

2017-2018 PSA Contest Guidelines

Your Mission: Create a video PSA that is exactly 25 seconds

Your Audience: Teen Drivers and Passengers

Your Topic: The theme for 2017-18 is passenger seatbelt safety, focusing on the importance of having drivers and passengers buckled up before you put the vehicle in drive.

Why: The PSA goal is to develop and send teen-friendly messages to prevent traffic crashes and save lives.

How: You have creative license. Just be sure it's in good taste and if you are filming while in motion, the driver cannot be doing anything but driving.

When: Video submissions for the 2017-2018 academic year are due on December 1, 2017.

Awards: Cash prizes are awarded directly to the individual or group of top three submissions:

- 1st Place: \$3,500
- 2nd Place: \$1,000
- 3rd Place: \$500

Students may work individually or as part of a team. FCCLA will submit the winning PSA to the National Association of Broadcasters for use in national PSA outreach opportunities.

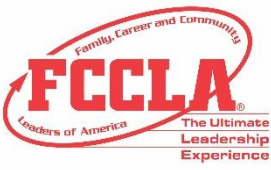
Contest Official Rules: These rules must be read in order to submit your video PSA for the contest.

SUBMIT

Submit your video along with your contact information on or before December 1, 2017. We will not accept entries after that date. Don't wait until the last minute.

The potential winning participant(s) will be notified on or about January 15, 2018 via the phone number and/or email address provided by participant(s) during registration. The potential winning participant (and all members of participant's team if entered as a team) must execute and return to FCCLA within five (5) business days after the date of receipt or other date specified by FCCLA an affidavit of eligibility. The winning video will be selected by a judging panel comprised of traffic safety and communication experts.





All the videos will become property of FCCLA. We may use your video to promote safe driving to a broader audience and draw wide attention to this important topic. We may also share your video on the FCCLA website or other digital platform (whether you're the winner or not). Our goal is to share these messages with young adults across the country.

JUDGING CRITERIA

- Ability to capture the attention of others, specifically, the attention of your peers (20%).
- Persuade others to alter driving habits. Your film must resonate with teens and young adults and move them to action (20%).
- Clarity of message - it must be understandable and well-structured (20%).
- Creative expression - put your personal stamp on it (20%).
- Video should be of good production quality (20%).

