2020 Traffic Safety Video Contest

GENERAL RULES

1. The contest is open to students currently in high school (9th – 12th grades).
2. Students must reside in a town or city located in the AAA Northeast territory of New Jersey, New York, Connecticut, Rhode Island or Massachusetts. (Students unsure whether their city or town is within the AAA Northeast club territory should log on to AAA.com to confirm.)
3. No profanity or suggestive or explicit language or content will be allowed in any video.
4. Pre-printed, manufactured, copyrighted or trademarked names, logos or characters cannot be used. This includes labels, brand names, etc.
5. If using statistics, they must be accurate and verifiable by AAA Northeast.
6. Students must stick to the required theme of marijuana and driving and focus on educating drivers on the risks of impaired driving.
7. Entries must follow the submission guidelines outlined on AAA.com/videocontest.
8. Do not include a title slide or any personal information in the video.
9. Actual distracted driving, impaired driving, speeding, or aggressive driving for purposes of the video footage are strictly prohibited and will not be considered.
10. Videos must be no longer than :30 in length.

JUDGING CRITERIA & TIPS

- PSA entries must be submitted by 11:59 pm on April 13th.
- The five contest finalists will be determined by the number of “likes” the PSA entry receives via AAA’s website (April 20th -30th).
- The top 5 videos will be posted to Instagram @AAANortheast on May 1st.
- The grand prize winner will be determined by the number of “likes” their PSA receives on Instagram (voting closes on May 4th at noon)!
- Winners will be notified on May 5th via the email address provided during submission.

The PSA should:

- Demonstrate clarity of the message not to drive impaired.
- Focus on educating a specific audience, for example, new (teen) drivers, middle-aged drivers, men, college students, etc. on the danger of marijuana-impaired and driving.
- Originality and creativity of concept
- Creativity and execution
- Visual impact, video, and audio quality
- Video length of 30-seconds or less
PRIZES

Grand Prize: $5,000
First Place: $3,000
Second Place: $2,000
Third Place: $1,000 Honorable Mention: $500

2020 DEADLINES

April 13th All videos submitted by 11:59 pm
April 20th-30th Online voting for posters and videos at AAA.com/VideoContest
May 1st Top five videos posted on Instagram
May 1st – 4th Voting open on Instagram
May 5th Grand Prize winner announced on Instagram and winners alerted via email provided during submission