

GUIDE TO GETTING STARTED

A safe teen driving program created by teens, for teens.



LOOKING OUT

ERIE INSURANCE

Lookin' Out Guide to Getting Started

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**For more information, visit:
www.erieinsurance.com/lookinout**

Welcome

Erie Insurance is committed to helping make our communities safer for everyone, and that includes helping teenagers understand the responsibility that comes with having a driver's license.

Young drivers' crash statistics are startling; auto crashes are the number one killer of teens. But we believe that an elevated awareness of the risk factors associated with teen driving accidents can help reduce this toll.

That's why Erie Insurance and our agents are working with high schools to implement Lookin' Out, a program that gives teens a way to communicate to other teens the importance of being safe and responsible behind the wheel.

We invite you to join us in taking an active role by becoming a Lookin' Out member and helping to make our roads and communities safer.

Who, What, When...is Lookin' Out?

WHO is Lookin' Out?

Students make Lookin' Out programs succeed. Lookin' Out committees consist of 10–15 student committee members and a faculty advisor. The students decide what Lookin' Out activities their school will perform. Students have the most influence on their peers and, therefore, must be the “driving force” behind a successful program. A local Erie Insurance Agent acts as a resource to the committee for guidance and information about safe driving activities.

WHAT is Lookin' Out?

Lookin' Out is a safe teen driving awareness program initiated by Erie Insurance to reduce the number of auto accidents and promote safe driving habits among teenage drivers. Lookin' Out is unique because each activity is created by teenagers for their peers. Areas covered include seat belt use, speeding or reckless behavior, number of passengers in the car, alcohol and drug use, and distractions such as cell phone use or loud music. Erie Insurance believes it is our responsibility as a leading auto insurer to take an active role in encouraging teens to become safe, responsible drivers. Helping to make teenagers better drivers will make the roads safer for everyone.

WHEN do Lookin' Out activities happen?

In order for a Lookin' Out program to be successful, safe driving habits must be promoted throughout the school year. While events like Homecoming and Prom are good times to give greater emphasis for students to make responsible decisions, the message must constantly be reinforced for greater impact. The best programs have one Lookin' Out activity per month, but your committee can decide what the optimal number of events is for your school.

WHERE are Lookin' Out programs located?

Lookin' Out committees can exist at any high school in a community where Erie Insurance writes policies, which includes Illinois, Indiana, Tennessee, Wisconsin, Pennsylvania, New York, Maryland, Virginia, West Virginia, Ohio and North Carolina. Funding Lookin' Out programs is part of Erie Insurance's commitment to help make driving safer for everyone.

WHY do Lookin' Out programs exist?

Auto accidents are the number one killer of teenagers ages 15 to 19. Newly licensed 16-year-olds have the highest accident and fatality rates of any age group of drivers. Erie Insurance is committed to help reduce the risk of accidents and fatalities among teenagers. The Lookin' Out program is designed to provide student committees the resources to convey safe driving messages to their friends.

HOW does a school begin a Lookin' Out program?

A Lookin' Out committee can be an existing committee in the school (Student Council, SADD, etc.) or a newly formed one. Students meet and review the Lookin' Out Activity Guide and decide what events are likely to have the greatest impact on them and their peers. After selecting which events their school would like to perform during the school year, their faculty advisor and Erie Insurance Agent assist them in completing the Lookin' Out grant application. Applications are reviewed by Erie Insurance and, in most cases, Erie Insurance provides 100% of the funding for the program (\$2,000 maximum per school year).

Getting Started

It's time to hit the road and get your Lookin' Out program going. This part of the tool kit is comprised of step-by-step instructions on how to set up your committee and get started.

Step 1: Recruit a Faculty Advisor

- Your advisor can be any faculty member, not just a driver's education teacher, but it must be someone who is enthusiastic and excited about the program.
- Any faculty member who has a strong interest and commitment to helping teens drive safely would make a good advisor.

