



DEPARTMENT OF MOTOR VEHICLES
CENTER FOR TEEN SAFE DRIVING

**2013-2014 DMV-Travelers Teen Safe Driving
Video Contest in Brief**

Win an iPad and Money for your School

GET INVOLVED: Enter the DMV's annual video public service announcement contest and win an iPad for yourself and money for your school!

THIS YEAR'S THEME: Teen Drivers: Put Your Brakes on Distractions!

HOW TO ENTER: High school students produce a **creative, unique and effective** video.

READ COMPLETE RULES AT CT.GOV/TEENDRIVING/CONTEST

Summary of Video Requirements:

- The video must encourage teen drivers to be safe by avoiding distractions while driving.
- The PSA must be exactly twenty-five (:25) seconds in length.
- PSA must also **address two specific teen driving laws** (See complete list at <http://ct.gov/teendriving/laws>).
- **No team of students can exceed five (5) participating teens, including the student director. Other teens, adults and persons can appear in the video, but will not be considered members of the original team that can qualify for contest entry and prizes awarded.**
- PSA must **feature at least two teens**, along with any other teens or adults considered necessary for the creative safety message. For instance, they can also have animation and supporting actors, such as parents, law enforcement officers, friends or brothers and sisters, and any other members of the community who would best help to illustrate the point in the video.
- **Please read complete rules to avoid video being disqualified.** Find them at www.ct.gov/teendriving/contest

1. Who Can Enter

- a. High school student ages 14 to 18 enrolled in a public or private high school located in Connecticut, or students ages 14 to 18 who are home-schooled in Connecticut.



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2. Content for Video

How to Approach Creating the Video

- a. This year's theme is: **Teen Drivers: Put Your Brakes on Distractions!** The student director and the team **must demonstrate a creative, unique, and effective message about the importance of driving without distractions.**

Distractions pose the biggest threat to teen drivers. Distracted driving is anything that causes a driver or passengers to take their attention away from the road and not being aware of their surroundings. Distractions can come in many forms such as texting, eating, passengers, etc.

Through this video, the student director and the team must demonstrate a creative, unique and effective message about the importance of driving without distractions. In other words, show us how you “put your brakes on distractions” as an example for teen safe driving.

It is already illegal for 16- and 17-year-old drivers to use cell phones and other electronic devices. Still, though, some do it. There are also many other kinds of distractions – far too many to count – that pose the same kind of danger.

In addition, on Oct. 1, 2013, a new state law broadens when a summons can be issued and increases fines and penalties. Teens need to think twice about the many different distractions that are dangerous while they drive.

On Oct. 1, 2013, a new law takes effect that:

1. Changes the definition of operating a motor vehicle to mean the vehicle standing still as well as when in motion, for the purpose of issuing a summons for cell phone use and distracted driving.
2. For those convicted, one point goes on the DMV license record, DMV must make these available to all insurance companies and can mean increased costs for insurance premiums at renewal time.
3. Fines increase and will range from \$150 for a first offense to \$500 for a third and next offenses.
4. Requires that DMV knowledge tests for all new drivers have at least one question on distracted driving.

Each contestant may make ONLY one entry. To submit an entry, each entrant must produce (write, shoot and edit to final production) his or her own twenty-five (:25) second public service announcement (“PSA”). Students may participate either individually or in teams with **no more than five (5) students per team** producing the video. (However, there is no limit on the number of students who may appear in the video.) **One** person must be



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responsible for taking ownership of the entry. *Bi-lingual/multi-cultural videos are welcomed and encouraged.* Quality standards and evaluation by judges will also include young women and youth representing diverse ethnic and racial groups.