



Announcing!



The 3rd Annual Teens TV/Radio Commercial Challenge

Attention!
Principals, Athletic Directors,
Students and Teachers!

Don't let your school get
Shut Out of this
exciting event!

Put a winning team together,
develop a Safety related TV or Radio
Commercial and your team could win
\$500.00!



Under 21?
It only takes One.

Zero Tolerance for
underage drinking.

Menor de 21 Años de Edad?
Basta con Tan Solo un Trago

Cero Tolerancia
Para Menores de Edad

Information package



Office on Highway Safety



Safety is what it is all about.

Traffic crashes are, by far,
the leading cause of death
for teenagers.

Your Challenge:

To develop a 30 second Video
or Audio Commercial, in English or Spanish,
on **ONE** of the following Safety Topics

Seat belt use

Underage Drinking—Zero Tolerance

Speeding—Obey the sign or pay the fine

Or another related highway safety topic

**Be creative, your work must be original.
Submissions using previously published
materials will be disqualified.**



TOPICS





RULES

Eligibility:

Contest is open to Rhode Island High School students, grades 9-12.

Format:

Commercials **MUST** be 30 seconds in length.

Commercials longer than 30 seconds will be disqualified.

Commercial must promote safety topic selected.

Commercials must be submitted on DVD/CD

Commercials may not use licensed music without permission granted by the recording artist.

Commercials containing inappropriate language will be disqualified.

Commercials must be original works, plagiarized works will be disqualified.

Judging:

Traffic Safety Officials will judge the spots based on creativity, originality and ability to communicate the importance of the safety message. Officials will select the winning commercials. Winners' entries will be aired on RIIL, RIDOT, AAA of Southern New England and WBRU's Websites, as well as COX cable.

Deadlines:

Commercials must be received by 3:30 pm on May 1, 2008 and will not be returned!



Office on Highway Safety

Entry Form



Complete the Information below:

We are entering a TV Radio Commercial

↑ (check only one in each category) ↓

The entry is in English Spanish

Name: _____ Grade _____ AGE _____

Title of TV/Radio spot _____

School _____ City _____

Mailing address: _____

City _____ Zip _____ Phone _____

Email: _____

Please list contact information of project team members:

1) Name _____ Grade _____ Phone _____

Email: _____

2) Name _____ Grade _____ Phone _____

Email: _____

3) Name _____ Grade _____ Phone _____

Email: _____

4) Name _____ Grade _____ Phone _____

Email: _____

5) Name _____ Grade _____ Phone _____

Email: _____

Name of Advisor _____ Phone _____

Email _____

Send entries to: Teens TV/Radio Commercial Challenge
c/o Rhode Island Interscholastic League
600 Mt. Pleasant Avenue, Rhode Island College Campus Bldg #6
Providence, Rhode Island 02908



Entry Form



Prizes and Sponsors

Prizes

Video Entries

1st Place prize of \$500.00
2nd Place Prize of \$300.00
3rd Place Prize of \$200.00

Audio Entries

1st Place prize of \$500.00
2nd Place Prize of \$300.00
3rd Place Prize of \$200.00

Prizes will be given out for 1st 2nd and 3rd place for both English and Spanish versions of the Video Commercial Entries and a Single first place prize for Audio for both English and Spanish versions.

Sponsors

We would like to thank our sponsors for their contributions to the success of this contest. They are as follows:



Office on Highway Safety



Prizes and Sponsors