

Kansas Press Association

It Can Wait® Editorial Contest

The National Safety Council estimates that texting while driving is involved in 200,000+ vehicle crashes each year, often causing injuries and deaths and new research shows that as many as 7-in-10 people may engage in smartphone activities while driving.

However, there is an opportunity to change this behavior. Ninety percent of teen drivers say they would stop if a friend in the car asked them and 78 percent say that they are likely not to text and drive if friends tell them it is wrong.

The Kansas Press Association (KPA) and local newspapers will sponsor a contest underwritten by AT&T that challenge Kansas middle school and high school students across the state to write an editorial or opinion column highlighting the dangers of engaging in smart-phone activities while driving and encouraging their peers to take the It Can Wait pledge.

Write an editorial or opinion column about the dangers of smartphone driving distractions

- The piece will answer the question, *"Why is it important to take the It Can Wait pledge to keep your eyes on the road, not on your phone?"*
- The piece will highlight the dangers of engaging in smartphone activities like texting, using social media and taking pictures while driving.
- The piece must include the following call to action, *"Take the pledge to keep your eyes on the road, not on your phone at ItCanWait.com."*



Who can participate in this contest?

The contest is open to all students enrolled in any Kansas public or private middle school and high school.

How are entries to be submitted?

Entries may be emailed, mailed or hand delivered.

Who will judge this contest?

Entries will be sent to danstaett@kspress.com or at the KPA office, 5423 SW 7th, St. Topeka, KS 66606. The KPA will then determine the statewide winners.

What is the prize for the statewide winners of both the middle and high school categories?

The statewide prize will include \$500, a tour of the School of Journalism and the KPA Office, and a dinner for the students and their parents with the leadership of AT&T, the KPA annual conference & banquet.

Contest Schedule:

Jan. 11, 2016	Doug Anstaett, Kansas Press Association Executive Director, announces start of Campaign.
Jan. 13, 2016	Contest entry period begins. - Announced by local newspapers in paper and/or directly with schools.
Feb. 25, 2016	Contest entry period ends.
Feb. 29, 2016	Winners announced.

