

Ms. Perla Tabares Hantman, Chair

SUBJECT: SCHOOL BOARD RECOGNITION OF THE 2012 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 four years, the School District has collaborated with its transportation partners to promote pedestrian and vehicle driver safety by sponsoring the Senior High School Student Safety Campaign, consisting of a Public Service Announcement (PSA) and poster contest, focusing on the dangers of distracted driving.

This year, the Miami-Dade Expressway Authority (MDX) joined the partnership and lent its resources to help capture a larger audience of students. In this regard, MDX donated \$1,000 to provide monetary awards for three winners in each category. MDX also will donate \$5,000 to the schools where the winning students attend (\$2,500 poster and \$2,500/PSA). In addition, MDX secured television spots with WSVN—Channel 7 to broadcast the winning entries. 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.

Contest Winners

Hundreds of entries were received from schools located throughout the District. The Public Schools Community Traffic Safety Team served as the judging panel, 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.

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

Poster Contest:

- Jonnie Piñon from Miami Senior High—First Place Winner (\$250 award);
- Vinh Vo from Alonzo and Tracy Mourning Senior High Biscayne Bay Campus—Second Place Winner (\$150 award); and
- Tacia Diaz from Doral Academy Charter Senior High—Third Place Winner (\$100 award)

PSA Contest:

- Manuel Lopez from Miami Senior High—First Place Winner (\$250 award);
- Antony Alvarez from Coral Reef Senior High—Second Place Winner (\$150 award); and
- Stephan Reese from Robert Morgan Educational Center—Third Place Winner (\$100 award).

In further recognition of their accomplishment, the students also will be acknowledged at the MPO Governing Board meeting scheduled for May 17, 2012, and their safety messages will be broadcast on WLRN—Channel 17 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 2012 Senior High School Student Safety Campaign Contest.