Allyson Ford Project Video Contest Application

**Mission:** Create a video (exactly: 25 seconds or exactly: 55 seconds) to encourage your friends to avoid distracted driving, specifically texting while driving.

**Audience:** Young drivers who are new to the road.

**Rules:** No entry will be accepted with footage of a person ACTUALLY texting while driving! But there are ways to go around it. Videos are limited to either exactly 25 seconds or exactly 55 seconds. You MUST be a WTAMU undergraduate student or graduate student. Please note that all original footage will be showed at the Allyson Ford Project Reception. Film resolution for all footage must be at least
If an iPhone or some form of camera phone is being used, please shoot footage horizontally, not vertically. Overall please select the highest resolution possible with any camera use.

**Scholarship:**
The first place winner will receive a scholarship in the amount of $1,500. Second-place finisher will receive $1,000. Third-place finisher will receive $500. These scholarships are made possible by the generosity of the Ford Family.

**Judging Criteria:**

- Ability to capture the attention of others, specifically, the attention of your peers.
- Persuade others to alter driving habits. Your film must resonate with teens and young adults and move them to action.
- Clarify of message-it must be understandable and well structured.
- Creative expression-put your personal stamp on it.
- Video should be of good production quality.

**Submitting Your Application:** Submit your video along with your contact information on or before April 8, 2016. We will not accept entries after that date. Don’t wait until the last minute.
Upload your video to YouTube. Instructions are available at YouTube’s Getting Started page. Make sure your video’s privacy is set to “Public”.

The winner will be announced at the Allyson Ford Project Reception on April 13, 2016 in the Alumni Banquet Hall at 6pm. The Allyson Ford Project Committee will select the winning video.

All videos will become property of the Allyson Ford’s Grace Scholarship Foundation. We request this so we may use your video to promote safe driving to a broader audience and draw wide attention to this important topic. We may also share your video on our Allyson Ford Project Facebook page or other digital platforms (whether you’re the winner of the scholarship or not). We are hoping to share this message across all college campuses.
Your Name____________________________________
(If applying as a group, please only put one point of contact)

Email Address:____________________________________

Phone Number:____________________________________

Address__________________________________________________________________________

Buff Gold Number:______________________________

Link to your YouTube video
_______________________________________________________

(Be sure to set your privacy to “Public”)