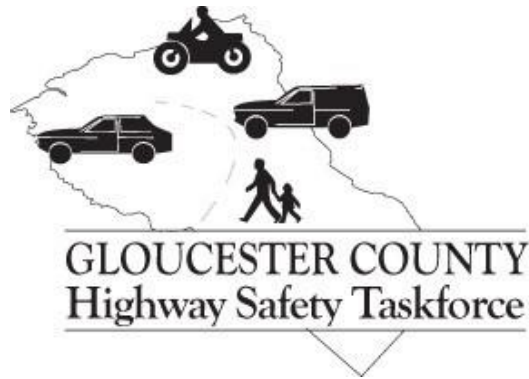


*Gloucester County
Highway Safety Task Force*



**2017 Highway Safety Video
Production Contest**



2017 Highway Safety Video Production Contest

Purpose

The purpose of the Gloucester County Highway Safety Video Production Contest is to encourage and challenge student groups to use their creativity in producing an educational video. The students may choose from five (5) topics: (1) Driving Under the Influence, (2) Distracted Driving, (3) Drowsy Driving, (4) Aggressive Driving, and (5) Safety Belt Use. The winning team for each category will be the one that produces the most interesting, creative video which captures the message of the danger(s) of the selected topic(s). Please see attached reference sheet for a complete description of the topics and a list of credible websites to begin research. All students will be recognized for their participation in this endeavor.

Eligibility

The Gloucester County Highway Safety Video Production Contest is open to all high school students (grades 9-12) and all middle school students (grades 5-8) currently residing in Gloucester County, New Jersey, or attending high school or middle school in Gloucester County, New Jersey. A teacher or counselor must sponsor and be responsible for the supervision of the team, but will not participate in the production of the video. A teacher or guidance counselor may sponsor more than one video production team. A team may consist of up to 6 (six) students from the same school. All entries must include the principal's consent for contest entry and the principal's contact information.

Teacher/counselor may be eligible for up to 6 Professional Development hours, pending approval.

Guidelines & Rules

- Each team will submit a video that they have postmarked by March 1, 2017. Any entries postmarked after the March 1, 2017 deadline, will not be considered. Videos should be sent to: Gloucester County Highway Safety Taskforce, ATTN: Detective Nicholas Schock, P.O. Box 623, Woodbury, NJ 08096. Questions or concerns can be addressed by contacting the Taskforce at (856) 384-5640.
- Videos must be 30 seconds in length. Entries not conforming to the time constraints will be disqualified. Video length will be judged from the first to the

- last frame of video. Credits and title will not be counted towards length, and MUST be submitted separately from the actual video.
- Each entry must be accompanied by a completed entry form, which is attached. This form may be photocopied.
 - The video topic must be on one of the following five (5) topics: (1) driving under the influence, (2) distracted driving, (3) drowsy driving, (4) aggressive driving, and (5) safety belt use. The content must be appropriate for student viewing.
 - In addition to the selected topic, the following public service message(s) must be incorporated into each video: "Drive to Stay Alive"
 - Each entry must have its own unique title, and each entry should be submitted on its own disc.
 - All laws of the State of New Jersey must be followed during the production and filming, any video not in compliance will not be considered and disqualified.
 - Entrants must submit their video on a standard DVD. The DVD must be in a format that can play on an ordinary DVD Player without the need for a computer or other device. The video should be in the style of a public service announcement.
 - Entrants must provide information on the sites or references used when statistics or other information is provided. This may be included as a separate video from the public service announcement, or printed on separate sheet of paper and submitted with the video, but CANNOT be part of the actual public service announcement.
 - Videos must not highlight actual products, labels or corporate names. Product labels should be covered.
 - All teams must comply with copyright regulations.
 - Students may use any music they wish in the production of their videos. However, to comply with copyright regulations, the Taskforce has a collection of pre-approved music to use when making videos. The collection is the same as provided in 2009-2013. A copy of the discs can be obtained by contacting the Taskforce at 856-384-5640. The grand prize winner may be asked to edit their music selection to be aired on commercial television.
 - Students are allowed to be a member of only one team.
 - Each DVD must be labeled with the entrant's name, school name, teacher's name as well as the title of the entry.
 - Do not send your original program master. Entries will not be returned.
 - Videos should contain original content.

Judging and Awards

- The Gloucester County Highway Traffic Safety Task Force will select the winner of the contest based on the video that best portrays the message of the selected topic(s). All contest entries must be created by the student group.
- A copy of the scoring sheet is attached to the contest rules for reference.
- Elementary school and high school videos will be judged in one group. Each video will be judged in its respective category. Prizes will be awarded to the top winner in each category (5 prizes). One grand prize will be awarded to the best overall video from all categories combined. Five honorable mention prizes will be awarded from the collective entries.
- The winning teams will be awarded prizes and their video will be shown at a Gloucester County, New Jersey Movie Theater.

