

# Lookin' Out Public Service Announcement (PSA) Contest

Erie Insurance encourages your Lookin' Out committee to develop a Public Service Announcement to achieve the goals of the campaign: saving lives and reducing the number of auto accidents among teens, ages 15 to 19. The creation of a PSA will help publicize safe teen driving messages through a combination of media outlets.

The goal of your PSA is to draw attention to one or more of the following teen driving risk factors:

- Lack of seatbelt use;
- Speeding or other reckless driving behavior;
- Alcohol or drug use;
- Number of passengers in a car;
- Distractions (loud music, cell phones, eating, horseplay).

## Eligibility Requirements:

- PSA ideas must be submitted with a storyboard (sample enclosed). A storyboard is a visual script designed to make it easier for the director to “see” the shots before they are executed. They are very helpful for explaining the idea to film crew and actors.
- The video or audio message should run no longer than 30 seconds in length.
- Only one PSA contest entry per school may be submitted.
- Erie Insurance will develop and produce the PSA idea by working with the winning school on casting, filming, recording and editing\* the message.
- Entries not following the above requirements are subject to disqualification.

***\*ERIE maintains the right to edit the PSA as necessary to promote a positive message and image for your school, the Lookin' Out program and Erie Insurance.***

## All Entries Must:

- Meet all eligibility requirements.
- Be submitted by the established deadline.
- Be correctly identified as your school's work.
- Include a completed and signed entry form.
- Conform to technical submission requirements.
- Conform to all applicable copyright laws.

## **Judging Criteria:**

- Message is clear and relevant to the audience;
- Message is of the right tone—not too violent, graphic or humorous;
- PSA concept is safe (does not put anyone at risk or involve breaking any laws);
- PSA can be produced within a reasonable period of time and with nominal resources;
- How impactful will the PSA be to changing someone's driving behaviors or attitudes?

## **Entry Submission:**

Submit your school's idea for a video and/or audio PSA along with the attached entry form to:

Erie Insurance Group  
Corporate Communications  
Lookin' Out PSA Entry  
100 Erie Insurance Place  
Erie, PA 16530

# Lookin' Out PSA Contest Entry Form

## School Information

School Name: \_\_\_\_\_

School Principal: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

County: \_\_\_\_\_

## Committee Information

Lookin' Out Faculty Advisor: (Name, position and contact info) \_\_\_\_\_

ERIE Agent Name: \_\_\_\_\_

Committee Members: (attach separate sheet with list of names and grades of students)

Committee PSA Idea Summary: (include a copy of your storyboard)—use separate sheet if needed.

**We, the undersigned, acknowledge that Erie Insurance Group has the right to edit the PSA concept as necessary to promote a positive message and image for my school, the Lookin' Out program, and Erie Insurance.**

\_\_\_\_\_  
Faculty Advisor's Signature/Date

\_\_\_\_\_  
Principal's Signature/Date

\_\_\_\_\_  
Committee Member's Signature/Date

\_\_\_\_\_  
Committee Member's Signature/Date

\_\_\_\_\_  
Agent's Signature/Date

**\*\*Applications not signed by the faculty advisor, principal, agent and at least two committee members will not be judged.\*\***

Entry submission:

Erie Insurance Group  
Corporate Communications  
Lookin' Out PSA Contest  
100 Erie Insurance Place  
Erie, PA 16530

SAMPLE  
STORYBOARD

Appendix 1.8  
"SAD IN THE CEMETERY"  
2001 Teen Driving PSA :30



Music fades up and under sounds of kids talking



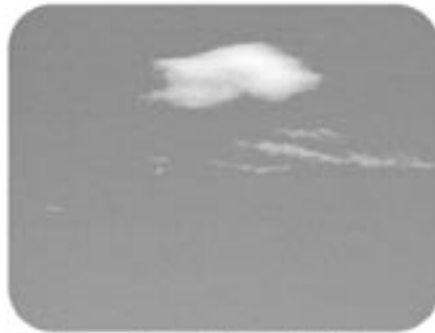
VO: "Last weekend was great!"



VO: "We played volleyball like we usually do."



VO: "We lost, though, 'cause you weren't there."



Ball is tossed to a kid at net. Continue pan and tilt from kids to the blue sky.



Pan from sky back down to a cemetery where you see girl sitting next to tombstone.



VO: "They're planning a speech in your honor. They asked me to help, but I just couldn't do it."



VO: "I can't even go down that road anymore. We were stupid for trying to pass that car."



VO: "Everyone always thinks, 'It won't happen to me.'"



VO: "I feel like it was all my fault. I'm sorry . . ." (voice trails off)



Announcer VO: "Lookin' Out . . . A Special Message from the Erie School District and Erie Insurance Group"



[www.erieinsurance.com](http://www.erieinsurance.com)

# BLANK STORYBOARD