Role of the Faculty Advisor:

- Promote the concept of the Lookin' Out program to students, faculty and school administration officials.
- Recruit student committee members by hanging recruitment posters and handing out applications. Collect applications and decide who will comprise the committee. (For the application, see Appendix 1.6.) Consider involving National Honor Society, Student Council, or another extracurricular organization, such as S.A.D.D.
- Assist with the coordination of meetings.
- Work with the assigned Erie Insurance Agent to develop and promote the activities of the committee.
- Offer any expertise related to resources the committee may need.
- Secure meeting/assembly locations and equipment as needed.
- Oversee grant applications and PSA contest application.
- Handle logistics for getting students to complete Lookin' Out surveys.

Step 2: Meet With Your Assigned Erie Insurance Agent

****This meeting should be conducted as soon as the faculty advisor is appointed.****

Role of the Erie Insurance Agent:

- Attend an initial organizational meeting with partner school. Order and distribute Lookin' Out promotional materials to committee members. (Items are ordered from the Home Office.)
- Serve as a resource for statistics and insurance information.
- Support Lookin' Out committee's efforts in building relationships with local media.
- Attend Lookin' Out meetings when available.

Continued

- Engage students, keep them interested and motivated in the program throughout the school year.
- Help coordinate and/or speak at an educational assembly, if desired.
- Communicate local committee's progress to the Home Office Lookin' Out team.
- Solicit young driver and parent testimonials from ERIE Policyholders known to have been involved in serious accidents. (This is optional, but a great tool. Many people are willing to share their story.)

Step 3: Recruit Student Committee Members

**** If an existing committee such as S.A.D.D. or Student Council is going to be the Lookin' Out committee, you can skip this step. The committee members are already selected! ****

- Hang recruitment posters and, if necessary, distribute applications. (Refer to Appendix 1.6.)
- Review and select committee members. Look for creative, independent, hardworking individuals who also work well in a group. Also, members need to have strong social, organizational, writing and speaking skills.

Role of Student Committee Members:

- Decide the focus of the Lookin' Out program as applicable to your school.
- Brainstorm ideas and develop a plan for monthly activities/events.
- Serve as Lookin' Out spokesperson within the school and community.
- Contribute to the planning and implementation of all your school's Lookin' Out activities.

Step 4: Conduct the First Committee Meeting (See Appendix 1.1)

- Visit the Lookin' Out Web site (www.erieinsurance.com/lookinout) to view the previously-produced public service announcements and read about activities other schools have done.
- Review the Activity Guide and discuss how each activity might work in your school.
- Discuss calendar of events for the year and the grant application.
- Discuss new ideas or ways your school is already promoting safe driving habits.
- Meetings should be conducted once or twice a month, but this will vary with school's needs and program outline. More meetings may be needed in the beginning of the school year to plan calendar of events.

Step 5: Fill Out Grant Application (See Appendices 1.2, 1.3, 1.4, 1.5)

- Submit program outline to Erie Insurance for a maximum grant of \$2,000. Thoroughly read the grant application guidelines included in the appendix. Applications must be completely filled out to receive funding. A template is included in the appendix to assist you in providing all the necessary information.

Continued

- When completing the grant application, remember to:
 - Fill out program plan description;
 - Use detail in all areas;
 - Include a yearlong plan to be eligible for grant money;
 - Include approximate dates;
 - Include the signed "Lookin' Out Participating Agreement."

****The grant cannot be used for other for-profit organizations' programs such as the "Every 30 Minutes Program" or "Prom Promise." ****

Step 6: Develop and Produce Program Components

- Schedule check presentation. Erie Insurance Agent will provide t-shirts to all participating members.
- Plan the specifics of each activity.
- Internal program components may include articles in the school newspaper, school announcements, display tables, flyers, brochures, etc.
- External program components may include participating in the PSA contest and working with school groups like PTAs and sports teams.
- Log on to www.erieinsurance.com/lookinout for more Lookin' Out ideas.

Step 7: Submit PSA Entry for Contest (January/February)

Erie Insurance will select one public service announcement idea per school year for professional production by Erie Insurance's Media Services team. The PSA will run on regional TV stations. Participation in the contest is optional and exclusive to Lookin' Out schools.

- Complete the application with detailed program concepts and a storyboard. An application and sample storyboard are included with this tool kit for your reference. (See Appendices 1.7, 1.8, 1.9, 1.10)
- The entries should be of a serious nature and alert teens to one of the risk factors of driving. Although comedy is fun, it's not appropriate for the message that Lookin' Out is trying to promote with this PSA.
- The **signed** application, along with scripts, storyboards and any other support information, should be sent to Erie Insurance's Home Office.
- Additional information will be sent to participating schools well in advance of the deadline for entries. A panel of judges will evaluate all entries and select one winner.
- For more information, refer to the PSA guidelines listed in the appendix.

