



INSPIRE To Drive Safe Video and Poster Competitions Guidelines and Rules.

As participants in this program, your students have the choice to produce either:

1) **A 30-second filmed public service announcement (PSA)** Videos must be in file form: MP4, Mpeg.

OR

2) **A poster public service announcement (PSA)** They will also be responsible to make in full and submit it to the INSPIRE committee. Poster can be made on paper, poster board or foam board. Poster should be hand drawn, painted and or crayons or markers.

HOW TO ENTER:

- **Step 1:** Create a digital poster with a traffic safety message for teenage passengers and/or drivers. The message must align with one or more of the following topics:
 - Distracted Driving
 - Speeding
 - Drunk or Drugged Driving
 - Seat Belt Use
- **Step 2:** Email entries to INSPIRE committee (ikar41921@gmail.com) before the contest period ends. Participants must include the following information in their email:
 - Name and Grade Level
 - School
 - Contact Phone Number
 - Adviser/Teacher Name
 - Adviser/Teacher Email

After the PSAs are submitted, judged and awarded, next comes the fun part of getting them distributed and into use for the purpose of making roads safer for all road users and modes of transportation!

Prizes for Poster PSA Contest and for Video PSA for Contest:

| | | |
|-----------------|------------|-------------------------------------|
| ● First Place: | \$1,000.00 | Split 50% school and 50% student(s) |
| ● Second Place: | \$600.00 | " |
| ● Third place: | \$400.00 | " |

Due Date: March 15, 2026

All poster and filmed PSAs must meet the following criteria:

1. **First and foremost, be creative!** Your imagination is the limit on how you portray your chosen topic. Including, but not limited to, for film PSAs: news-style reporting, acting out a specific scenario, scenic without actors, animated, etc. For poster PSAs: hand-drawn posters, creative use of text and fonts, photography, graphic illustrations, etc. Do not feature brand names or trademarks or contain artwork not created by participants
2. **PSAs must not Contain material that** violates or infringes another's rights, including but not limited to privacy, publicity, or intellectual property rights, or that constitutes copyright infringement;
3. **The word "accident" is not language to be used in reference to traffic incidents.** It makes them sound "inevitable" and, by implication, not preventable when, in fact, they are. Instead, neutral terms such as "collision" or "crash" should be used.
4. **In making your PSA, the laws of your area must be followed, and no lives endangered.** This would include using a seatbelt, not speeding, not driving distracted or under the influence, and other such regulations. Use your imagination and artistry to portray traffic violations without breaking them yourself. Keep your creative team and your fellows safe. (Any PSA that violates this will be automatically disqualified.)
5. **Your PSA may not contain** language or content that would prohibit it from being aired on national television.
6. **PSAs must be non-discriminatory.** They may not portray any particular ethnicity, gender orientation, or religion in a negative light. Which includes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, nationality, or age. Be kind and inclusive in your creations.
7. **PSAs may contain acknowledgement** of the INSPIRE logo or other form of representation of the organization.
8. **Poster PSAs can be submitted in both a vertical and horizontal format** - suitable for posters. The size is to be 12x18.
9. **PSAs are to be original content.** If they contain borrowed footage, photos, music, lyrics, etc, permission must be attained for their use with that permission sent to their advisors. By sending in your submission you are agreeing that you have the rights to all footage, music, lyrics, etc or have secured permission for their use.
10. **PSAs must not contain content that is** inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous, or libelous

