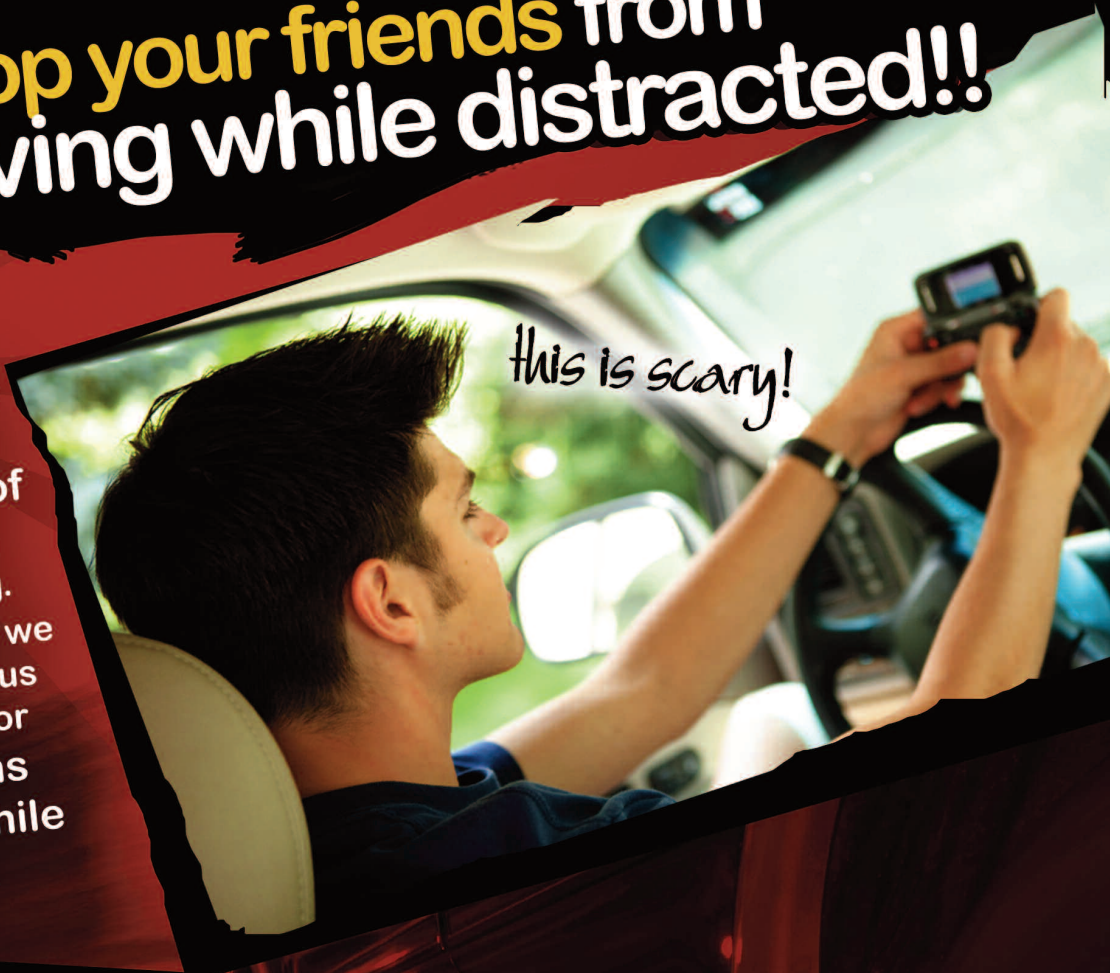
Working to improve the quality of life
in the Baltimore region



help **stop your friends** from driving while distracted!!



Been in a car when the driver's busy texting instead of driving? That's distracted driving. Scary. That's why we want you to show us your best ideas for stopping teens from driving while distracted.



this is scary!

video contest

THE CHALLENGE!

Make a 30 second video with the theme
TEENS & DISTRACTED DRIVING

HOW TO ENTER!

Simple, go to www.drivesafecontest.com to get all the details and register your team. Then grab a camera and start capturing your best ideas.

DEADLINE FOR ENTRY!

All entries must be posted by **April 23, 2010**
Winners will be announced by **May 14, 2010**

PRIZES!

1st place team = \$200 each
2nd place team = \$100 each
3rd place team = \$50 each



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>>>BRTB



You know about drivers who answer the phone, text someone or fix their hair while driving down the road. Maybe you've even been that distracted driver. But do you know that recent studies show that drivers under the age of 20 have the highest proportion of distracted driving fatalities at 16%?

(source: National Highway Traffic Safety Administration)

We're challenging all teen drivers in schools in the Baltimore Region to show us their best ideas about how to stop distracted driving.

What Is Distracted Driving?

There are three main types of distraction:

- Visual — taking your eyes off the road
- Manual — taking your hands off the wheel
- Cognitive — taking your mind off what you're doing

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increase the risk of crashing.

While all distractions can endanger drivers' safety, texting is the most alarming because it involves all three types of distraction.

Other distracting activities include:

- Using a cell phone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a PDA or navigation system
- Watching a video
- Changing the radio station, CD, or Mp3 player.

How to Enter

Simple, gather your classmates together and form a team of no more than 4 members. Follow the contest guidelines below, grab a camera, film your great idea and upload it before the deadline.

Contest Eligibility

1. You must go to a high school in one of these jurisdictions: Baltimore City, Baltimore County, Anne Arundel County, Howard County, Harford County or Carroll County.
2. Teams must register on www.drivesafecontest.com and acknowledge contest terms and conditions.
3. All entries must be posted to the website by the upload deadline.
4. We want you to express yourself, but think about what language and visuals you'd be proud to include on your college application.



Contest Rules

1. For this competition, we will only accept those productions that avoid being gratuitously or explicitly violent, obscene, or overtly sexual.
2. Entries that show moving vehicles with distracted drivers and other risky, questionable, or illegal activities will be instantly disqualified. Use common sense and be safe when producing your videos.
3. Contest entries should avoid youth involved in risky, questionable, or illegal activities without also examining the outcomes, ramifications or consequences of those activities.
4. No Plagiarism. Do your own work. All entries must be original works and produced by the entrants listed. In other words, obey copyright laws (only 10% of your work can contain commercially produced footage). Do not submit a re-edited version of a commercial video that you didn't shoot.
5. Keep it clean. Don't use any profanity or vulgarity. All scenes should be G or PG rated.
6. No gratuitous violence. No violence for violence sake (NO GUNS! Pictures or sound). Any violence in a production must be an integral part of the story. All scenes must be G or PG rated and follow state safe school policies.

Contest Guidelines

Make a 30 second video about Teens & Distracted Driving. Your entry must address one or more of the three main types of distraction: **Visual** — taking your eyes off the road, **Manual** — taking your hands off the wheel or **Cognitive** — taking your mind off what you're doing. You may use any computer software or camera (cell-phones are ok!) to create a video that can be uploaded to YouTube (formats include FLV, MPEG-2 and MPEG-4).

Deadlines

All entries must be posted by April 23, 2010
All views will be counted through April 30, 2010

The Prizes

The winning entry will be promoted in schools throughout the Baltimore Metropolitan Region.

1st place team = **\$200 each**
2nd place team = **\$100 each**
3rd place team = **\$50 each**

Trophies awarded to schools for first, second, third place.