



RICHARD HARRIS
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FOR IMMEDIATE RELEASE

Local Students Win Big in Richard Harris Law Firm's Second Annual Distracted Driving Video Contest

Palo Verde High School students sweep PSA competition

LAS VEGAS, July 25, 2011—Richard Harris Law Firm recently challenged area students to use their imaginations and create videos about the dangers of distracted driving. After receiving many outstanding entries, the law firm is pleased to announce the first place team as Brad Calder and Ron Paul Gavino, and the second place team as Chaz Clawson, Michael Grogitsky, and Joseph Bulloch. All the winning students came from the same broadcast journalism class taught by Vicki Steffenhagen at Palo Verde High School.

No One Is Safe from Distracted Driving

Brad and Ron Paul put their message in a unique perspective—bomb diffusing. Their PSA shows someone frantically trying to diffuse a bomb when he receives a text message. The PSA explains that no matter the circumstances, people should recognize dangerous situations and act accordingly.

“We think humor is important when trying to reach teens, so we wanted to incorporate humor with a strong message about texting and driving,” Brad said. “Distracted driving is a serious problem, especially for teens, and we think our PSA will make everyone think twice before they grab a cell phone or play with the radio while driving.”

“The PSA contest is perfect because it engages those most affected by this issue—our youth. These students created amazing videos that encourage responsible and safe driving habits.”

Richard Harris
Founder and Attorney
Richard Harris Law Firm

They received a \$1,500 gift card for winning first place, and their PSA will be aired on local television. A donation also will be made to Palo Verde High School on behalf of the law firm.

Although the second-place PSA was filmed in one day, completing the special effects took two weeks and trimming and editing the footage took about three weeks. Chaz, Michael, and Joseph also used a metaphor to help explain the dangers of distracted driving.

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“We thought it would be ironic if someone happened to be driving extremely distracted yet stayed safe, but then crashed when only slightly distracted,” explained Chaz, whose team received a \$500 gift card for winning second place. “We came up with tasks that would seem impossible to do without causing an accident—like shaving, getting dressed, eating a bowl of cereal, etc. Although my character never got into an accident, he was hit by a driver who was only slightly distracted.”

Steffenhagen says she is proud that both winning entries are from her students. “They worked hard coming up with original ideas that would make an impact and it obviously paid off! There were so many great entries from students all over the valley, so I couldn’t be happier for my students and our program. Thanks to Richard Harris for this great contest and rewarding these students for their hard work and, hopefully, getting the message out that safe driving saves lives.”

Watch all of the PSAs at www.RichardHarrisLaw.com/contest.

About the Richard Harris Law Firm

The Richard Harris Law Firm is recognized for more than 30 years of aggressive representation of seriously injured people. The firm is listed in the Bar Register of Preeminent Lawyers, Best Lawyers in America, Multi-Million Dollar Advocates Forum, Outstanding Lawyers of America, and The Verdict Club. For more information, visit www.RichardHarrisLaw.com.

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