*****Erie Insurance Group maintains the right to edit and change the PSA as necessary to promote a positive message and image for the school, the Lookin' Out Program and Erie Insurance.*****

Continued

Step 8: Organize End-Of-School-Year Assembly

- Invite student committee members to share testimonials.
- Showcase committee's work.
- Invite external speakers to participate in the assembly.

Step 9: Coordinate Post-Survey

- Surveys will be provided by Erie Insurance.
- Coordinate distribution of survey with administration.
- Return completed surveys to the Erie Insurance Home Office.

Step 10: Report Your Success

- Complete an end-of-year summary of all your activities. "End of Year Report" form will be provided by Erie Insurance.
- Include a summary of all your expenses and attach receipts.
- Unused grant funds must be returned to Erie Insurance prior to applying for funding for the following year.
- Apply for additional Lookin' Out funds for next school year!

Timeline

As soon as possible:

Erie Insurance Agent meets with faculty advisor.

Recruit student committee members.

- Identify Lookin' Out activities that will promote safe teen driving.
- Develop grant application to fund activities.
- Fax completed grant application form and required attachments to 814.461.1536.

February:

Public Service Announcement deadline is February 28.

March:

PSA contest winners are announced.

April:

Filming of PSA

May:

Conduct end-of-the-year Lookin' out school assembly.

Complete end-of-year summary and expense report.

Discuss the past year's events and begin planning for next year.

Frequently Asked Questions

1. Is there a deadline to apply for funds?

The Lookin' Out program has a rolling deadline so applications are accepted throughout the year. Funds are subject to availability, and first consideration is given to those schools who plan a full year of activities.

2. How many students should be on the committee?

A great component of the Lookin' Out program is that you can tailor the program to fit your school and students' availability. We recommend 15 to 20 students per school.

3. What if too few students show interest in the program?

Try to find ways to communicate the importance of Lookin' Out. Use the promotional items that are provided to student committee members as an incentive. Use a variety of mediums to promote the program (i.e., bulletin boards, PA announcements, flyers). Work with your ERIE Agent and brainstorm new ideas.

4. What if too many students show interest in the program?

It is the faculty advisor's responsibility to select the committee members. Students that demonstrate creativity, initiative, independence and enthusiasm make the best committee members. Students also need to have time to commit to the program.

5. What should be discussed at the first meeting?

Introductions, then give a brief overview of the program. Once that is finished, students should begin to formulate a plan of activities/events for the year.

6. What is the best time to schedule meetings, and how long and how often should they be conducted?

Every school will vary, but we recommend two monthly, one-hour meetings.

7. How do we know what to do when?

Follow the timeline included in this booklet. **Remember, the most effective Lookin' Out programs schedule Lookin' Out activities every month.**

8. What type of funding is available?

All participating schools are eligible to apply for one grant award of up to \$2,000 per school year. This award can be used to help fund internal activities such as posters, promotional materials, special events, flyers, contests, etc.

Continued

To apply, a student representative from the committee must completely fill out the grant application and include all requested information. Please read over all grant application guidelines listed in the appendix and the grant application. A template is included to assist you in the process. If you have any questions, please contact your ERIE Agent or a Lookin' Out team member (contact number listed below) before submitting your materials.

Schools may also conduct their own fundraisers to help supplement costs for Lookin' Out activities.

9. How do we produce our public service announcements?

Once your committee has determined its campaign elements and ideas, schools may enter the PSA contest. Submit a detailed description of the PSA concept and sample storyboard for a television commercial.

The entry should be a serious piece that alerts teens to one of the risk factors:

- Lack of seatbelt use;
 - Speeding or other reckless driving behavior;
 - Alcohol or drug use;
 - Number of passengers in a car;
 - Distractions (loud music, cell phones, eating, horseplay).
- The **signed** application, along with scripts, storyboards and any other supporting information, must be sent to Erie Insurance's Home Office by the February 28 deadline.
 - Erie Insurance Group reserves the right to edit the submitted PSA concept as necessary to promote a positive message and image for the school, the Lookin' Out program and Erie Insurance.
 - Additional information will be sent to participating schools well in advance of the contest deadline. A panel of judges will evaluate all entries and select one winner.
 - Schools are encouraged to work with Erie Insurance's Lookin' Out team to build relationships with local media, advertising agencies and production companies to produce public service announcements.

