
Buckle Up and Pay Attention Teens! TV Commercial Challenge — Rules ***Sponsored by AAA and the Minnesota Department of Public Safety (DPS)***

Your Job

Create and produce a 30-second TV public service announcement that promotes the importance of buckling up or promotes the importance of paying attention while driving — you may decide on which topic to address.

Background Information

Traffic crashes are the leading cause of death for teenagers — and low seat belt use and distracted driving is a major factor.

In Minnesota, drivers and all passengers are required to wear seat belts. Unbelted drivers or passengers can be ticketed.

Distracted driving can be caused by passengers, changing the radio station, cell phones, eating and more. It's illegal for all drivers to send or receive text messages or access the internet, even while stopped in traffic, and drivers with instruction permits or provisional licenses are prohibited from talking on a cell phone.

Rules

- Minnesota students in grades 9–12 are eligible to enter. Students must create and produce the spot on their own, without creative/production/technical assistance from adults or professionals.
- TV spots must address the topic of seat belts or distracted driving.
- Submit spots on DVD in a format that can be used with any home DVD player. The DVD must be received by DPS with entry form by **4 p.m., Monday, April 15, 2013**. Entries will not be returned. Please have an electronic version of the spot available in case the DVD does not function.
- Spots must be no longer than 30-seconds.
- Spots containing inappropriate language will be disqualified.
- Use of commercial music is not permitted.

Awards — donated by AAA

First place, \$1,000; second place, \$600; and third place, \$400.

The winning spot will make its broadcast premiere during the MTV Video Music Awards in 2013.

State traffic safety officials, advertising professionals and high school students will judge the spots based on the ability to creatively, originally — and successfully — communicate and promote the importance of seat belts. The top spots will be featured online in May for a public online vote to determine the winning spot.

Entry Form

Download a *Buckle Up and Pay Attention Teens! TV Commercial Challenge* entry form at: ots.dps.mn.gov.

Get Your School Involved

Share your school's spots with students via email/Web. Conduct a school-specific viewing and voting activity.

Important Safety Notice

Safety during the project should be the highest priority. For any shots of drivers/passengers riding in a moving vehicle, all traffic laws must be adhered to and all drivers and passengers must be buckled up.

DPS and AAA take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. DPS and AAA stress that teen producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors or the public at risk. To assure the safety of the participants, adult supervision is strongly encouraged.