

# Contest!

## What to do:

Create an original public service announcement (PSA) that convinces teens to buckle up every time they get in a car. Submit a six-panel storyboard plus your video/DVD of a 30-second PSA for your chance to have it broadcast nationally on TV!

- 1. WRITE:** Complete a six-panel storyboard for a persuasive 30-second PSA, including dialogue, a description of each scene, and music/sound effects. **You won't be judged on artistic ability, so don't be shy!**
- 2. CREATE:** Film your public service announcement using analog or digital video.
- 3. ENTER:** Complete the entry form below and submit it along with your storyboard and video/DVD.
- 4. WIN PRIZES:** The PSAs of three finalists will be broadcast nationally on TV. Winners will be selected by a popular vote via a national Web site.

**DEADLINE:** All entries must be postmarked by May 3, 2005.

### ENTRY FORM

Complete the entry form and mail it in with your storyboard and video/DVD to: Fasten Your Seat Belt...Go Far! Contest, Scholastic/SMP, 557 Broadway, P.O. Box 713, New York, NY 10013-0711

Student Name \_\_\_\_\_ Grade \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 School Name \_\_\_\_\_ Teacher Name \_\_\_\_\_  
 School Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

## FASTEN YOUR SEAT BELT...GO FAR! CONTEST

NO PURCHASE NECESSARY. Students who are U.S. residents currently enrolled in grades 9 through 12 are eligible to enter. Entrants will create an original public service announcement (PSA) that convinces teens to buckle up every time they get in a car. All eligible entries must include a video/DVD of a 30-second PSA and a six-panel storyboard including dialogue, a description of each scene, and a description of any music/sound effects. Entries may not contain previously published and/or copyrighted material (including but not limited to music). Mail entries to Fasten Your Seat Belt...Go Far! Contest, Scholastic/SMP, P.O. Box 713, New York, NY 10013-0711. Each entry must be accompanied by a completed entry form. All entries must be postmarked by May 3, 2005 and received by May 10, 2005. Seven semifinalists and three finalists will be selected on the basis of their entries' persuasiveness, logical organization, clarity, and creativity. Entries will not be judged on the quality of filming or artistic ability. Each finalist and semifinalist will be notified by mail. The PSAs of the three finalists will be broadcast nationally on television. From the three finalists, one Grand Prize Winner, one Second Prize Winner, and one Third Prize Winner will be selected via a national Web site. All participating students will receive a certificate of participation and a baseball hat (ARV: \$18) from Volkswagen. The first 100 teachers to send in student entries will receive a \$50 Scholastic gift certificate. Seven semifinalists will receive a personal letter of recognition from Volkswagen's president and CEO and a certificate of participation. Three finalists will receive a digital video camera (ARV: \$400), a certificate of participation, and a chance to see their PSA broadcast nationally on television. Selected from the three finalists, one Grand Prize Winner will receive a \$10,000 U.S. Savings Bond; one Second Prize Winner will receive a \$3,000 U.S. Savings Bond; and one Third Prize Winner will receive a \$1,500 U.S. Savings Bond. The teachers of the three finalists will receive an Apple G5 computer with flat screen monitor and Final Cut Pro Express software for classroom use (ARV: \$3,000) and a \$100 Scholastic gift certificate for classroom supplies. Winners will be notified on or about June 10, 2005. For the names of prize winners (available after June 21, 2005), send a stamped, self-addressed envelope to: WINNERS: Fasten Your Seat Belt...Go Far! Contest, Scholastic/SMP, P.O. Box 713, New York, NY 10013-0711. Void where prohibited. For complete rules go to [www.scholastic.com/fastenyourseatbelt](http://www.scholastic.com/fastenyourseatbelt). SPONSOR: Volkswagen of America, Auburn Hills, MI 48326.

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### Three Students Will Win:

- \$10,000, \$3,000, or \$1,500 U.S. Savings Bond
- Digital video camera
- Broadcast of his or her PSA nationally on television

### Seven Students Will Win:

- Letter of recognition

### ALL Participating Students Will Win:

- Volkswagen baseball cap
- Certificate of achievement

### Judging Criteria:

All entries will be judged on persuasiveness, logical organization, clarity, and creativity. **Entries will not be judged on the quality of filming.**

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Drivers wanted.®