10. Who do we contact with questions about Lookin' Out?

You're always welcome to call your ERIE Agent, or contact the Erie Insurance Home Office by calling 1.800.458.0811, extension 7154.

Appendices

- 1.1 First Meeting Agenda Sample
- 1.2 Grant Guidelines
- 1.3 Grant Application
- 1.4 Lookin' Out Participating Agreement
- 1.5 Sample Grant Application Outline
- 1.6 Student Application
- 1.7 PSA Contest Guidelines
- 1.8 PSA Entry Form
- 1.9 Sample Storyboard
- 1.10 Blank Storyboard

Lookin' Out

Sample Agenda for First Meeting

Your ERIE Agent will assist you with the first meeting.

- Welcome by ERIE Agent
- Introductions
 - If the group doesn't know each other or seems shy, use an icebreaker to loosen things up.
- Agent overview of Lookin' Out
- Agenda overview
 - Discuss teen accident statistics, nationally and locally
 - Show past PSAs and discuss Web site
 - Review roles and responsibilities
 - Develop committee roster with names, phone numbers and e-mail addresses, and agree on the best way to communicate
 - Review *Activity Guide*
 - Brainstorm initial ideas for internal and external campaign/discuss timelines
 - Discuss grant application
 - Give a take-home assignment for the next meeting (if necessary)
 - Set next meeting date

Lookin' Out

Grant Application Guidelines

Lookin' Out Goals:

- Reduce auto accidents and resulting deaths involving teens, ages 15 to 19.
- Promote safe driving habits among teenage drivers.
- Educate teens about the risk factors of driving:
 - Lack of seatbelt use;
 - Speeding or other reckless driving behavior;
 - Alcohol or drug use;
 - Number of passengers in a car;
 - Distractions (loud music, cell phones, eating, horseplay).

Eligibility Rules For Grant Funding:

- Funded programs must meet the Lookin' Out goals.
- Funded programs must demonstrate creative expression in a message to teens from teens.
- Funded programs must meet the Lookin' Out program criteria.
- Receipts must be turned in at the end of the year. All unused funds must be returned to Erie Insurance.
- Sample programs eligible for funding are included in this guide.

Funding Restrictions:

- Grant will not fund programs that are copies of an existing program.
- Grant will not fund programs that depict overt use of alcohol or drugs.
- Grant will not fund programs that use obscene language or images.
- Grant will not fund programs for or with other for-profit organizations.
- Grant will not fund transportation to retreats, seminars, etc.
- Grant funding is limited to the purchase of **one pair** of Fatal Vision Goggles per school.
- Grant funding is limited to a maximum expenditure of \$500 for any guest speaker.

Continued

Guidelines:

- Participating schools may apply for up to \$2,000 each from Erie Insurance Group.
- The number of programs that receive funding is limited.
- Full program and budget must be included with the application.
- A list of local media contacts must be included with the application.

Evaluation Criteria:

Quality and creativity of the program

- What is your committee's strategy?
- How will you adapt this program to execute your strategy?
- Explain why this program will be successful in your school.
- Complete and submit a detailed outline of how this program will be implemented. (A sample grant application is included for reference.)

Benefit to audience

- How will the program build awareness of one or several of the teen driving risk factors?
- Provide a summary of how the audience will be reached.

Management

- State clearly defined objectives.
- Set and explain your committee's budget.

Each grant application will be judged with the above criteria in mind. Grants are subject to availability.

Continued

Application Submission:

- Send applications to Erie Insurance Group, Marketing Department, Lookin' Out Grant via mail, 100 Erie Insurance Place, Erie, PA 16530, or via fax, 814.461.1536.

