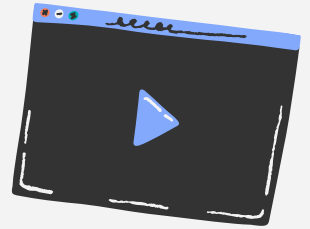
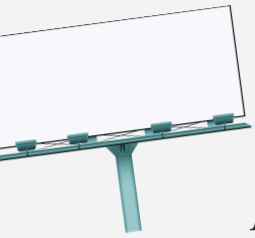




MEDIA CONTEST ANNOUNCEMENT!



Monroe County STOP-DWI and County Clerk Jamie Romeo call on Monroe County, NY High School students to showcase their creativity and impact change with our spring 2026 PSA Contest! Students pick the type of media and the message, we pick the winners and help promote the PSA. The goal with the PSA will be to educate our community on the importance of safe driving choices during what is known as the 100 Deadliest Days of Summer between Memorial and Labor Day holidays! With this we want to encourage safety and not emphasize the past deaths!



HELP US TO ENCOURAGE THE “100 DAYS OF SAFE SUMMER ROADS”

Monetary prizes for the top winners!

Contest submissions at

<https://bit.ly/psacontest100days> due Sun. June 21st!



Monroe County Clerk
JAMIE ROMEO

DMV • PASSPORTS • PISTOL PERMITS



ADAM J. BELLO
COUNTY EXECUTIVE





Monroe County Clerk and STOP-DWI

MEDIA CONTEST RULES

The "100 Deadliest Days" refers to the dangerous summer driving period between Memorial Day and Labor Day! Encouraging & practicing safety on the road is the #1 way to protect those in your community. Help us to flip the script and create media for "100 Days of Safe Summer Roads"!



Theme: All media submissions must reflect the dangers of distractions, impairment by drugs or alcohol, speed or lack of seat belt use while driving.

Judging: All submissions will be judged on originality & creativity (10 points), accuracy of information & statistics sticking with the theme (10 points), clarity & effectiveness of messaging (10 points), quality of writing (5 points), public safety appeal (10 points), production quality (10 points). After submission is approved, we will launch the people's choice award opportunity with your product being shared on social media and voted on by our followers and your own.

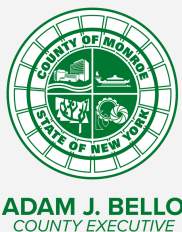
Prizes: There will be prizes for the top winners selected by our judging panel and one people's choice award. In addition, the winners' work will be aired on selected media platform.

Contest Dates: Submissions must be received by 11:59pm on Sunday June 21, 2026. Winners will be contacted by Tuesday, June 23, 2026 and must return correspondence within 48 hours of contact. Be sure to include contact information for summer. Media will air on eligible platforms before September 7, 2026. Prize money will be awarded at a reception in early September 2026.

Eligibility: Contest is open to any Monroe County student enrolled in grades 9 through 12. Monroe County residency required. School staff member must sign off on eligibility and advise on the project. Contestants under age 18 must have parent/legal guardian approval.

Entry Criteria: Media choices may include social media graphics, video or audio (10, 15 or 30 seconds), or other pre-approved ideas. Entries must be the original work of the student(s). Creation must be under adult supervision & cannot violate NYS laws or include unsafe situations. PSA must include "Brought to you by Monroe County Clerk Jamie Romeo & STOP-DWI". Submissions should be in standard media formats and only include copyright-free music, sounds & images of high resolution. Use appropriate language, music, attire and behavior. All crash related statistics must be accurate and recent, and they should be found at <https://www.itsmr.org/traffic-safety-statistical-repository/>. Local is best.

Entries become the property of the Monroe County Clerk's Office, Monroe County Department of Public Safety and STOP-DWI Program. They may be used as a Public Safety Announcement.



Submit entries at
<https://bit.ly/psacontest100>
days or scan QR code!



**Disclaimer: Monroe County shall not be liable for any injuries or damages sustained by any participant in this contest. Participants fully and forever release and discharge Monroe County from any and all claims, demands, damages, rights of action or causes of action, present or future, whether the same be known, anticipated or unanticipated, resulting from or arising out of participation in this event.*