- All participating teams will be invited to the designated movie theater for the inaugural showing in April or May 2017. The exact date and location will be forwarded to each teacher contact. The winning teams that are present at the showing will be awarded their prizes. Winners may be asked or invited to do a short presentation or speech on their project at the opening show.
- All videos submitted become the property of the Gloucester County Highway Traffic Safety Task Force and may be distributed freely.
- All videos will be pre-screened prior to judging, to verify compliance of all contest rules.
- Any violation of the guidelines and rules will result in a penalty assessed to the team's video, based upon each judge's discretion. Serious violations will result in disqualification of the team's video.
- Each school participating will have a video shown at the theater.
- The grand prize video may be aired on broadcast television for public viewing and awareness.

Safety Requirements

- Each team must comply with all laws of the State of New Jersey in the production and filming of the video.
- All video concepts should be approved by the teacher or guidance counselor, prior to shooting.
- Contestants should exercise safety for all participants in the production and filming of the video.
- No vehicles should be damaged in the filming of the video.

2017 Highway Safety Video Contest

Topic Selection and Reference Material

Description of Topics:

1. Driving Under the Influence – involves operating a motor vehicle while under the influence of intoxicating liquor, narcotic, hallucinogenic or habit-producing drug, or with a blood alcohol concentration at or above .08%.
2. Distracted Driving – involves operating a motor vehicle while focusing on something else. Examples include driving while texting, talking on a cellular phone, and using a smartphone’s applications and/or GPS.
3. Drowsy Driving – involves falling asleep while operating a motor vehicle, or operating a motor vehicle without having slept in excess of 24 hours.
4. Aggressive Driving – behaviors include speeding, tailgating, racing on the highway, improper passing, etc. Such behavior can lead to overconfidence and an “it can’t happen to me” attitude.
5. Seat belt use- involves ALL occupants of a motor vehicle utilizing seatbelts while the vehicle is in transport. Also incorporates using the proper child restraint for children under the age of 8.

Reference Websites:

Brain Injury Association of NJ www.bianj.org, www.njteendriving.com,
www.ugotbrains.com

US National Highway Traffic Safety Administration www.nhtsa.dot.gov

NJ Division of Highway Traffic Safety www.njsaferoads.com

Gloucester County Highway Safety Taskforce www.gcsaferoads.org

Southwest Council of NJ www.southwestcouncil.org

AAA South Jersey www.AAAMidatlantic.com

***many topics for the Gloucester County Highway Safety Taskforce Video Contest can also be used as part of the AAA Traffic Safety Contest. Please visit the above websites for information on the program.**

Gloucester County Highway Safety Task Force 2017 Student Video Contest Entry Form

Include this form with video. Please print legibly.

Video Name/Title _____

Please circle topic: **DUI** **Distracted** **Drowsy** **Aggressive** **Seatbelt**

Team Member Names:

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

School _____

School Phone _____

School address (Street, City, State, Zip) _____

Teacher's Name _____

Teacher's E-Mail Address _____

Principal's Name _____

*The signatures below verify agreement that the entry was completely produced by the submitting student(s).
One student signs for team.*

Student's Signature _____ **Date** _____

Teacher's Signature _____ **Date** _____

I hereby give consent for this video to be submitted on behalf of our school district. I have read the guidelines and rules and found this video to comply.

Principal's Printed Name _____

Principal's Signature _____ **Date** _____

Video Scoring Criteria

Video # _____

TECHNICAL PROFICIENCY

Lighting: enhances and does not distract from scenes
ineffective < 1 2 3 4 5 > effective

Audio: clear with discernable words, music or SFX
ineffective < 1 2 3 4 5 > effective

Camera work: well-composed framing with motion appropriate to the intention
ineffective < 1 2 3 4 5 > effective

Editing: well-executed, keeping the pace of the spot
ineffective < 1 2 3 4 5 > effective

CONTENT

Creativity: good use of resources on a limited budget
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

Message: strong and clear
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

Memorable: the images and words stay with the viewers
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

Appropriateness: geared to target audience
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

Originality:
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

Influential: has potential to change behavior
ineffective < 1 2 3 4 5 6 7 8 9 10 > effective

OVERALL EFFECTIVENESS

ineffective < 0 2 4 8 10 12 14 16 18 20 > effective

TOTAL SCORE: _____ (100 possible points)

COMMENTS: