



www.smartdrivede.org

PROGRAM HIGHLIGHTS

2008~ 2009

- **SMARTDRIVE** is a driver education reinforcement program designed to promote better decision making before and during the time that a driver is in a vehicle. It seeks to create a more mature, responsible approach to driving for young drivers. *It is offered to schools and students free of charge and conducted online.*
- **Over 4,000 students in 48 high schools in Delaware and Pennsylvania participated in SMARTDRIVE** during the 2007-2008 school year.
- **SMARTDRIVE** kicks off with assemblies, home room visits, PTA presentations, lunch presentations and other forms of communication designed for the needs of each school and presented by **SmartDrive** staff and volunteers in each school during the early fall or in late December through early January. The presentation style and frequency is at the discretion of each school.
- The heart of the program is a set of four **online** modules -- three for students and one bonus module for parents -- being presented from November 1 through January 31 or January 1 through March 31. Each module, which must be completed by the student and submitted electronically by the deadline, contains written and in-car components. Road rules, judgment and general common sense are all challenged in each module, which is designed to take no more than 2 hours per month. One bonus point judgment call essay -- "The Victory Lap" is requested -- it is done online and graded by SmartDrive staff. *The beauty of this program is that it is presented online and that the program grades and ranks the students and schools among the other SmartDrive students and schools automatically. The students can check how they are doing online. School administrators will also have this ability.*
- **School Participation** is minimal. The program is offered free of charge to all students who have their Driver's license or who are actively in Driver Education programs. We request one school contact person. In our current schools, our primary contacts include school principals, vice principals, school nurses, guidance counselors, librarians, Driver Ed teachers and teachers. We just ask for a point person.
- **Students need an email address and internet access to participate. If a student does not have an email address, SmartDrive will establish one free of charge through yahoo.com.**
- A wide array of prizes and incentives is available for those who participate in and complete the program. Prizes include weekend getaway vacations, theme park and concert tickets, electronics, CDs, gift certificates and more. Winners are selected monthly, and randomly, from those who submit their modules. At the end of the program awards will be given to:
 - The top school -- by percentage of program completers
 - The top student scorer overall
 - The top point achiever per school
 - Monthly -- 1 prize -- such as an I-pod or radio co-hosting gig on our HD station, graffiti radio.com -- will be awarded to a randomly chosen student for simply submitting a completed program
 - Coupons for free stuff and discounts will be given randomly in "**SmartDrive** reminder" emails to students throughout the month.
 - **All students who complete the program will receive an insurance discount*, t-shirt and certificate of completion.**
- Each year we select three schools in each of our three regions; northern Delaware -- New Castle County, southern Delaware -- Kent and Sussex Counties, and Pennsylvania/Maryland as our **SmartDrive Schools of the Year**. In April, the three schools in each region with the highest percentage of students who completed the program will receive a cash prize for their After-Prom Party.
- **SmartDrive** also works with schools and clubs such as YELL to bring driver safety programs to their students. In 2007-2008, SmartDrive presented programs on seatbelt safety, alcohol, aggression and awareness and winter driving. SmartDrive also participated in town meetings, safety and kid's health fairs, Battles of the Bands and school dances to further the message of safe decision making.

Prize Structure for SmartDrive 2008-2009

SmartDrive School of the Year – After-Prom

North – New Castle County

1. First Place -- \$1500
2. Second Place -- \$1000
3. Third Place -- \$500

South – Kent and Sussex Counties

1. First Place -- \$1500 plus
2. Second Place -- \$1000
3. Third Place -- \$500

SmartDrive Student of the Year – North (New Castle County)

Top three point achievers state-wide

1. First Place -- \$4000 Post Secondary Education Scholarship
2. Second Place – Laptop Computer
3. Third Place – Personal Plasma Television

SmartDrive Student of the Year – South (Kent & Sussex)

Top three point achievers state-wide

1. First Place -- \$4000 Post Secondary Education Scholarship
2. Second Place – Laptop Computer
3. Third Place – Personal Plasma Television

SmartDrive Student of the Year—By School

Top Point Achiever per School receives Visa Gift Card

SmartDrive Students of the Month

Three per month chosen randomly based on submitting a completed module – receive HD radio/Graffiti package, IPODS or Concert Tickets

- All Students -- an insurance discount by completion of the program or via free Delaware Safety Council Defensive Driving Course. **(DELAWARE RESIDENTS ONLY)**





COMMITMENT FORM

We _____(student) and _____(parent) agree to participate in the SMARTDRIVE program presented by Delmarva Broadcasting Company, in which our school is participating.

We understand that SMARTDRIVE is intended to improve the driving skills of its participants through reinforcement of driving lessons taught through Delaware's Driver Education Program, and the introduction of additional driving and decision making information to participants.

We understand that we must complete the entire program, including all three (3) instructional modules, in accordance with the established time frames in order to qualify for final prizes and to be invited to the year-end concert.

We understand that Delmarva Broadcasting Company makes no guarantees, either actual or implicit, that every participant will acquire more driving skill upon completion of this course. Furthermore, we indemnify Delmarva Broadcasting Company and all other entities associated with the presentation of this program and hold them harmless from any damages, including physical injury, death or property damage, resulting from the construction and presentation of the SMARTDRIVE program.

Through our signatures herein, we agree to all terms above and any other general or specific terms that may be presented from time to time in the conduct of the SMARTDRIVE program. We acknowledge that we have read and understood this and all other SMARTDRIVE literature made available to us and that we agree to all terms and conditions of participation.

STUDENT

PARENT

ADDRESS

ADDRESS

E MAIL Address

E MAIL Address

SCHOOL/GRADE

Student's BIRTHDATE

Telephone Number

School Mascot
