



FLORIDA TEEN SAFE DRIVING COALITION + AAA PSA CONTEST:

This year, the [Florida Teen Safe Driving Coalition](#) is partnering with [AAA](#) to encourage high school students to create a Public Service Announcement (PSA) focused on positive messaging surrounding [Graduated Driver Licensing](#). Prizes for the best PSAs under 60 seconds will be awarded to the 13 schools that demonstrate the best messages for Graduated Driver Licensing safety in the form of a video. This PSA must promote awareness of Graduated Driver Licensing provisions amongst teenagers, with a positive message.

WHAT IS GRADUATED DRIVER LICENSING OR "GDL"?

[Graduated Driver Licensing](#) is a gradual approach to granting teen drivers full license privileges. By allowing teen drivers to safely gain experience during structured hours, exposure to higher risk driving situations can be minimized.

PRIZES:

13 Total School(s) Will Win:

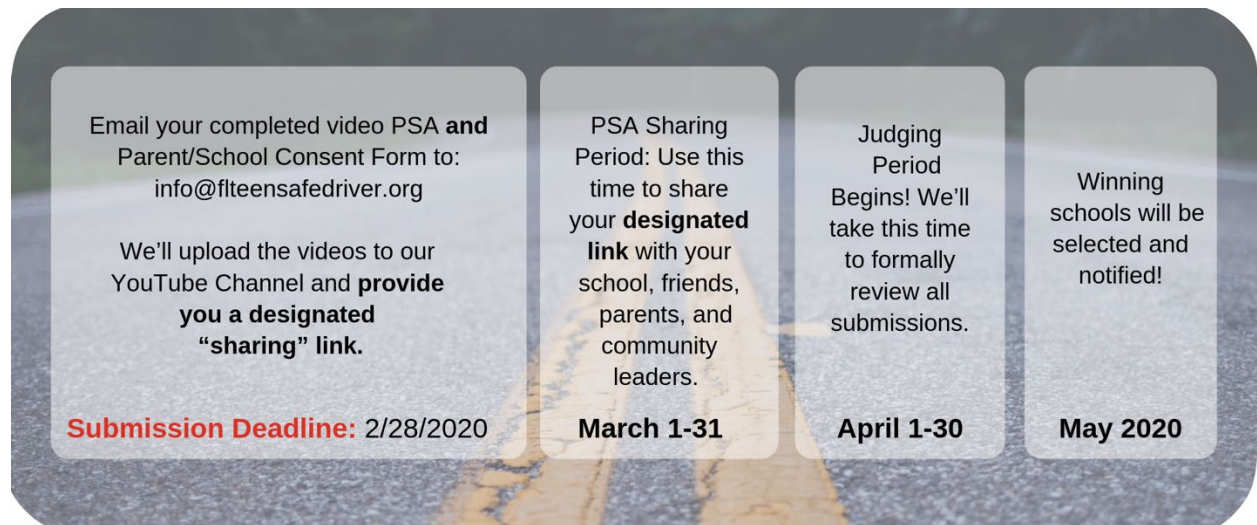
1st Place - (1 High School)	\$1,000
2nd Place - (4 High Schools)	\$500
3rd Place - (8 High Schools)	\$250

*In addition to the prizes above, a \$500 *Bonus Prize* will be awarded to the school that has the most views on the designated YouTube Channel.

CONTEST RULES:

