

DMV-Travelers Teen Safe Driving Contest

Department of Motor Vehicles Center for Teen Safe Driving

All participants must return this entire application with signature and video to DMV by January 14, 2015.

State of Connecticut



Official Rules and Entry Form

- \$15,000 in Prizes for High Schools of Top 5 Ranking Teams
- iPads for Members of 1st Place Team
- Visa Gift Cards for Members of 2nd through 10th-place Teams

1. Who Can Enter

- To be eligible to participate in this contest, entrants must be students ages 14 to 18 who are enrolled in a public or private high school located in Connecticut, or students ages 14 to 18 who are receiving home-schooling in Connecticut and who designate a state Department of Education recognized public or private high school as recipient of a monetary prize.
- State of Connecticut Department of Motor Vehicles (DMV) employees or relatives of DMV employees, its prize sponsor(s) employees and their relatives, and judges of this contest and their relatives, are all **NOT ELIGIBLE** to participate. The term "relatives" includes spouses, grandparents, parents, siblings, children and grandchildren.

2. How to Enter

How to Approach Creating the Video

- This year's theme is: **Steer Your Friends in the Right Direction.** The student director and the team **must demonstrate a creative, unique, and effective message about the influence teens have on one another to make responsible and safe decisions about driving.**

In a teenager's life, his or her peers tend to hold a great influence on them. Through this video, the student director and team must demonstrate a creative, unique and effective message about the influence teens have on one another to make responsible and safe decisions about driving.

In other words, show us a creative way that teens can start and have a conversation with their friends about safe driving to prevent breaking the law or getting into a crash. This theme is based on teen-to-teen interaction = **either as a driver or as a passenger.** How can you "Steer Your Friends in the Right Direction?"

Each contestant may make ONLY one entry. To submit an entry, each entrant must produce (write, shoot and edit to final production) his or her own twenty-five (:25) second public service announcement ("PSA"). Students may participate either individually or in teams with no more than five (5) students per team producing the video. (However, there is no limit on the number of students who may appear in the video.) **One** person must be responsible for taking ownership of the entry. Bi-lingual/multi-cultural videos are welcomed and encouraged. Quality standards and evaluation by judges will also include young women and youth representing diverse ethnic and racial groups.

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Summary of Video Requirements:

- The video must encourage teen drivers to be safe by avoiding distractions while driving.
- The PSA must be exactly twenty-five (:25) seconds in length.
- PSA must also **address two specific teen driving laws** (See complete list at <http://ct.gov/teendriving/laws>).
- **No team of students can exceed five (5) participating teens, including the student director. Other teens, adults and persons can appear in the video, but will not be considered members of the original team that can qualify for contest entry and prizes awarded.**
- PSA must **feature at least two teens**, along with any other teens or adults considered necessary for the creative safety message. For instance, they can also have animation and supporting actors, such as parents, law enforcement officers, friends or brothers and sisters, and any other members of the community who would best help to illustrate the point in the video.
- **Please read complete rules** to avoid video being disqualified.

BE CREATIVE. BE UNIQUE. STANDOUT. MAKE YOURS DIFFERENT FROM THE REST.

- b. Students may artistically show a violation of a state law as part of the video's creative content. However, compliance with all federal, state and local laws must be followed when filming is done on a federal, state or local highway, road, thoroughfare, as well as in any parking lot used by the public unless specifically closed to the public by state or local police during the filming. For example, an operator of a vehicle must be a licensed driver.
- c. Each PSA will be counted as one individual entry, and cannot be entered more than once. Duplicate PSA entries will be disqualified, and the DMV reserves the right to disqualify the initial entry based on section "2g" below. Videos submitted from a previous year's contest will not be accepted.
- d. The contest will start Monday, September 15, 2014. Entrants must mail, by Wednesday, January 14, 2015, a complete entry to the Connecticut Department of Motor Vehicles, Attn: Corporate and Public Relations Unit, "Teen Driving PSA Contest," 60 State Street, Wethersfield, CT, 06161. A complete entry consists of **1)** the completed entry form, **2)** a signed release form by entrant and his/her parent or legal guardian, **3)** appearance releases signed by anyone who appears or participates in the PSA and **4)** the PSA. Entries must be postmarked or received by DMV Corporate and Public Relations Office by 4:30 p.m. EST on January 14, 2015. PSAs must be submitted on a DVD in both the original format and a WMV. No other format will be accepted. Each entry must be on a separate DVD. Any entries received, which were not received or postmarked by January 14, 2015 will be disqualified.
- e. DMV is not responsible for lost, late, or misdirected mail or for printing errors, server unavailability, computer or any other electronic malfunction.
- f. All entries received that are duplicates, mutilated, tampered with, illegible, or from ineligible entrants will be void. All entries become the property of the State of Connecticut Department of Motor Vehicles and will not be returned.
- g. By entering the contest entrants acknowledge that the PSA is their own original work. In addition:
- a. All entries must be entrants' original work and should not be/have been submitted to or published or broadcast by any other publication or media company.
 - b. The PSA may **not contain any copyrighted or trademarked material** including but not limited to: photograph likenesses of or references to celebrities or known persons alive or dead, recorded music, published works from books, magazines, newspapers, plays, song lyrics, scripts, essays, articles, web site content, or clips from television programs or movies, sports footage, official logos of any organization,

