SENIOR HIGH SCHOOL STUDENT SAFETY CAMPAIGN
PUBLIC SERVICE ANNOUNCEMENT (PSA) AND POSTER CONTEST
Miami-Dade County Public Schools
Miami-Dade Metropolitan Planning Organization and
Public School Community Traffic Safety Team

Miami-Dade County Public Schools (M-DCPS), in collaboration with Miami-Dade Metropolitan Planning Organization (MPO) and the Public School Community Traffic Safety Team (CTST), is coordinating the 2nd Annual Senior High School Student Safety Public Service Announcement (PSA) Contest among all M-DCPS Senior High Schools. The purpose of the PSA and Poster contest is to encourage and promote pedestrian and vehicular safety at the senior high school level, focusing on the dangers of distracted driving. Distracted driving can take many forms. It applies to anything that takes your eyes off the road for more than two seconds, takes your hands off the steering wheel, or interrupts your concentration while driving. The use of cell phones or other electronic devices while driving is a significant and growing concern. Young drivers are especially at risk. Their lack of driving experience can contribute to critical misjudgments if they become distracted, and yet they text more than any other age group.

CRITERIA

PSAs:
PSAs must be slated with name, title of PSA, school name, and phone number and made in DVD. Participants name and contact information must be clearly labeled on tape with name, title, address, phone number, and length. PSA submittals will be evaluated on the following criteria check list:

☐ Overall production values
☐ Creativity
☐ Clarity of information
☐ All Information is included
☐ Video and audio quality
☐ Presentation effectiveness

Posters:
Posters must be 27” x 41”. The participant’s contact information must be clearly labeled on the reverse side of the poster with name, address, phone number and school name/phone number. Posters submittals will be evaluated on the following criteria:

☐ Creativity
☐ Clarity of information
☐ All Information is included
☐ Poster effectiveness
COMPETITION ADMISSION APPLICATION AND FINAL SUBMITTAL PROCESS

Contest applications must be submitted by 5:00 PM, March 5, 2010, and can be delivered at the below address or fax it to 305-995-4760 or email it to Vvillaamil@dadeschools.net.

PSAs and Posters must be submitted by 5:00 PM April 9, 2010 and clearly indicate the participant’s name/phone number and contact information, title of PSA, school name/number and be in DVD format. Materials can be mailed or dropped off at the following address:

Miami-Dade County Public Schools  
Attn: Vivian G. Villaamil  
1450 NE 2nd Avenue, Room 523  
Miami, FL 33132

JUDGING

Judging will take place after the close of the contest date. Judges will consist of team members of the Miami-Dade County Public School Community Traffic Safety Team (Public Schools CTST). Membership of the Public School CTST includes representatives from: Miami-Dade County Public Works, Law Enforcement Officers, Florida Department of Transportation, Metropolitan Planning Organization (MPO) – Bicycle Pedestrian Program and Citizens Advisory Committee, Miami-Dade Local governments, Miami-Dade County Citizens Independent Transportation Trust, University of Miami Miller School of Medicine/Walksafe Program, School Board MPO Liaison, School District Division of Safety and Emergency Management, School District Police, School District Transportation, School District Operations, Florida International University (FIU) Engineering Division, and the City of Miami.

AWARDS/RECOGNITION

Three (3) PSAs and three (3) posters will be chosen to receive monetary prices, under the following denominations:

First Place: $125.00 (one PSA and one poster)  
Second Place: $ 75.00 (one PSA and one poster)  
Third Place: $ 50.00 (one PSA and one poster)

In addition, the winning items will be showcased for a three-month period, one winner per month for each category on WLRN, after the regular monthly televised School Board meetings. Winning PSAs and posters will also be posted on the MPO’s Website. Finally, winners will be recognized during the May 2010 School Board and the April MPO Governing Board meetings, and receive a letter from the Superintendent recognizing them for outstanding service to their communities.
PSA CONTEST TIMELINE

<table>
<thead>
<tr>
<th>TASK</th>
<th>DUE</th>
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<tbody>
<tr>
<td>Contest application forms due</td>
<td>March 5, 2010</td>
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<tr>
<td>Close competition</td>
<td>April 9, 2010</td>
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<tr>
<td>Judging</td>
<td>April 15, 2010</td>
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<tr>
<td>Announce three contest winners</td>
<td>April 20, 2010</td>
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<td>Ceremony at School Board and MPO Board Meetings</td>
<td>May 12, 2010 and April 29, 2010, respectively</td>
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<tr>
<td>Air on WLRN and showcased on MPO website</td>
<td>May, June and July and during National Teen Driver Safety Week in October 2010</td>
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RULES AND REGULATIONS

M-DCPS and MPO reserves the right to make additions to and/ or deletions to the entire competition process, including, but not limited to, changing any rules and regulations, dates, and /or times.

Competion admission applications must be submitted by **5:00 PM, Friday, March 5, 2010.** You can mail or drop it off at Miami-Dade County Public Schools, Attn: Ms. Vivian G. Villaamil, 1450 NE 2nd Avenue, Room 523, Miami, FL 33132. They can also be faxed to 305-995-4760 or emailed to Vvillaamil@dadeschools.net.

All PSAs and Poster submittals must be received by **5:00 PM April 9, 2010** and must be labeled with name and contact information, title of the PSA and School name/phone number. Each PSA must be exactly thirty (30) seconds in length and be in DVD format. Students must write and produce all PSA segments without outside professional help. Posters must contain all contact information on the reverse side and must measure 27” x 41”.

All entries will be screened by the Miami-Dade County Public Schools Community Traffic Safety Team to determine eligibility before being judged.

Participants are solely responsible for the cost of PSA and poster production.

Winning submittals become the sole property of M-DCPS.

M-DCPS, MPO and the CTST shall not be liable for injury, loss or damage of any kind resulting from participating in this contest or from acceptance or use of any prize awarded. M-DCPS and MPO reserve the right to verify eligibility qualifications of any contest entrant.

M-DCPS, MPO and the CTST are not responsible for lost, stolen, or incorrectly mailed applications, posters or videotapes. M-DCPS, MPO and the CTST will take every precaution to ensure handling of materials submitted; however, the awards committee, its judges, or its agents cannot be held responsible for loss or damage to any video and/or poster entered.

Video and posters may be shown, duplicated for judges, or disposed of, as M-DCPS and the MPO deem appropriate. By entering, entrants agree to hold M-DCPS, MPO and the CTST harmless for any costs or expenses of any claim arising out of any such use by M-DCPS, MPO and the CTST.