

William Tennent wins Teen Driver Safety Video Challenge

By Kimberly Burton William Tennent High School | Posted: Friday, May 22, 2015 12:15 am

A PSA is defined as “A message in the public interest (circulated) by the media without charge, with the objective of raising awareness, changing public attitudes and behavior toward a social issue.”

For the third year in a row, the Bucks County Transportation Management Agency (along with Comcast) sponsored the Teen Driver Safety Video PSA Challenge, which gives Bucks County high schools the opportunity to produce and submit a 30-second public service announcement about teen driver safety.

Topics could range from speeding to texting behind the wheel to using seat belts. The winning school would receive a \$500 cash grant, and its video would play on Comcast networks.

Participating schools this year were Bensalem, Central Bucks East, Central Bucks South, Central Bucks West, Council Rock North, New Hope-Solebury, Quakertown, Harry S. Truman and William Tennent.

TMA Bucks executive director Bill Brady was very enthusiastic about this year’s contest entries.

“TMA Bucks was really impressed to see how creative and informative each school was in delivering their messages on the consequences involved in driving distracted or not wearing a seat belt,” he said.

The submissions were voted on by our *reality* panelists, and William Tennent, in its second year entering the contest, took the prize.

The winning group included seniors Dan Brady, Alex Shapiro, Anton Valuiskij and Alek Clementson and juniors Matt Kistner, Noah Chast and Justin Benton. The group was assisted by its digital production teacher and mentor, Mrs. Dina McCaffery.

William Tennent has an extensive digital production program that extends to about 100 students in five class periods.

“Probably half of them are serious about it and are thinking about majoring in some form of (communications) in college,” says McCaffery.



The team behind William Tennent's winning safe driver video featured (top row from left) Alek Clementson, Justin Benton, adviser Dina McCaffery, Noah Chast and Dan Brady; (bottom row from left) Anton Valuiskij and Matt Kistner. Not pictured: Alex Shapiro.

At Tennent, there were so many possible entries that there had to be a student vote to determine which video would go to the official contest. The possible PSA entries were played on the morning announcements for the student body to see.

“I think there were a lot of good ones in the school,” Chast says. “I was surprised, but it was close between us and other videos within our school. I think compared to the others, ours stood out.”

The students’ favorite, which featured Tennent basketball players happily walking down a school hallway before fading from the scene one-by-one as a result of distracted driving incidents, was entered into the county-wide contest and just happened to be the *reality* panelists’ favorite, too, officially scoring Tennent the win.

McCaffery’s goals for her students in entering the contest were simple.

“In addition to learning the filming skills, (I hoped) that they would also get the message about not driving distracted and how it can impact their future,” she says. “I know that they worked really hard and they were really serious about all of it. We had a lot of good entries, but I was really happy (with this one).”

When asked if they were surprised about the win, the group gave some silly answers, as well as some serious ones.

“I think when we saw what other videos were put up, we knew what kind of work we put in. We thought it was the best video,” says Brady, who is studying communications at La Salle University in the fall.

Tennent’s PSA will be airing on Comcast networks in the near future, and hopefully it will get its point across to hundreds of thousands instead of just the high school’s student body.

Remember to look out for their video, and don’t forget to wear your seat belt and eliminate texting while driving or driving distracted — you could save a life in the process!

To view Tennent’s winning video, as well as the other contest entries, [click here](#).