

Call for Entries: Teen Driven Ideas Competition



The Education Service Center, Region 13 (ESC 13), Driver Training Division, through a sponsorship from State Farm Insurance, is requesting student and campus entries for TEEN DRIVEN IDEAS, for a chance to win cash for your school. The competition will award first, second, and third place prizes in each of two categories: PSA and Campaign.

PSA	Campaign
Message for radio, television or web (i.e. YouTube) May be :10, :15, or :30 seconds in length Must be original content using material, writing, music, animation, graphics and other content that does not carry a copyright.	A comprehensive message delivery campaign that IS NOT a radio or television PSA. USE YOUR IMAGINATION. This may include a community service product or activity; billboard design; use of social media; community or group event (such as a flash mob); web campaign; product placement; art installation; performance art; peer to peer campaign; use of non-electronic media; give-aways, leave-behinds, or “swag”; or themed celebration or other original idea.



Critical Dates

Competition Begins	January 15, 2014
Submission Deadline	March 15, 2014
Judging	April 2014
Awards	May 2014

Eligibility

All Texas high school and middle school students are eligible to submit entries. Entries may either be from individuals or groups. To increase your chances of award, you may submit as many entries in either or both categories as you wish. For Teens in the Driver Seat participants, this activity also may be counted toward goals, objectives, and activities of that program.

Subject

The selected topic or subject of the PSA or Campaign must be related to teen driving safety and accident prevention. Consider the following: passenger restraints, speeding, street racing, distracted driving, alcohol and drug prevention, night driving, drowsy driving, too many vehicle occupants, unlicensed drivers, driver inattention or inexperience, interior vehicle noise, train and light rail dangers, road rage, or sharing the road with trucks, bicycles, motorcycles and pedestrians.

Awards

There will be a total of six (6) awards, three (3) in each of the two categories – PSA and Campaign. First place: \$750.00. Second place: \$500.00. Third place: \$250.00. No entrant will receive more than one award. Cash prizes will be made payable to the school of the entrant. Awarded schools may use the funds at their discretion, however it is a requirement that the school do so in consultation and with the approval of the student(s) who participated in the winning entry. The judges reserve the right to limit awards in any category.

Judging Criteria

Judging will be based upon originality, creativity, appropriateness, message effectiveness, message durability, technical and artistic quality, and ability to capture attention. For the Campaign, comprehensiveness of the product, including instructions for replication will also be taken into consideration as well as the cost and practicality of replication. Participants should avoid borrowing or modifying existing ideas or campaigns. Products should demonstrate original thought and approach, as well as new ideas or concepts. Technical quality evaluation will be based on use of images, original graphic designs, video special effects, composition, lighting, sound, language, artistic technique, animation, quality of print materials, ability to replicate, etc. Special consideration will be given to entries that are unique in message delivery or content, or something extraordinarily creative. Products must be replicable and message oriented.



Submission

Each entry must be accompanied by a Teen Driven Ideas Competition submission form and a video/photo release if appropriate. Submission forms must contain the names of each participating student and at least one currently serving campus teacher or administrator, along with the signature of each participant and the teacher or administrator. Entries may be mailed, submitted electronically, submitted via DVD, CD, thumb drive, attached to an email, via hyperlink, traditional transmission techniques, or any other transmission methodology. ESC 13 is not responsible for broken or inaccessible links, poorly transmitted electronic submissions, mail or delivery delays, etc. Electronic submissions should state COMPETITION in the subject line. BE SURE TO BUILD IN A BACK UP PLAN TO GUARD AGAINST UNFORESEEN DELAYS OR PROBLEMS IN TRANSMISSION OF ENTRIES.

Entries must be postmarked or electronically time stamped no later than midnight, March 15, 2014 and mailed to:

Education Service Center, Region 13
Attn: Gina S. Day
5701 Springdale Road
Austin, Texas 78723
Or emailed to gina.day@esc13.txed.net

Official Rules and Regulations

PSAs must be no more than 30 seconds in length. Do not include scrolls or credits in the 30 second timeframe. All products must carry the State Farm Insurance and ESC 13 logos. Download logos here.

Submissions must not contain copyright videos, logos, brands, images, sounds, music, photos, characters, tag lines, ideas, and trademarks of any kind in any form. Download video/photo release forms here and include in submissions if videos, voices, original music, photos, original art or graphics, or other media are used. Winners using video content will need to provide original video source files. Any print material should be print-ready PDF files.

Submissions must represent only one school, although as many students may participate in the creation from that school as you wish. Multi-campus submissions will not be considered.

All entries become the property of Education Service Center, Region 13 (ESC 13) and all or part of your entry may be used to advance and support the goals of ESC 13 and State Farm Insurance Driver Training programs.

ESC 13 is not responsible for lost, damaged, misdirected or delayed entries for any reason. ESC 13 reserves the right to withdraw, terminate, suspend, cancel or modify all or part of the competition at any time without notice. All decisions are final and cannot be appealed.

