

Ms. Perla Tabares Hantman, Chair

**SUBJECT: SCHOOL BOARD RECOGNITION OF THE 2011 SENIOR  
HIGH SCHOOL STUDENT SAFETY CAMPAIGN CONTEST  
WINNERS**

**COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL  
RELATIONS**

**LINK TO STRATEGIC  
FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT**

For the past three years, the Miami-Dade County Metropolitan Planning Organization (MPO) has partnered with the School District to promote pedestrian and vehicle driver safety at the senior high school level by co-sponsoring the Annual Senior High School Student Safety Campaign. The Campaign is to include a Public Service Announcement (PSA) and poster contest component. The winning PSA's and posters will be distributed to all District senior high school campuses during the annual National Teen Driver Safety Week, designated by the U.S. Congress as the third week in October.

With the assistance of the Public Schools Community Traffic Safety Team (Public Schools CTST), the School District organized the 2011 Senior High School Student Safety contest among all interested M-DCPS Senior High School students. The contest focused on the dangers of distracted driving, with messages geared to inspire an audience of their peers.

In an effort to maximize student participation, District staff secured a donation from Rick Case Automotive Group, in the amount of \$900, to provide monetary awards for three winners in each category.

#### Contest Winners

The Public Schools CTST judged the entries, and selected six winners; three winners per production category. The submittals were scored for creativity, effectiveness and motivational appeal to inspire senior high school-aged students.

A total of 107 students submitted Contest applications for the safety campaign from the following schools.

- Ronald W. Reagan/Doral Senior High School
- Miami Senior High School
- Hialeah-Miami Lakes Senior High School
- William H. Turner Technical Arts Senior High School
- Hialeah Senior High School
- Young Men's Academy for Academic & Civic Development at Macarthur South

The following students were selected as the top three, per production category:

Poster Contest:

- Anthony Demalas, from Miami Senior High School—First Place Winner (\$175 award);
- Genesis Guardado, from Miami Senior High School—Second Place Winner (\$100 award); and
- Kelvin R. Nuñez, from Miami Senior High School—Third Place Winner (\$87.50 award)

PSA Contest:

- Amanda Borges and Natalie Avellanet, from Ronald W. Reagan/Doral Senior High School—First Place Winners (\$175 award to each student);
- Johanny Hernández, from Miami Senior High School—Second Place Winner (\$100 award); and
- Manuel López, from Miami Senior High School—Third Place Winner (\$87.50 award).

In further recognition of their accomplishment, the students will also be acknowledged at the MPO Governing Board meeting scheduled for May 19, 2011, and their safety messages will be broadcast on WLRN after the regularly scheduled School Board meetings during the months of May, June, and July.

**ACTION PROPOSED BY CHAIR  
PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, recognize and congratulate the winners of the 2011 Senior High School Student Safety Campaign Contest.