



## **“Stay Awake! Stay Alive!” public service announcement (PSA) Contest**

**Your Mission:** Create a PSA that is exactly 25 seconds and complies with all contest rules.

**Your Audience:** All Drivers and Passengers

**Your Topic:** The theme for the “Stay Awake! Stay Alive!” PSA Contest (“Contest”) is drowsy driving prevention. Raise awareness on how to recognize the signs of drowsiness in yourself as the driver, as the passenger or in others on the road.

**Why:** The PSA goal is to develop a message that will raise awareness on the preventable issue of Drowsy Driving and potentially save lives.

**How:** Go to [www.nrsf.org/programs](http://www.nrsf.org/programs) and use resources from The National Road Safety Foundation and or from the [Stony Brook University Drowsy Driving Curriculum](#) to help shape your video’s message. You have full creative license, so long as the video complies with all contest rules.

**When:** The Contest will launch on [Thursday, October 10<sup>th</sup>, 2019](#) and deadline for submitting videos for the Contest is [Tuesday, January 21<sup>st</sup>, 2020](#) at 11:59:59 p.m. EST.

**Awards:** Cash prizes are awarded directly to a student from any of the following schools at State Universities of New York at Albany, Binghamton, Buffalo, Cortland, Oneonta and Stony Brook. The winner will receive \$2,500 cash prize and have his or her PSA professionally produced, if needed, by an Emmy award winning producer and aired on national television. [First runner up will receive \\$1,500 and second runner up will receive \\$1,000 cash prize.](#) Students may work individually or with a group; however, only the individual who submits the entry will be authorized to receive the cash prize award.

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

Submit your video along with your entry form on or [before Tuesday, January 21<sup>st</sup>, 2020](#). We will not accept entries after the deadline date. Don't wait until the last minute.

Videos must be shared through a YouTube link. Please make sure that your video privacy settings are either “Unlisted” or “Public”; Private videos will not be viewable for judging. Learn more here. [www.google.com/support/youtube/bin/answer.py?answer=181547](http://www.google.com/support/youtube/bin/answer.py?answer=181547)



The winning students will be notified via the phone number and/or email address provided in the students entry form. Please be certain to include correct contact information. The winning videos will be selected by a judging panel comprised of traffic safety and communication experts and sponsor representatives.

All the videos will become the sole and exclusive property of The National Road Safety Foundation (NRSF) once they are submitted to the Contest for consideration. NRSF and the New York State Governors Traffic Safety Committee (NYS GTSC) may use your video in any format and on any medium to promote safe driving to a broader audience and draw wide attention to this important topic. The goal of this program is to share these public safety messages with as many people as possible across the country.

### **Summary of Judging Criteria Specified in the Rules**

- Ability to capture the attention of others.
- Persuade others to alter driving habits. Your film must resonate with all ages and move them to action.
- Clarity of message - it must be understandable and well-structured.
- Creative expression - put your personal stamp on it.
- Video should be of good production quality.