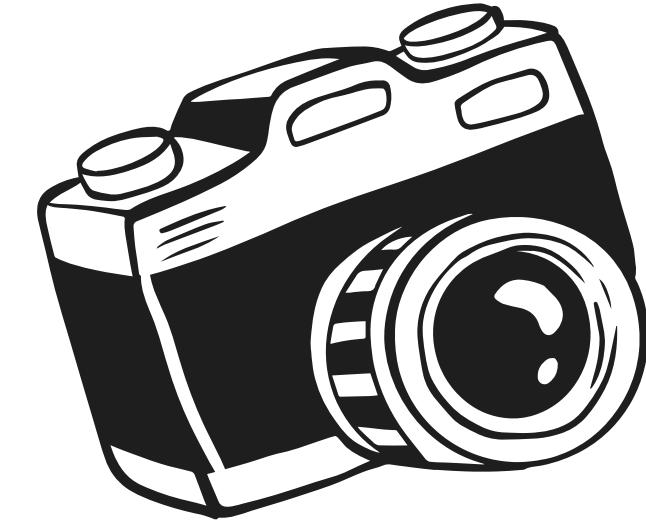


.05 BAC PSA Contest

What?

A video PSA, no more than 30 seconds long, created by students in 6th-12th grade using the information linked below. Your PSA will be uploaded to the .05 Saves Lives YouTube channel and used as a public service announcement to educate your local community about how .05 can save lives.



The Facts:

- In 2023, 27% of crashes in Michigan were alcohol-involved crashes
- 100,000 more people will die in the next 10 years if .08 is maintained
- 18,000 lives will be saved if .05 BAC is adopted across U.S

Linked below are info briefs about .05's impacts and effects. Students are required to use information from one or both of these briefs in their video.

.05 Saves Lives Document Brief

- Drunk driving is the No. 1 cause of traffic deaths in Michigan
- People with a BAC of .05-.079% are 7-21x more likely to die in a single-car crash than unimpaired drivers.
- The National Transportation Safety Board has recommended that states adopt a BAC limit of .05% since 2013.

.05 Safety Briefing Facts 2023

- Alcohol, both alone and in combination with other drugs, continues to be the drug with the most detrimental impact on traffic safety.
- .05 does not necessarily increase arrests
- Approximately 100 countries have some type of .05 or lower BAC laws

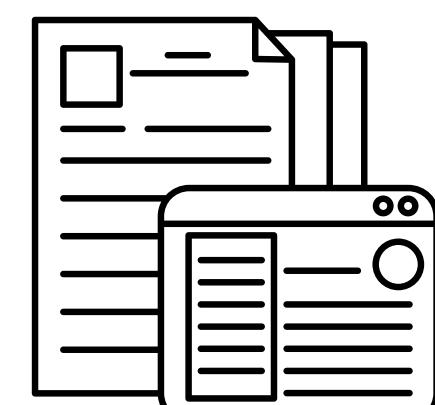
Other Resources:

How to Create a video PSA:

- youtube.com/t/creators_corner
- wikihow.com/Create-a-Good-Public-Service-Announcement-Film
- [Creating a Public Service Announcement \(PSA\) – Purdue Global Academic Success and Writing Resource Center and Blog \(purdueglobalwriting.center\)](https://Creating_a_Public_Service_Announcement_(PSA) – Purdue Global Academic Success and Writing Resource Center and Blog (purdueglobalwriting.center).)

Music Information:

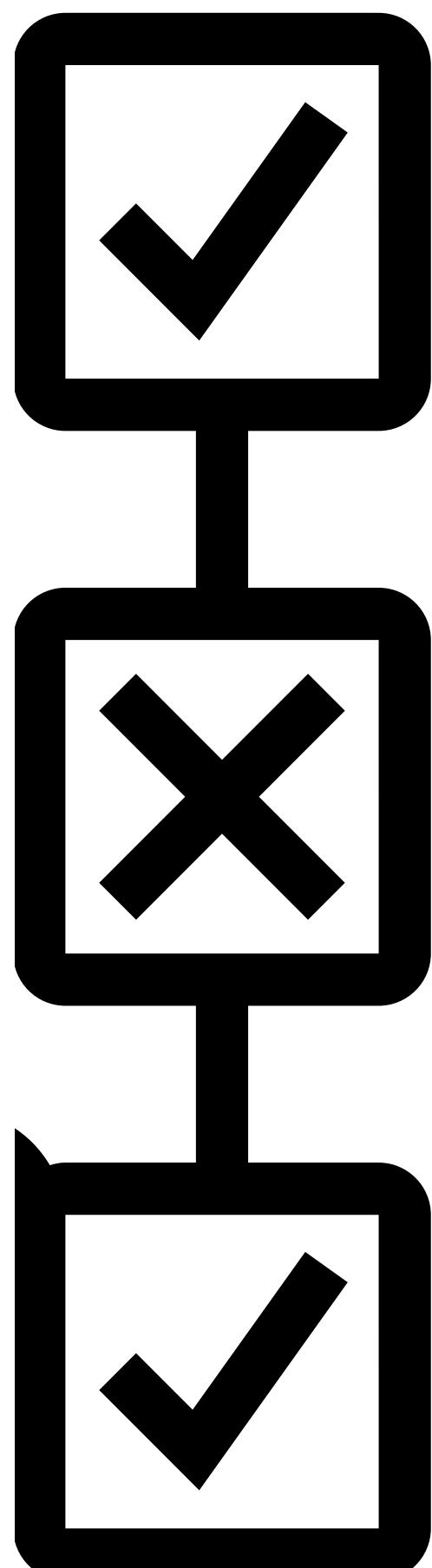
- creativecommons.org/legalmusicforvideos