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existing artwork or graphic design. In addition, the PSA may not contain nudity or profanity of any kind, and may not portray anyone under the age of 21 drinking, or pretending to drink, alcohol. NOTE: Students often use music in PSAs. Be reminded that only original or uncopyrighted music will be accepted in a PSA. Violation of this will result in rejection from the contest.

c. Any supporting data used in your video, such as statistics, quotations and facts must be true, accurate and reliable.

3. Judging of the Entries

- a. Entries will initially be judged to determine a maximum of five (5) finalists based on the following weighted criteria:
 - i. Overall impact: dynamic/persuasive/informational/emotionally moving/content focused message (message must cover topics specified in the contest rules) (50%)
 - ii. Originality: concepts/ideas/format (25%)
 - iii. Cinematic Style: camera angles/editing/acting/direction/lighting (25%)
- b. The DMV may edit the entries to fit the confines of the 25-second PSA in order to accommodate an introduction and ending. The DMV reserves the right to edit, crop or alter the PSA without notification to or approval by the entrant.
- c. DMV will announce the top-10 winners by April 2015.
- d. The decisions of the DMV are final.

4. The Prize(s)

- a. **A monetary prize will be awarded by the Travelers Insurance Company to the high schools of the top five winning entries (not directly to any student entrant). The prizes will come with the stipulation that the money must be used for an educational program on safety issues related to teen safe driving to benefit students in the winning high school or a nearby high school in the instance of a winning entry by a home-schooled student. The prizes will be awarded directly to the schools.**
 - The prizes to schools are:
 - \$5,000 for first place
 - \$4,000 for second place
 - \$3,000 for third place
 - \$2,000 for fourth place
 - \$1,000 for fifth place
- b. iPads will be awarded to individual members of **the first-place team** by AT&T. That team cannot exceed five (5) members, including the student director.
- c. Visa Gift Cards for an amount of \$125 will be awarded to individual members of the **second, third, fourth and fifth-place teams** by Travelers. Those teams cannot exceed five (5) members, including the student director.
- d. Visa Gift Cards for an amount of \$100 will be awarded to individual members of the **sixth, seventh, eighth, ninth and 10th-place teams** by Travelers. Those teams cannot exceed five (5) members, including the student director.

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- e. Additional prizes, depending on entries and the judgment of the contest sponsors, may be awarded for:
- The most views of a video on YouTube
 - The most creative bi-lingual/multi-cultural awareness video
 - Having a teacher with the most consecutive yearly ranking in the Top 10
 - Special creativity and resourcefulness
- f. DMV and the Travelers Insurance Company reserve the right to award any other additional prizes as it deems necessary.
- g. There will be no substitutions or alternatives for prizes except at the sole discretion of DMV. DMV has the right to substitute a prize of similar value. No transfer or assignment of prizes is allowed.
- h. DMV shall have no liabilities of any kind arising directly or indirectly from the award or use of the prize, or any other matter in connection with this contest.
- i. In claiming a prize, entrants acknowledge that DMV has the right to publicize their names, characters, likenesses, photographs, voices and the fact that they are the finalist(s) and/or winner(s). Said publication will be done for promotional purposes without financial remuneration.
- j. The high schools awarded a monetary prize must submit a five-page report to the DMV and the Travelers Insurance Company by December 2015. The report must describe the use of the contest prize money on the educational program required in Section "4a" and a description of the program.