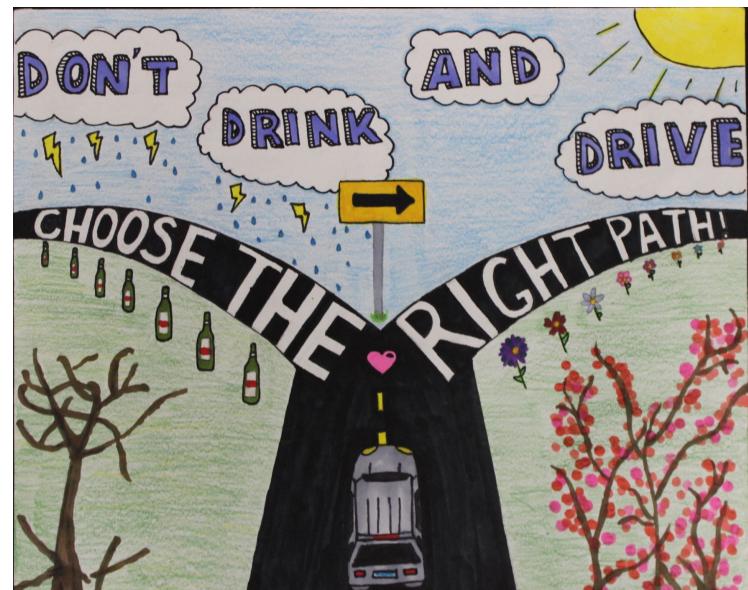
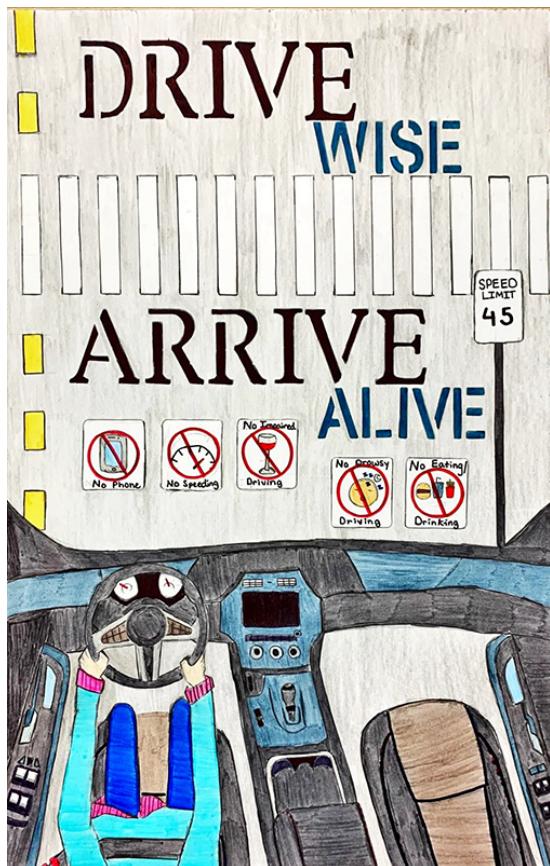
Final PSA Submission Use and Distribution:

After the PSAs are submitted, judged and awarded, next comes the fun part of getting them distributed and into use for the purpose of making roads safer for all road users and modes of transportation!

Prizes for Poster PSA Contest and for Film PSA for Contest:

- First Place: \$1,000.00
- Second Place: \$600.00
- Third place: \$400.00

Examples: (DO NOT COPY)



INSPIRE PSA Submission

Step 1: Go to <http://www.youtube.com> and sign in/create an account “sign in” button is at the top right of the screen. It will require a Google email account to log onto the site.

Step 2: Click the “create” button at the top right of the page. A drop down menu will appear, click the gray arrow (the “upload” icon). If you have uploaded a video to YouTube before, you will be brought to the uploading page. If this is your first time uploading to YouTube, you will be asked to “create a channel.” Once you have created a channel you will be brought to the uploading page.

Step 3: Follow the prompts on the uploading page regarding filling in the title, description, thumbnail and audience sections. Select the appropriate file by clicking the “select files to upload” button or drag and drop the appropriate file onto the screen.

Step 4: Your video will begin to process/load. Take time to fill in all information regarding your video submission.

Step 5: On the same uploading page, set the video to “UNLISTED” and then click the “share” button. The “UNLISTED” category will keep your video private except for those you share the link with. Your video is now ready to be submitted via email.

Step 6: To officially submit your video, an email must be sent to the INSPIRE at the following email address: jkar41921@gmail.com. The subject line should read, INSPIRE Video Contest Video PSA Submission.” Included in the body of the email must be your YouTube video link, submitter’s first and last name, names of students involved (if not the submitter), name of the northeast Ohio school, grade level represented, and phone number. If multiple students are involved, please include all names. Your video submission will be considered incomplete without this information.