Award Notification and Crediting:

- Grantees will be notified of their awards by their Erie Insurance Agent. Those not funded will be notified at the same time.
- Erie Insurance Group retains the right to publicize information about Lookin' Out and student committee photos through ERIE's companywide publications and Web sites.
- Programs funded through the grant program are required to credit Erie Insurance as a funding source in all promotional materials. The following statement should be included: *"The Lookin' Out program is funded through a grant from Erie Insurance Group."*

Lookin' Out 2009-10 Grant Application

Please type and submit to Erie Insurance, Marketing Department,
Lookin' Out Grant, 100 Erie Insurance Place, Erie, PA 16530, or fax, 814.461.1536

(Grants cannot be used for advertising campaigns, including outdoor boards or TV and/or radio airtime.)

School Name: _____

Contact Person: _____ Agent Representative: _____

School Address: _____

City, State, Zip Code: _____ County: _____

Phone: _____ Fax: _____ E-mail: _____

Grant requesting: \$ _____ (not to exceed \$2,000) Total # of juniors & seniors at school _____

All of the following items must be included to complete the application process.

Project Description. Please provide a **brief** but **complete** description of the program for which this grant is requested. Please include:

- A. Overview of the program including key messages
- B. Explain the program in DETAIL
- C. Timeline for implementation with an explanation of each activity
- D. How the program will be evaluated
- E. Local media information (include address and phone number of local television stations and newspapers that would cover events at your school.) Include your school's newspaper, school district newsletter and communications or public relations contact.

Program Budget Information: Please include detailed information of how the money will be used, and information regarding funding from other sources.

Application Enclosures: Please include the following with your application:

Samples of brochures, articles, sketches, scripts or other materials that you feel will complement this application.

Participating Agreement: All applications must include a signed "Lookin' Out Participating Agreement." See Appendix 1.4.

I hereby certify that all eligibility criteria have been met; that above information is correct; that the funds, if granted, will be used for the purpose described; and that the school will comply with all terms and guidelines for this grant, including acknowledgement of Erie Insurance and/or Lookin' Out in all materials and activities funded by the grant.

Signature: _____ Printed Name: _____ Date: _____
(Committee Member)

Signature: _____ Printed Name: _____ Date: _____
(Faculty Advisor)

Signature: _____ Printed Name: _____ Date: _____
(Erie Insurance Agent)

Agent No.: _____

Erie Insurance Group

Lookin' Out

2009-10 Participating Agreement for

(School Name)

Lookin' Out is designed to build awareness among teens about being safe drivers. It is a *student campaign* where students determine the focus of their program. Erie Insurance Group employees, agents and the faculty members from participating schools are available to assist and oversee the program, but student committee members are ultimately responsible for the strategy that will deliver their safe driving message to the student body.

To be eligible for Lookin' Out, schools must agree to the following requirements:

1. Grant funding is to be used only to support Lookin' Out related activities.
2. All posters, brochures, collateral material and announcements related to the project ***must reference Lookin' Out and Erie Insurance.***
3. No other insurance company or promotional effort sponsored by an insurance company other than Erie Insurance Group may be referenced or represented in activities that are a part of the school's Lookin' Out program.
4. The participating school must follow the guidelines prescribed for administration of the Lookin' Out program, including:
 - a. Recruit a faculty advisor.
 - b. Meet with assigned Erie Insurance agent or employee representative.
 - c. Recruit student committee members.
 - d. Conduct regular committee meetings.
 - e. Develop and produce program activities as stated in your grant application.
5. A complete accounting of the costs associated with the program, as they relate to the grant provided by Erie Insurance Group, must be provided to Erie Insurance at the end of the school year. ***Keep copies of all receipts and document activities with photos, newspaper clippings, etc. All unused money must be returned to Erie Insurance at the end of the school year by June 30.***

I have read and understand the requirements set forth in this Agreement.

Faculty Advisor

Erie Insurance Group Agent/Representative

A signed copy of this Participating Agreement must accompany all grant applications.

Sample Grant Application Outline

Provide a **complete, detailed** description of the program for which this grant is requested, including a timeline for implementation and projected budget.

October: Lookin' Out Drive Safely Signs in Parking Lot

Lookin' Out Committee will put up traffic signs in student/teacher parking lots with safety messages, such as "Buckle Up!" and others.