PSA Contest Rules

Rules/Guidelines:

1. Only 6th-12th graders may participate
2. Video should contain facts from the following resources (linked above): .05 Saves Lives Document Brief or .05 Safety Briefing Facts 2023.
3. Students may work individually or in teams.
4. All work must be your own original creation and free of any copyrighted material, including music. No professional help allowed.
5. Videos must be appropriate in nature and not contain any indecent content. If it would not be allowed in school, it will likely not be allowed for this contest.
 - a. No violent content
 - b. Cursing, slurs, and derogatory comments are expressly prohibited
 - c. Videos showing the actual consumption of drugs, alcohol, and use of paraphernalia will be disqualified.
6. When finished, upload your video to this entry form: [.05 Saves Lives PSA Contest Entry Form](#) (**if you are 17 or younger, please make sure you and your parent/guardian fills out the photo release form**)
7. Make sure you title your PSA with your "Last name, First name, Grade" (ex: Doe, John, 10th)
8. Submissions are due: September 1st, 2025 by 11:59 pm. Please submit your entries early to avoid any last-minute problems.
9. ALL submissions will be reviewed for appropriateness and/or copyright issues.
10. Only one video submission per student/group.



PSA Contest Criteria

Judging:

Your PSA video will be evaluated by a panel of .05 Saves Lives coalition members based on the following criteria on a 20 point scale:

- Creativity
- Effectiveness of message
- Use of facts
- Overall quality of the video
- Points gained by likes*

*Participants will earn points based on the number of likes their video receives; feel free to spread the word about your video so it can get tons of likes!

Example Scoring:

Judge 1:

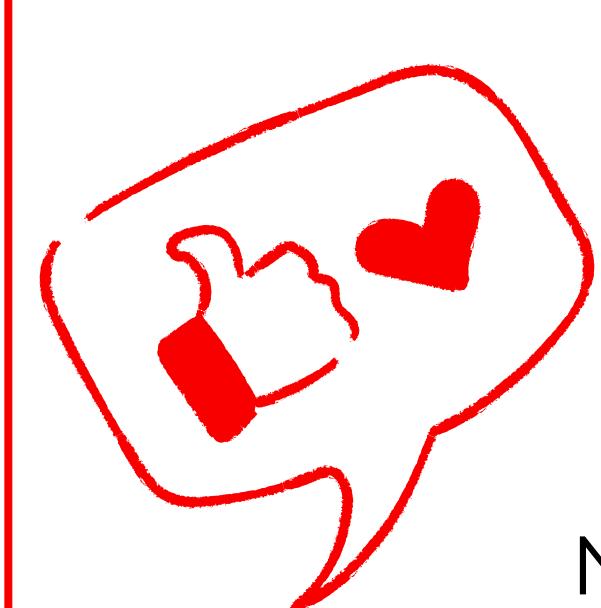
- Creativity: 14/20
- Effectiveness of Message: 17/20
- Use of Facts: 18/20
- Quality of Video: 15/20
- Total: 79

Judge 2:

- Creativity: 16/20
- Effectiveness of Message: 20/20
- Use of Facts: 11/20
- Quality of Video: 13/20
- Total: 60

Judge 3:

- Creativity: 18/20
- Effectiveness of Message: 16/20
- Use of Facts: 19/20
- Quality of Video: 15/20
- Total: 68



Grand Total:
Judge 1 Total: 79
Judge 2 Total: 60
Judge 3 Total: 68
Number of Likes: 55



$$79 + 60 + 68 + 55 = 262 \text{ point}$$



.05 PSA Contest Entry

Prizes:

1st: \$250

2nd: \$150

3rd: \$75



Winners will be announced the week of October 8, 2025.

Regardless of ranking, all videos will have the opportunity to be used for educating the community.

How to Enter:

- Fill out this form (which includes a place to upload your video, and a photo release form that must be filled out if you are 17 or younger) and submit it before 11:59 PM on September 1st, 2025:
[.05 Saves Lives PSA Contest Entry Form](#)
- Winners will be announced the week of October 8th, 2025 and will be notified via email

.05 PSA Contest

Timeline

Important Dates:

July 7th -
September
1st

Contest starts; we will be
accepting entries til
September 1st.

September 6th
- October 6th

Voting period! All videos will be uploaded to
the .05 Saves Lives YouTube channel by
September 6th, and videos can start being
liked! Encourage your family and friends to
like your video by following this [hyperlink](#)!

October
17th, 2025

Totals will be tallied, and winners will
be notified via email within a week;
winners will be announced on the [.05
Saves Lives YouTube channel](#).



Questions? Reach out to:
Miket@preventionnetwork.org