

### **YOUR ASSIGNMENT:**

Enter to win a college scholarship by creating either a **25- or 55-second video** or **billboard design** convincing your friends to not drive distracted.

### **YOUR TARGET AUDIENCE:**

Your friends. 16- to 22-year-olds.

### **YOUR MISSION:**

To save lives. Drivers who use hand-held devices are four times more likely to get into serious crashes. Hundreds of thousands of people are killed or injured each year in distracted driving crashes. Your job is to capture the attention of young adults and make them turn unsafe habits into safe habits.

### **CAPTURE ATTENTION AND TELL A STORY:**

The first thing you must do is capture the attention of your peers. You need to create something that they will notice and want to pay attention to. You have a unique, authentic voice that can reach other people your age, so use it to tell a story and show why this issue matters to you.

### **BE CREATIVE:**

We know we're asking you to deal with a serious topic, but your video or billboard design doesn't have to be serious. You have creative license to take this on however you see fit. Your video or billboard design can be funny; it can be a cartoon, a music video... As long as it's in good taste and it comes from the heart.

### **PRIZING AND ELIGIBILITY:**

- Two separate scholarship contests are taking place: One for high school juniors and seniors, and one for full-time college students in both video and billboard design mediums.
  - **Video PSA Competition**
    - Three winners (1st, 2nd and 3rd place) will be selected for each level, for a total of 6 winners
    - Prizing for each winner is as follows:
      - 1<sup>st</sup> place: **\$5,000 scholarship**, and the video will be turned into an Ad Council PSA and distributed to over 1,600 TV stations nationwide
      - 2<sup>nd</sup> place: **\$2,000 scholarship**
      - 3<sup>rd</sup> place: **\$1,000 scholarship**
  - **Billboard Design PSA Competition**
    - Two winners will be selected for each level, for a total of 2 winners
    - Prizing for each winner will be a **\$2,000 scholarship** and Clear Channel Outdoor will support the winning billboards across their national digital billboard network

This year both the video and billboard design contest will be judged by high-profile, ad industry and celebrity judges.

For more details on timing, judging criteria, and a full list of rules and regulations, visit [www.projectyellowlight.com](http://www.projectyellowlight.com). The Project Yellow Light scholarship and contest is conducted with Mazda Motorsports, Clear Channel Outdoor, the National Highway Traffic Safety Administration, U-Haul, the National Organizations for Youth Safety, and the Ad Council.

### **IT'S YOUR TIME:**

People wait their entire lives to impact positive change in the world. Through this project, we are offering you that opportunity now. Collectively – we can start a movement. YOU can start a movement.