Signs	\$ 100
Paint	\$ 45
Application equipment	\$ 25
Total	\$ 170

November: "White Out Day"

Lookin' Out Committee acts as "Grim Reaper" and pulls students from class every 30 minutes. Students paint their faces white and must stay silent for the rest of the day upon return.

Face paint	\$ 15
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January: Lookin' Out Coffin

Lookin' Out Committee will build coffin with mirror inside and warning message, "Don't let this be YOU."

Wood supplies	\$ 50
Mirror	\$ 6
Poster	\$ 10
Total	\$ 66

February: Lookin' Out Driving Distractions Posters

Lookin' Out Committee will design and hang posters about driving distractions around school hallways.

Posters	\$ 15
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March: Lookin' Out Dance

Lookin' Out Committee will host a dance with various stations of awareness activities going on.

20 T-shirts with awareness messages	\$ 140
DJ	\$ 250
Total	\$ 390

Continued

April: Lookin' Out Safety Bug

Bug Rental**	\$ 950
Hotel Stay	\$ 80
Total	\$ 1,030

Note: Rental fees vary by state.

April: Lookin' Out Mock Crash

Lookin' Out Committee to stage a crash and bring in ambulance, police, etc. The whole thing will be videotaped. Parents must identify "dead" students, while the "victims" will be taken to the emergency room. The "surviving" student driver is taken to jail.

Ambulance/hospital	\$ 89
Police	\$ 75
Jail	\$ 50
Total	\$ 214

May: Lookin' Out Driving Assembly & Participate in Erie Insurance Prom Campaign

Lookin' Out Committee will show video from mock crash. Victims will discuss the experience and read "goodbye" letters written to parents, and vice versa.

Lookin' Out Committee members will discuss the importance of driving safely.

Lookin' Out Committee will participate in Erie Insurance's "You Hold the Keys" prom campaign.

Summary:

Drive Safely Signs (Oct.)	\$ 170
Dead Day (Nov.)	\$ 15
Coffin (Jan.)	\$ 66
Driving Distractions Posters (Feb.)	\$ 15
Lookin' Out Dance (March)	\$ 390
Lookin' Out Safety Bug (April)	\$ 1,030
Mock Crash (April)	\$ 214
Requesting Grant of	\$ 1,900

Lookin' Out Student Application

(Please complete front and back)

What is Lookin' Out?

- A safe teen driving awareness program initiated by Erie Insurance Group and high school students in response to the escalating number of young people killed and injured in auto accidents every year.
- This program is different because the activities are created *by* students *for* other students.

Facts about teen drivers:

- Auto accidents are the number one killer of teens, ages 15 to 19.
- In 2007, more than 255,000 young drivers were either killed or injured in a motor vehicle accident.
- Newly licensed 16-year-olds have the highest fatality rate of any group of drivers.

What is the purpose of Lookin' Out?

To reduce accidents and save lives by applying positive peer pressure to build awareness among teens about being safer drivers.

Expectations of student participants:

Lookin' Out is a **student** campaign—students decide what they want to focus on, they develop the messages and they design the product. While Erie Insurance and its Agents will assist and oversee the project, the students are responsible for its success.

Students must be able to attend regularly scheduled meetings during the school day (schedule yet to be determined), as well as some after-school or before-school meetings. It does require some extra work, but as long as everyone works together, no one person will carry the burden of the work. Lookin' Out is an important and educational group project, but it can also be a lot of fun.

Personal Information:

Name _____ School _____

Grade _____ Age _____ Licensed driver? _____ If no, why? _____

Legal guardian's name _____

Home phone _____ Home address (include city, state) _____

E-mail address _____

Do you have a job? _____ Hours _____

How many hours are you willing and/or able to contribute to this committee? _____

(over)

Lookin' Out Public Service Announcement (PSA) Contest

Erie Insurance encourages your Lookin' Out committee to develop a Public Service Announcement to achieve the goals of the campaign: saving lives and reducing the number of auto accidents among teens, ages 15 to 19. The creation of a PSA will help publicize safe teen driving messages through a combination of media outlets. Participation in the PSA contest is optional and exclusive to Lookin' Out schools.

The goal of your PSA is to draw attention to one or more of the following teen driving risk factors:

- Lack of seatbelt use;
- Speeding or other reckless driving behavior;
- Alcohol or drug use;
- Number of passengers in a car;
- Distractions (loud music, cell phones, eating, horseplay).