5. Miscellaneous

- a. Contest rules are available on DMV's teen driving website at www.ct.gov/teendriving/contest and the Travelers' website at www.travelers.com/personal-insurance/auto-insurance/dmv-teen-driving-contest.
- b. This contest is subject to all applicable laws and regulations and is void where prohibited. You may not violate federal, state or municipal laws during the production of your entry. DMV and its sponsors accept no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession or use of any prize awarded hereunder.
- c. DMV reserves the right to make rules and contest changes and change the aforementioned contest dates.

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Entry Form

I, the undersigned participant, hereby certify and represent that I have read the rules of this contest, DMV-Travelers Teen Safe Driving Video Contest, and fully understand the meaning and the effect thereof, and intending to be legally bound. I have signed this document on the date indicated below. **Please print legibly and fill out ALL sections of this form.**
Student Director's Information

Name: _____ Age: _____ Date of Birth: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Driver's License #: _____ E-mail address: _____

Cell Phone: _____ Home Phone: _____

Student Director's High School Information

School: _____ Address: _____

Grade Level: _____ Teacher: _____ School Program/Class: _____

School Designation Information (if contestant is home-schooled)

School: _____ Address: _____

Video Information

Title of Video _____ Source of Music: _____

If you used music in your video, please site the name of the song, artist and source you obtained it from. Videos containing copyrighted music will be disqualified.

Multi-Cultural Award (optional). Please consider my video for the contest multi-cultural award. I believe my video reflects a multicultural and diverse audience of teens and parents representing different ethnicities.

List a maximum of five (5) people, including the student director, who participated in creating the video and their role (example: writer, videographer, editor, actor, etc.)

Director- _____

Signatures

Student Director's Signature

Date

If you are under 18 years of age, your parent or legal guardian must also sign below.

I _____ certify that I am the parent or legal guardian of _____
Parent or Guardian printed name Student's printed name

and on behalf of him or her, as well as myself, have read this release and agree to all of its terms.

Parent or Guardian Signature (if under 18 years old)

Date

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Appearance/Participation Release

Please duplicate this form as needed

A separate Appearance/Participation Release form is required for each person appearing or participating in the video. This includes: directors, writers, actors, videographers, editors, etc.

In connection with my appearance/participation in a submitted video for the **DMV-Travelers Teen Safe Driving Video Contest**, I hereby grant to the State of Connecticut Department of Motor Vehicles (DMV) and the contest prize sponsors the right to use my name, likeness, portrait, biographical material, and voice, in order to broadcast, advertise, promote or publicize DMV and/or the Contest, in perpetuity, and in any and all forms of media.

I acknowledge that I shall not receive any compensation for this privilege and all video and other recordings shall be and remain the property of DMV.

I agree to INDEMNIFY, RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS and COVENANT NOT TO MAKE A CLAIM OR SUE DMV, the contest prize sponsors, or any of their respective subsidiaries, affiliates, divisions, sponsors, stockholders, directors, board of trustees, officers, employees, agents, representatives, successors, heirs and assigns and each and every person acting by, through, under or in concert with them, or any of them (hereinafter collectively and individually referred to as "Releasees") of and from all manner of action or actions, cause or causes of action, at law or in equity, suits, claims, demands, liability, loss, cost or expense, of any nature whatsoever, known or unknown, fixed or contingent (hereinafter referred to as "Claims") which I may have or hereafter have against Releasees by reason of any injuries or damages that I may sustain, whether to my person, property or reputation, as a result of my participation in the Contest.

I agree that if I commence, join in, or in any way seek relief through any suit arising out of, based upon or relating to any of the Claims released hereunder, or in any way assert against Releasees any of the Claims released hereunder, then I will pay to Releasees, in addition to any other damages caused to Releasees thereby, all costs, including but not limited to attorneys' fees, incurred by Releasees in defending or otherwise responding to said suit, action or claims.

Participant Signature

Parent/Guardian Signature (if under 18 years old)

Participant Name Printed

Parent/Guardian Name Printed (if under 18 years old)

Role in Video (actor, writer, editor, etc.)

Phone Number

Street Address

City State Zip

Participant's Driver's License #

Participant's E-Mail Address

Date of Birth

Date