

2021 Teen Traffic Safety Video & Meme Contest

Official Contest Rules and Details

South Central PA Highway Safety (SCPAHS) is excited to sponsor a ***“2021 Teen Traffic Safety Video and Meme Contest.”***

The number one cause of death and serious injuries of teens in the United States is due to traffic crashes. SCPAHS’s *“2021 Teen Traffic Safety Video and Meme Contest”* (contest) invites teens to use their creativity to create a life-saving public service announcement (PSA) in the form of a short video and/or meme that will educate and remind other teens that engaging in risky driving behaviors could lead to severe consequences.

1. Contest Sponsor:

The contest is sponsored and administered by South Central PA Highway Safety (SCPAHS), 2 Flowers Dr., Mechanicsburg, PA 17050; Telephone 717-766-1616; www.scpahs.org.

2. Contest Eligibility:

- Teens in grades 10 - 12 residing in Cumberland, Dauphin, Franklin, and Perry Counties.
- Individual and team submissions accepted.
- Participating individuals/teams may submit one video and/or one meme PSA on any one of the contest topics (see #3).

NOTE: *If entering a video, you are not required to enter a meme. If entering a meme, you are not required to enter a video.*

- Participants must provide all required signed contest acknowledgment waivers/consent forms prior to submitting a video and/or meme to be eligible for prizes.
- No Purchase necessary to enter or win. Void where prohibited. This contest is not endorsed, sponsored, or administered by any social media platforms.

3. Required Video and/or Meme PSA Topics:

Participants are required to produce one short video and/or one meme PSA for any one of the three (3) topics listed below. Submitted videos should be *no more than 30 seconds in duration*.

1. **Being a Good Passenger:** Statistics show that one of the biggest distractions to teen drivers leading to crashes is having teen passengers in the car.

2. **Driving Comes with Responsibilities:** Getting your driver's license includes gaining a lot of responsibility. A person's actions behind the wheel can affect a lot of other people in many ways.

3. **Eating and Drinking (non-alcoholic beverages) While Driving:** If you are eating and drinking while you are driving, you are distracted and are putting yourself and others at risk.

4. **Contest Registration Details:**

Contest registration will end on **May 8, 2021 (11:59PM)**.

Eligible entrants shall register to enter the contest by emailing highwaysafety@atspa.org with subject line "*Video/Meme Contest Registration.*"

Entrants must include the following in the body of the registration email:

- Name and ages of the entrant and all other participants/team members.
- County where each participant/team member resides.
- Address and phone number of individual entrant or, if entering as a team, the address and phone number of a designated team leader.
- By entering this contest, all participants (individual and teams) agree to abide by all rules, guidelines, and waivers appearing in this document.
- Signed "**Contest Acknowledgment and Sponsor Liability Waiver**" (separate document) for all participants must be attached to the registration email.

5. **Video and Meme PSA Submission:**

- Video PSA:
 - Entrant/team shall upload their video to **YouTube** and email a link to their video to highwaysafety@atspa.org with subject line "*Video/Meme Contest Submission.*"
- Meme PSA:
 - Entrant/team shall email their meme as an attachment to highwaysafety@atspa.org with subject line "*Video/Meme Contest Submission.*"
- All video and/or meme submissions are due **no later than May 22, 2021 (11:59PM)**.
- Only one video and/or meme submission permitted per entrant or team. Video submissions must be **no more than 30 seconds** in duration and must positively focus on one of the contest topics and promote teen driver safety.

Important: Any video or still images taken while any entrant or contest participant is in a moving motor vehicle, engaging in unsafe behavior, and/or is in violation of any traffic or criminal law is strictly prohibited and will immediately disqualify the entry from the competition. If video or meme incorporates use of a motor vehicle as a prop, any video or still images taken shall only occur when the vehicle is legally parked. Please get the vehicle owners permission prior to utilizing any video or images of their parked vehicle for this contest.

6. Prizes:

All prizes will be in the form of a check. Prizes are not transferrable and must be accepted as awarded. If entered as part of a team, the below prize money stays the same. Team participants must decide how money is divided amongst team members.

Short Video PSA Prizes:

- First Place: \$500.00
- Second Place: \$300.00
- Third Place: \$200.00

Meme PSA Prizes:

- First Place: \$250.00
- Second Place: \$150.00
- Third Place: \$100.00

7. Selection of Winners:

Winners will be selected by an independent panel of judges chosen by the SCPAHS. Submissions will be judged on the following criteria:

- Creativity and Originality
- Traffic Safety Message Conveyed
- Impact on Viewer
- Staying on Topic

SCPAHS will notify potential winners within thirty (30) business days of selection. Notification will be sent via email to the address provided at registration.

If a potential winner declines to accept the prize or is found to have violated any of the contest rules, an alternate entrant will be awarded the prize money.

8. Other Contest Rules and Guidelines:

Entrants must read, comply with, agree to, and sign-off on all contest rules, waivers, and guidelines contained herein. By submitting a PSA video and/or meme, entrants grant SCPAHS non-exclusive license to reproduce and publicly display and/or distribute/share their submission to television, social media, at events, and with other agencies/organizations.

Submissions shall not infringe upon any copyrighted material, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person, group, or entity.

SCPAHS may disqualify any submission which contains or depicts inappropriate, offensive, or derogatory language, images or information. Submissions will be deemed inappropriate, offensive, or derogatory at SCPAHS's discretion.

SCPAHS reserves the right to cancel, modify or suspend the contest for any reason they deem necessary. Entrant agrees that SCPAHS is not responsible for any unauthorized use of submissions by third parties following publication of their submission.

SCPAHS will only have access to the information provided to them at registration and submission. Any personal information collected during the contest will be used only for the purpose of judging, notifying winners, and publicizing the Contest. Except for information kept for publicizing purposes, all personal information of all entrants/participants will be destroyed by SCPAHS following conclusion of the contest. The names of potential winners may be disclosed to third parties seeking information regarding the list of winners of the contest. YouTube may collect or use an entrant's information for its own independent purposes in accordance with its own independent privacy policy, which can be found at <https://www.youtube.com/privacy>.

All registered entrants shall comply with YouTube's Community Guidelines, which can be found at:

https://www.youtube.com/howyoutubeworks/policies/community-guidelines/#community_guidelines.

Any submissions which do not comply with the above standards will be disqualified.

9. Limitation of Liability:

By participating in this contest, you agree to release, indemnify and hold harmless SCPAHS (sponsor), the American trauma Society – PA Division, contest judges, Facebook, Twitter, Instagram, and YouTube and any other entity involved in this contest, as well as, each of these entities' respective parent companies, subsidiaries, affiliates, agents, representatives, officers, directors, members, shareholders and employees (collectively the "Releasees"), from any claim or cause of action arising out of or in connection with the production and administration of, or participation in, this contest.

Entrant further agrees that in any cause of action, the releasees' liability will be limited to the cost of entering and participating in this contest, and in no event shall the Releasees be liable for attorneys' fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

10. Settlement of Disputes:

Except where prohibited, all registered entrants agree that all disputes, claims and causes of action arising out of, or connected with, this contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Pennsylvania. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of SCPAHS in connection with this contest, shall be governed by, and construed in accordance with, the laws of Pennsylvania, without giving effect to any choice of law or conflict of law rules.