Eligibility Requirements:

- PSA ideas must be submitted with a storyboard (sample enclosed). A storyboard is a visual script designed to make it easier for the director to “see” the shots before they are executed. They are very helpful for explaining the idea to film crew and actors.
- The video or audio message should run no longer than 30 seconds in length.
- Erie Insurance will develop and produce the PSA idea by working with the winning school on casting, filming, recording and editing* the message.
- Entries not following the above requirements are subject to disqualification.

****ERIE maintains the right to edit the PSA as necessary to promote a positive message and image for your school, the Lookin' Out program and Erie Insurance.***

All Entries Must:

- Meet all eligibility requirements.
- Be submitted by the established deadline.
- Be correctly identified as your school's work.
- Include a completed and signed entry form.
- Conform to technical submission requirements.
- Conform to all applicable copyright laws.

Continued

Judging Criteria:

- Message is clear and relevant to the audience;
- Message is of the right tone—not too violent, graphic or humorous;
- PSA concept is safe (does not put anyone at risk or involve breaking any laws);
- PSA can be produced within a reasonable period of time and with nominal resources;
- How impactful will the PSA be to changing someone's driving behaviors or attitudes?

Entry Submission:

All entries are due by February 28. Submit your school's idea for a video PSA along with the completed entry form to:

Erie Insurance Group
Marketing Department
Lookin' Out PSA Contest
100 Erie Insurance Place
Erie, PA 16530

Lookin' Out PSA Contest Entry Form

School Information

School Name: _____

School Principal: _____

Address: _____

Phone: _____ Fax: _____

E-mail address: _____

County: _____

Committee Information

Lookin' Out Faculty Advisor: (Name, position and contact info) _____

ERIE Agent Name: _____

Committee Members: (attach separate sheet with list of names and grades of students)

Committee PSA Idea Summary: (include a copy of your storyboard)—use separate sheet if needed.

We, the undersigned, acknowledge that Erie Insurance Group has the right to edit the PSA concept as necessary to promote a positive message and image for my school, the Lookin' Out program, and Erie Insurance.

Faculty Advisor's Signature/Date

Principal's Signature/Date

Committee Member's Signature/Date

Committee Member's Signature/Date

Agent's Signature/Date

****Applications not signed by the faculty advisor, principal, agent and at least two committee members will not be judged.****

All PSA entries are due by February 28.

Entry submission:

Erie Insurance Group
Marketing Department
Lookin' Out PSA Contest
100 Erie Insurance Place
Erie, PA 16530

SAMPLE
STORYBOARD

Appendix 1.9
"SAD IN THE CEMETERY"
2001 Teen Driving PSA :30



Music fades up and under sounds of kids talking



VO: "Last weekend was great!"



VO: "We played volleyball like we usually do."



VO: "We lost, though, 'cause you weren't there."



Ball is tossed to a kid at net. Continue pan and tilt from kids to the blue sky.



Pan from sky back down to a cemetery where you see girl sitting next to tombstone.



VO: "They're planning a speech in your honor. They asked me to help, but I just couldn't do it."



VO: "I can't even go down that road anymore. We were stupid for trying to pass that car."



VO: "Everyone always thinks, 'It won't happen to me.'"



VO: "I feel like it was all my fault. I'm sorry . . ." (voice trails off)

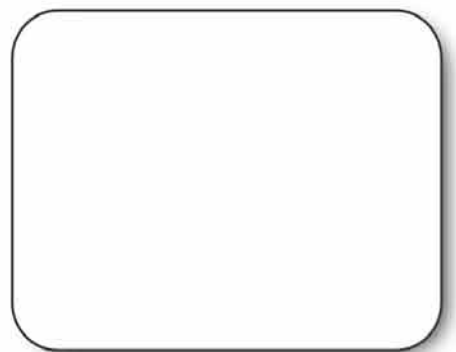


Announcer VO: "Lookin' Out . . . A Special Message from the Erie School District and Erie Insurance Group"



www.erieinsurance.com

BLANK STORYBOARD





Above
all in **SERVICE**SM

Home Office • 100 Erie Insurance Place • Erie, PA 16530
814.870.2000 • www.erieinsurance.com