- PSA video must be 60 seconds (or less)
 - The topic of the video must be **educational or informative** and include **all** components of the Florida Graduated Driver Licensing (GDL) requirements.
 - Must be submitted in .MP4 video format; must be submitted in a horizontal/landscape structure.
 - Original video **and Parent/School Consent Form** must be emailed to: INFO@FLTEENSAFEDRIVER.ORG by **February 28, 2020** in order to be considered.
 - Content must be original and produced for the purpose of this contest (you're not allowed to use old videos)
 - Included in your submission should be the name of your high school and a signed consent form
 - Contest is open to public, private, virtual or home school student in grades 9-12, in **Florida**.
 - Make sure the volume in the video works, that we can hear the message, and there is no copyright infringement on any component (music, script, etc.) you use within the video.
 - Your video **must not** include any participants wearing branded clothing, smoking, drinking, doing drugs, or practicing dangerous behaviors - especially while the vehicle is in motion!
 - Safe driving behaviors include the driver having two hands on the wheel, their mind focused on driving (not acting), and their eyes on the road. Contest participants should be responsible by enlisting the help of a parent or assistant (in the back seat or outside of vehicle) to film any motion footage. Highway driving is not permitted. Adult supervision is greatly advised.
 - **All participating students must have a Parent/School Consent Form signed and emailed with the PSA Video Link.**
 - **If any of these rules are not followed, points may be deducted, or your video may not be considered.**
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GDL PSA CONTEST OVERVIEW



VIDEO SUBMISSION TIPS:

Try to answer the following questions throughout your submission.

- Who is your target audience? Is your video for students, parents, or all of the above?
 - What are common misconceptions teens might have about Graduated Driver Licensing? How do you counter them? What might teens not know about GDL? Help us tell the story of GDL!
 - What are the provisions of GDL? Why do you think they are important?
 - **Did you use facts and/or information from the below sources?**
 - [AAA's Keys2Drive – Teen Driver Safety Guide](#)
 - [FL Department of Highway Safety Motor Vehicles - GDL Rules & Law](#)
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OTHER SUGGESTIONS:

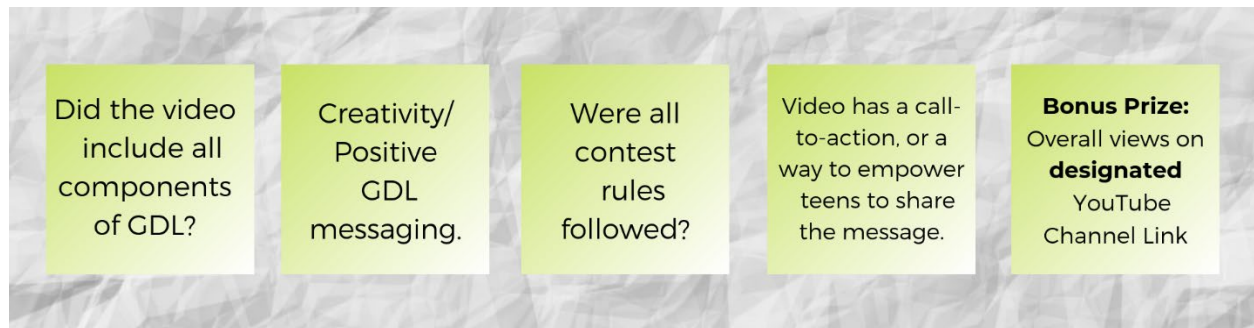
- Consider you might be speaking to a statewide audience.
- Once you receive your designated *YouTube Share Link* (to be provided by us), please use the following social media tags to help promote your video:
 - **AAA – The Auto Club**
 - Group: **Instagram:** @AAA_Florida
 - **Facebook:** @AAAForida
 - **Twitter:** @AAAForida
 - **Florida Teen Safe Driving Coalition:**
 - **Instagram:** @FLTeenSafeDriver
 - **Facebook:** @FLTeenSafeDriving
 - **Twitter:** @FLTeenSafeDrive
- **Official Contest Hashtag:** #GDLLearnAndTell
- Feel free to invent/create/find your own relevant social hashtags to increase peer finding and following!



HOW WILL THIS BE USED?

Videos will be promoted to teens in Florida to help educate and inform on the laws of GDL. Video submissions may be showcased on our website and on our social media channels.

HOW WILL VIDEOS BE JUDGED:



Official Contest Hashtag:

#GDLLearnAndTell

Have a question? Ready to Submit your PSA?

Please email your completed PSA video (including Consent Form), or send us any questions to

Info@FLTeenSafeDriver.org