

It's Time to Address Teen Impaired Driving



**Submit your own, original
30- or 60-second video**

**Attention
Students**



Middlesex District Attorney
Gerry Leone

Teen Impaired Driving PSA Project

Take a look at some stark statistics that demonstrate the challenges we face regarding the issue of teen impaired driving.

- ◆ Motor vehicle crashes remain the number one cause of death for young people aged 15-20.
- ◆ 28% of 15-20 year old drivers who were killed in motor vehicle crashes had been drinking.
- ◆ Three out of four teen drivers killed in motor vehicle crashes after drinking and driving were not wearing a seat belt.

We are asking high schools students to produce their own original 30- or 60-second Public Service Announcement video about the issue of teen impaired driving. The goal is for students to use these PSAs as a forum to communicate a direct, positive message to other teens in an effort to help prevent injuries and death from impaired driving. Possible topics for the videos include:

- ◆ Speaking out against under-age drinking
- ◆ Recognizing that operating a motor vehicle while under the influence is both dangerous and against the law *and* could result in tragic consequences for families, friends, schools and communities
- ◆ Stepping in and standing up when a friend is attempting to drive while impaired

For more help with video topics on teen impaired driving as well as more info on this topic, visit:

www.sadd.org

[www.cdc.gov/Motor Vehicle Safety/Teendrivers](http://www.cdc.gov/Motor_Vehicle_Safety/Teendrivers)

www.madd.org

www.bachusgamma.org

DEADLINE FOR SUBMISSION — March 10, 2010



Teen Impaired Driving PSA Project



Sponsored by the Middlesex District Attorney's Office, Mothers' Against Drunk Driving, and Middlesex Partnerships for Youth, Inc.

Student Application

DEADLINE FOR SUBMISSION IS March 12, 2010

For more information, please visit: <http://www.middlesexda.com/>

Official Rules

The PSA Program is open to all 9th through 12th graders attending school in Middlesex County, and includes individual and groups of high school students, as well as high school student organizations, classes, clubs or athletic teams.

A panel consisting of students, educators, substance abuse prevention advocates, and members of the District Attorney's Office will review the entries and select the finalists. *High school students across Middlesex County will vote to select the final winner.*

Please note that since these PSAs are intended for use on broadcast television, content limitations include:

- ◆ Cannot include copyrighted music (original music is accepted)
- ◆ Cannot include clips from movies, television shows or music videos
- ◆ Cannot include profane language, nudity, sex, weapons or depict excessive violence
- ◆ Cannot reference any commercial product or advertiser
- ◆ Cannot have actors wearing clothing with logos or any other commercial reference

Student and Parent/Guardian must sign and date this application. Unsigned applications will not be considered.

The Middlesex District Attorney's Office reserves the right to determine the eligibility of any project.

To Enter

Enclose your signed application (signature of student and parent/guardian is required), a DVD copy of your work, and a list of cast/crew members and mail to: Middlesex District Attorney's Office, Attn. Diane MacDonald, 15 Commonwealth Avenue, Woburn, MA 01801. **Deadline is March 12, 2010.**

Disclosure

All submitted materials become the property of the Middlesex District Attorney's Office and will not be returned. In addition, the Middlesex District Attorney's Office reserves the right to use these materials for educational purposes. By signing this application, and if the student is under the age of 18, the parent/guardian agrees to the use of any such photographs or video submitted, either by the Middlesex District Attorney's Office, Middlesex Partnerships for Youth, Inc. and Mothers' Against Drunk Driving.. Such educational purposes include, but are not limited to programs sponsored by the above mentioned agencies, print, radio and television media, and posting on the agencies' Web sites.

SUBMISSION REQUIREMENTS

The Public Service Announcement should: Be Original; Be Directed Toward Teenagers; and Communicate a Positive Message to Help Prevent Teen Impaired Driving

Winners will have their PSA Video professionally edited and submitted for broadcast on television outlets throughout the Boston area

Student's Name: _____ Home Phone: _____ E-mail: _____
Please include area code

Home Address: _____

High School: _____

Teacher's Name: _____ Home Phone: _____ E-mail: _____
Please include area code

Film Title: _____

Film Participants: _____
Please list all participants

A signed form by student and parent/guardian must be submitted by each participant, consenting to their involvement in the project, and the reproduction/distribution of the PSA video.

STUDENT SIGNATURE

Date

PARENT/GUARDIAN SIGNATURE

Date