

Don't Text & Drive! Rules

TV Commercial Challenge

Sponsored by AAA Minnesota/Iowa & Minnesota Department of Public Safety (DPS)

Just Do It

Create and produce an effective 30-second TV public service announcement to encourage drivers to not text while driving.

Why

Traffic crashes are the leading cause of death for teenagers — and driver distraction, especially texting, is a major factor. A recent study indicated that texting drivers increases crash or near-crash risk by 23 times. In Minnesota, texting, e-mailing, or using the internet while driving is illegal for all drivers — with fines as high as \$300.

Rules

- Minnesota students in grades 9–12 are eligible to enter. They must create and produce the spot on their own, without hands-on assistance from adults or professionals.
- TV spots must address the topic of texting and driving — such as the dangers and consequences associated with the behavior; and/or solutions to avoiding it; and/or promoting the “no texting” law, etc.
- Spots must be submitted on DVD and received by DPS with entry form by **4 p.m., Monday, April 19, 2010**. Entries won't be returned. Save spots as .mpeg files for email submission if case DVD does not function.
- Spots longer than 30-seconds or containing inappropriate language will be disqualified.

Production Tips

Think about and view your favorite TV spots. What tactics do they use to communicate their message: Humor? Music? Editing styles, etc.? Consider such traits when developing your spot. A standard framework for an advertisement is: 1) Attention-getting open (a “hook”). 2) Delivery of the message. 3) A call to action/final tagline.

Awards — Donated by AAA Minnesota/Iowa

First place — \$1,000, second place — \$600, and third place — \$400. The winning spot will make its broadcast premiere on TV — date and program TBD, announced on www.RockTheBelt.org following the voting.

Entry Form

Download a *Don't Text & Drive! TV Commercial Challenge* entry form at www.dps.state.mn.us/ots. If you have questions about the contest, contact Gordy Pehrson at gordy.pehrson@state.mn.us or (651)-201-7072.

Get Your School Involved

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

Notice

Safety during the project is of highest priority. AAA Minnesota/Iowa and DPS 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 Minnesota/Iowa stress that teen producers 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.

State traffic safety officials, advertising professionals and a panel of high school students will judge the spots based on the ability to creatively, originally — and successfully — communicate the importance of not texting while driving. The top commercials will be featured on www.RockTheBelt.org, May 4–18 (subject to change) for a public online vote to determine the winning spot. The winning spot will be revealed online following the voting period.

Submit Entries to:

Don't Text & Drive! TV Commercial Challenge
Minnesota Department of Public Safety
Office of Traffic Safety
444 Cedar Street, Suite 150 • St. Paul, MN 55101

