

Drive Safe PA

A Radio PSA Contest Aimed to Enhance Students' Safe Driving Awareness

Who Can Enter

1. Entrants must be high school sophomores, juniors or seniors enrolled in a public or private high school located in Pennsylvania, or home-schooled sophomores, juniors or seniors in Pennsylvania.
2. Immediate family members of PennDOT employees are not eligible to participate.

How to Enter

1. Entries must focus on a highway safety issue such as using seat belts, aggressive driving, or driving under the influence of alcohol or drugs.
2. Entries must include the phrase, Drive Safe PA, in order to be considered.
3. Entries must have a closing tagline of: This public service announcement has been brought to you by PennDOT and (insert the name of your school). Entries missing the tagline will be disqualified.
4. All entries must include student(s) names and grade level. It must also include the school name, address, phone number and county.
5. Students may submit entries as an individual or part of a group. Each student or group of students may make only one entry. However, schools may have multiple entries.
6. Recorded entries, including the tagline, must be 30 seconds in length and can be emailed to RA-pennDOTpress@state.pa.us. Only MP3 or MP4 file formats will be accepted.
7. Hard copies of the PSA on CD can be mailed to PennDOT Press Office, 400 North Street, Harrisburg, PA 17120. Entries will not be returned.
8. If students do not have access to recording equipment, a written script may be submitted and will be judged equal to recorded entries. The written script, when read aloud, should time to 30 seconds in length. Entries that are significantly longer or shorter will be disqualified.
9. Entries must be received via e-mail or post-marked by Friday, March 12, 2010. Any late entries will be disqualified.
10. All entries are limited to a maximum of two speaking voices and may include added sound effects.

Judging

1. Entries will be judged by a panel comprised of representatives from PennDOT and Commonwealth Media Services.
2. One winner will be selected from each of PennDOT's 11 Engineering Districts based on the impact and creativity of the message. Winners will be announced in March.
3. All entries chosen as finalists become the property of PennDOT.
4. The decisions of the panel are final.

Grand Prize

1. The student(s) who created the winning entry will have their PSA professionally recorded by Commonwealth Media Services in Harrisburg. Transportation to Harrisburg is the responsibility of the school or parents/guardians. If students are unable to travel, PennDOT will provide up to two voices for recording of the PSA.
2. PennDOT will work with Commonwealth Media to send the PSA to local radio stations for airplay during various highway safety campaigns.
3. The PennDOT District Executive will present certificates and a copy of the professionally-recorded PSA at a ceremony at the school or location of the school's choice. With the school's permission, media representatives will be invited to attend the ceremony.
4. PennDOT will issue a press release to local media announcing the winning students and school and provide the completed PSA for them to promote.
5. PennDOT will feature the finished PSAs on its highway safety Web site, www.DriveSafePA.org.

Acknowledgements

1. PennDOT is not responsible for lost, late or misdirected mail or for server unavailability or other electronic malfunction.
2. By entering the contest, students acknowledge that the PSA is their own work. Entries should not have been submitted to be published or broadcast by any other publication or media company. The PSA may not contain any copyrighted or trademarked material, professional talent or any profanity.
3. Entrants acknowledge that to the best of their knowledge that all submissions are properly authorized and do not infringe the legal rights of any third parties.
4. By entering, students understand and acknowledge that their voices may be identifiable and that they have no problem allowing the Commonwealth to replay or make use of their voices for the purposes of the contest.
5. The Commonwealth is not affiliated with any contest entrants or the selected winners.

For more information, contact the PennDOT Press Office at RA-penndotpress@state.pa.us or (717) 783-8800.