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Keep it Safe

WYTV along with The Ohio State Highway Patrol and The Pennsylvania State Highway Patrol are joining forces to promote “Keep It Safe”, a public service announcement based initiative aimed at high school juniors and seniors to “Keep It Safe” during the upcoming 2008 prom season.

This exciting new initiative will engage juniors and seniors to write and produce their own :30 PSA in specific safety category. To reward their efforts four (4) winners/finalists (from all counties) will be selected (one from each category) who will then work with WYTV staff to produce their own PSA that will air early next year prior to prom season. Best of all, the four finalists/winners will receive a \$1,000 scholarship to their select college.

Following is an outline of how “Keep It Safe” will work:

1. This initiative is open to all high school juniors and seniors who attend school in one of the following counties:
Ohio: Trumbull, Mahoning, Columbiana
Pennsylvania: Mercer and Lawrence
2. Each School will assist in getting the word out to the students, interested students will develop their PSA idea relative to one of the following categories:
 - Dangers of Speed
 - Dangers of Drinking/Drugged Driving
 - Importance of wearing a seatbelt
 - Importance of Paying attention
3. Criteria for :30 PSA spot:
 - It is a :30 spot (25-26 seconds for copy) remaining time for open/close.
 - Spot must include statistics and be based on research, due to time limitations of spot unit not all research needs to be audio or graphic, however student must be able to back up numbers or information used in script.
4. Students will be asked to present their Scripted PSA (optional: a story board or pictorial sequencing of their :30 spot to their peers via a school assembly wherein the students will vote for the best in each category (one per category).
5. Each high school will then submit their four best PSA's to WYTV. Entries must be received on or before November 16, 2007. All entries will be judged by a panel comprised of all participating State Highway Patrol troopers. The panel will select one winning entry per category and winners will be notified.
6. Each of the four winners/finalists will then work directly with WYTV to produce their winning PSA. All PSA spots will be created between November 19, 2007 –February 2008) and air during the months of March, April and into May 2008.
7. All participating students must have parental signature on Release, including their acknowledgement and signature recognizing that their PSA in its entirety becomes property of WYTV/Parking Broadcasting. The only compensation to winning finalists will be the awarded \$1,000 scholarship. Each entrant understands that there will be no compensation for their script, for the use of their script, for their time.