



From the Driver's Seat to the Director's Chair

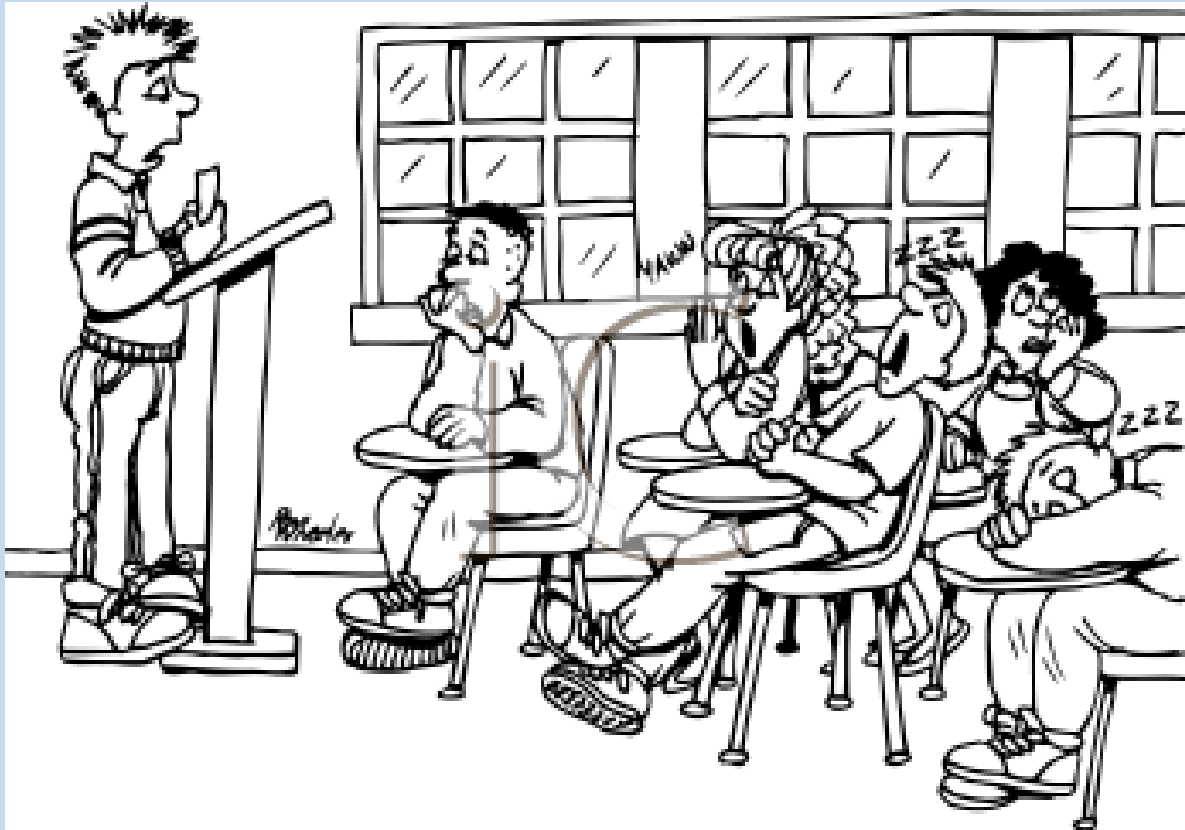
Connecticut's Teen Safe Driving Video Contest

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Why Do a Video Contest?

