

HED: Students Drive Statewide No Drinking And Driving Campaign

For the past ten years, during every high school graduation and prom season, the annual No School Spirits Public Service Announcement contest involves West Virginia students producing alcohol awareness videos.

West Virginia Alcohol Beverage Control Commissioner Fred Wooton said the videos must focus on the dangers of drinking and driving or underage alcohol use.

"This year, we had 53 video entries and over 400 students participating in the program," Wooton said. "We just wrapped up our awards presentation ceremonies, and it's an incredibly tough job to judge those 53 entries."

Wooton said teenagers take the no drinking and driving message to heart - when it doesn't come from adults.

"The focus of those messages is about making good decisions about using alcohol, and the message will resonate much louder when those steered students hear it from their own peers," he said.

Five contest finalists won cash prizes that must be used for a school related event or project. Clay County High school was the \$5,000 grand prize winner last year and used their winnings to build an in-school broadcast and recording studio.

Shady Springs High School won the 2023 Grand Prize. [Their PSA](#) is now playing on TV and radio stations around the state.

Wheeling Central High School placed [second](#) and won \$2,500. Hurricane High School came in [third](#) and won \$1,000. South Charleston High School and Tolsia High School finished [fourth](#) and [fifth](#), each winning \$750.

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HOST: In the midst of prom and graduation season, students are driving a statewide campaign on the dangers of drinking and driving. Randy Yohe has more.

Randy: The tenth annual No School Spirits public service announcement contest had more than 53 teams including 400 plus students producing alcohol awareness videos.

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Wooton Bite: 1:36 “The focus of those messages is about making good decisions about using alcohol, and the message will resonate much louder when those steered students hear it from their own peers.”

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Shady Springs High School was the 2023 first place winner, netting \$5,000. Their PSA is now playing on TV and radio stations around the state.

To see and hear the winning entry, go to our website, [wv public dot org](http://wvpublic.org).