



2008 Safe Prom/Graduation Campaign Dance. Don't Chance.

Contest Submission Guidelines

Make Prom 2008 the best night of your life. You and your school can win valuable prizes from corporate sponsors to help make your prom a *Dream Prom*.

Dance. Don't Chance. is a program of the Massachusetts Executive Office of Public Safety and Security (EOPSS) that aims to make the 2008 prom/graduation season safer for teens on Massachusetts roads.

Here's How: Write and produce a 60-second video on safe driving which may be used as a public service announcement to help keep you, your friends, and other teens in Massachusetts safer on the road during prom/graduation season and year round. You must include the tagline: "Dance. Don't Chance." Videos must also include these key messages:

- Underage drinking/impaired driving are illegal and dangerous
- Buckle up
- Don't speed

You can find all the safe driving information you need to help produce your video, including statistics on teenage motor vehicle fatalities and injuries and safe driving tips at the **Dance. Don't Chance.** website www.mass.gov/safety/ddc. Each school can submit up to five entries. So get creative and let yours be one of them! Contact your principal or class advisor to find out if your school is registered.

Submission Rules: An authorized representative, such as the school principal or his/her designee, must send an e-mail to Ethan Tavan at ethan.tavan@state.ma.us by 5:00 p.m. March 31, 2008 indicating that the school and its students would like to participate in the contest. The e-mail must include the name, title, address, telephone number, e-mail address and fax number of the authorized representative whom the school has designated to coordinate its participation in the contest.

Students may submit individual entries or may work as a group with up to five students in each group. Each school may submit up to five entries. Each submission must be attributed to an author(s) or else it will be assigned to the entire school. All submissions must be screened by the authorized representative and be submitted to Dance. Don't Chance. c/o Argus, 280 Summer Street, Boston, MA 02210 by 5:00 p.m. April 17, 2008. All entries should be in QuickTime or WindowsMedia and burned onto a CD. No other formats will be accepted. Entrants must include their script in .doc format if a script is being used in the video.

Selection of Winner: A winner will be selected from among eligible entries by April 25, 2008 and will be notified by phone through the winning entrant's school.

Prizes: The winning entrant's video will be available through www.mass.gov/safety/ddc in addition to the JAM'N prom site and JAM'N DJ Melissa's website. The winning entrant's school, through its authorized representative (see above), will receive prizes listed below as determined by the EOPSS, including but not limited to:

- Melissa from the JAM'N morning show will host the winning school's prom and a JAM'N DJ will play the tunes
- Beverages from glacéau smartwater®
- Five tuxedo rentals from MW Tux
- A 10-person limo to and from the prom, from Boston Limousine
- \$1,000 cash prize for entrants' prom committee from AAA Southern New England

Eligibility: All entrants must be fully registered juniors or seniors at the high school from which the entry is submitted at the time of submission.

Note: EOPSS reserves the right to change or cancel any or all of these prize elements with good cause. Further, the EOPSS reserves the right to edit or even reject the winning entrants' video. All entrants agree that by submitting their entries in the contest they give up the right to any compensation for their possible use as public service announcements. The winning entrants further agree to be available for media interviews, including having their images used by media outlets, which may result from publicity surrounding the contest. By submitting an entry (ies) the school representative agrees that they have complied with the school's privacy and media appearance policy for students and staff.