



High School Video Contest

Video Shorts – Contest Submission Guidelines

DEADLINE FOR ENTRIES:

September 22, 2017

Calling all Massachusetts high school students!

Lead the way in promoting safe walking, bicycling, and driving behaviors across Massachusetts. Write and produce a one minute public service announcement video that focuses on safe behaviors across all modes with regard to the distraction of technology.

Distracted driving, from technology such as texts, loud music, social media, looking at GPS, etc. is attributed to 6 out of 10 moderate to severe teen crashes. This problem is not just limited to driving, as incidents of pedestrian and bicycle crashes also occur because a person was distracted by a device.

While traffic fatalities and injuries have been trending downward in Massachusetts over the past few years, pedestrian and bicycle-related crashes are not following that trend.

Walking and bicycling are active and healthy forms of transportation. Choosing to walk or bike as a means of transportation helps to limit traffic congestion, improve air quality, save money, and increase physical activity. It helps to make our Commonwealth and local communities healthier places to live.

MassDOT continues to invest in creating opportunities on our roadways and bridges that foster safer pedestrian and bicyclist access so that these forms of transportation can be a means of safer travel.

Pedestrian and bicycle-related crashes impact us all. Our travel behaviors extend throughout our entire community to students, children, parents, friends, business owners, and town officials. We all play a role in what goes on within our roadways

every day. It's the responsibility of each and every person to do our part in making sure that we are aware of those around us as we travel throughout the day. We are asking for a public service announcement video to inform the public of the prevalence of bicycle and pedestrian fatalities and injuries within Massachusetts.

Here's How: Write and produce a one minute video with a call to action for what you, and/or your friends, and/or your family, and/or your local communities need to do in order to see a world where there are no pedestrian or bicycle injuries or fatalities. Keep in mind that your video may be used as a public service announcement to help keep you, your friends, and other teens and community members in Massachusetts safer on the streets.

Videos must also adhere to the following guidelines:

- You must be an active Massachusetts high school student during the 2017-2018 academic year in order to participate in the contest.
- A helmet must be worn if any person is shown on a bicycle.
- You must not mention the MassDOT name or use the logo within your video. All accepted videos will have the MassDOT and *Safe Streets. Smart Trips.* logos placed within the video by the video submission staff.
- You must not use any copyrighted music.
- Your message within the video must incorporate:
 - Recognition of the dangers of distraction due to technology when driving, walking and bicycling.
 - Wording or a depiction of the benefits of healthy transportation choices (walking and bicycling in this case).

Other key messaging/optional criteria can be found at Mass.gov/massDOT/RoadwaySafetyVideo This sample criteria is meant to be informational in generating video ideas. The sample criteria do not need to be fully discussed or depicted within each video.

Prizes: The contest features two entry categories – a freshman/sophomore category and a junior/senior category. A grand prize and runner-up will be selected in each category.

Grand prize winners will receive:

- an iPad
- a \$300 cash prize
- a prize packet of sponsor prizes

Runner-up winners will receive:

- an iPad
- a prize packet of sponsor prizes

Eligibility: All current Massachusetts high school students who are enrolled in the 2017-2018 academic year are eligible to participate. Students may submit individual entries or work as a group with up to five students. Please note that the prizes will be awarded per video, not per participating student.

Submission Rules: A school official must sign the registration form for any videos submitted by a student. In the case of a homeschooled student, a parent/guardian must sign the registration form.

All video submissions must be sent no later than 5 p.m. EST September 22, 2017 to be considered as part of the contest.

Upon selection, winners will be notified and must respond within three business days.

Every entrant must be aware of and adhere to the following conditions:

Videos must be submitted in one of the following formats: .MOV, .AVI, .WMV, .MPEG4

Please note that videos using any foul language or inappropriate actions, as deemed so by the selection committee, will be disqualified.

How to submit: Videos and scripts must be submitted by sending a Dropbox shared link to Keith Doty at Keith.Doty@dot.state.ma.us by 5:00 p.m. EST September 22, 2017.

Videos must adhere to the aforementioned guidelines. After uploading a video submission, a registration form needs to be emailed to Keith Doty at Keith.Doty@dot.state.ma.us and filled out in its entirety. Entrants must also include the full names of student/team participants and the name of the school.

Selection of Winners: Once all videos have been submitted, a selection committee will determine the grand prize and runner-up winners. Winners will be notified within two weeks following the submission deadline.

The top two videos in each grade category, along with honorable mentions will be premiered at MassDOT's Moving Together Transportation Conference in September 28, 2017. Winners and school officials will be invited to the luncheon portion of the conference to receive their awards.

The winning applicants' school may be asked to participate in and hold a press event. MassDOT's media team will coordinate and manage event logistics. Additional contest stakeholders may be invited to participate in and speak at this event.

MassDOT reserves the right to change or cancel any or all of the prize elements associated with the contest with good cause. Further, MassDOT reserves the right to edit or even reject the winning entrants' videos. All entrants agree that by submitting their entries in the contest, they give up the right to any compensation for their possible use as a public service announcement or on any other media, social media, news outlets, or any additional viewing source. The winning entrants further agree to be available for media interviews, including having their images used by media outlets, which may result from publicity surrounding the contest. The winning entrants agree to their photos being used on social media and other such outlets owned or operated by MassDOT and their affiliated organizations and offices. By submitting an entry(ies) the school representative or parent/guardian agrees that they have complied with the school's privacy and media appearance policy for students and staff. Please note that MassDOT will add an overlay to all accepted videos with the video contest name and MassDOT logo.

IMPORTANT – Other Rules and Regulations: The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material, including television programs, videos and music. Anyone who uses copyrighted material without a license or the copyright holder's permission may be held liable for copyright infringement. In order to ensure that your video does not infringe on someone else's copyright, all *Safe Streets. Smart Trips.* video submissions must be the original work of the entrant(s), including, but not limited to, any music used, videos shown, photographs displayed or skits performed. Submissions that do not adhere to these guidelines may be disqualified from the contest.

Deadline for Entry Submissions: September 22, 2017

Questions? Contact:

Keith Doty

Marketing Coordinator, MassRIDES

Massachusetts Department of Transportation

211 Congress St, Suite 210 Boston, MA 02110

Email: Keith.Doty@dot.state.ma.us

Phone: (857) 383-3812