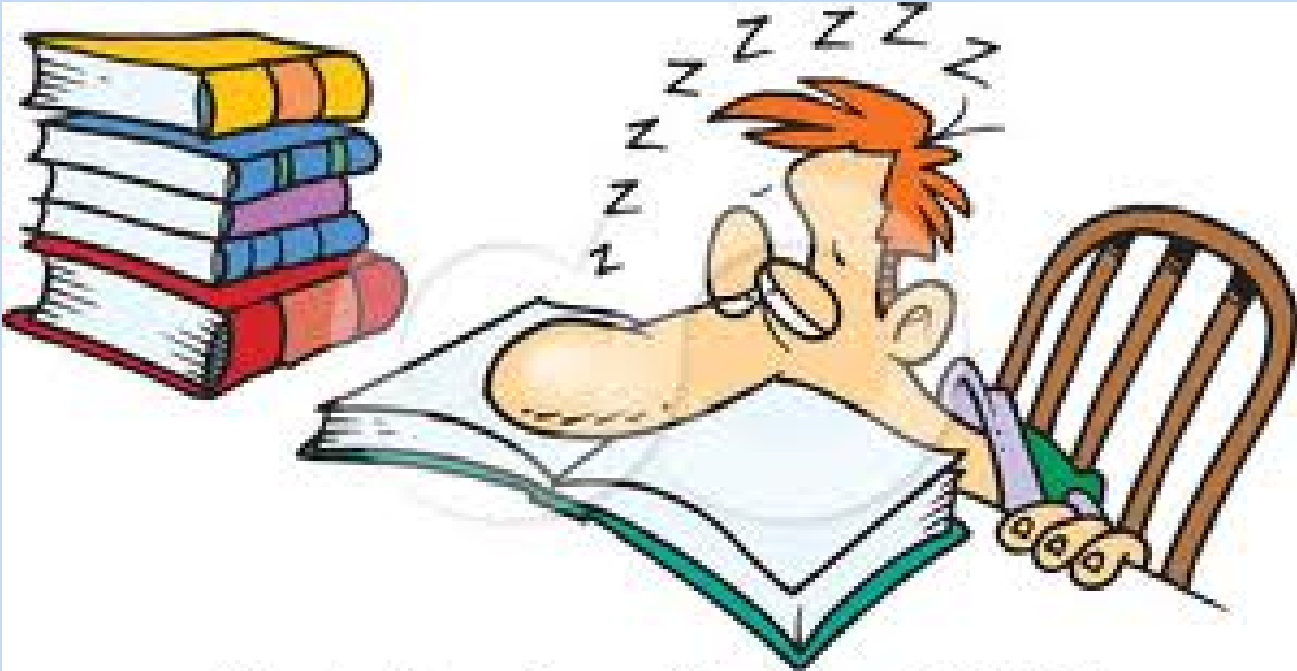
- Strong desire to promote safety and law changes
- We have no promotional budget
- It begged a fundamental question – what can DMVs do with limited resources?

DMV Presentations to Students





DMV's Driver's Manual



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When Getting a License



Essentially...

- Those are everyday practices that do not engage teens
- We needed a fresh concept that teens could embrace and find interesting
- We eventually came up with....



Ask Teens to Make a Video



It wasn't that simple...

- Research done on teens
- Teen focus Group held at DMV
- No advertising budget
- Courage of DMV staff



Contest Goals

- Spread safety awareness and understanding of laws
- Production of original videos to promote
- Form public-private partnerships

Contest Design

- Open to all high-school aged students
- Produce a 25-second video PSA
- Incorporate theme and laws
- Create Rules and entry forms

Contest Prizes

- Find a monetary sponsor
- Money goes to schools of winning student teams
- PSAs shown on TV and websites
- Awards gala host by sponsor

Promoting the Contest

- Grassroots approach – no budget
- Call and e-mail school principals
- Press releases
- Teen advisors make TV appearances
- Promotional sponsors

Judging the Entries

- Made it a community effort
- Multi-part process
- Done online and in-person
- Governor, AG and Insurance Executives take part – allows for more positive press

Let's Watch Some of the Winning Videos





Videos

[Music video](#)

[Claymation](#)

[Humor](#)

[Multicultural](#)

Results from 2008-2013

- Contest continues to grow
- Two-time Public Relations Society of America award winner
- Increase in multicultural videos
- Minimal investment brings huge payback for safe driving

Looking to Improve

- Post-contest survey to participants
- Telephone meetings with teachers and principals
- Review contest metrics to gauge areas for improvement



Any Questions or Comments?