

# CAMPAIGN FOR COURTESY ON THE ROAD



featuring the geeky but lovable mascot and spokes-car...Sheldon

URTHE who controls the ride...

e-note week of 4-28-07

Inside: Anatomy of a Contest: how did each school score in the different categories? What does it take to win? Some tips 4 next year!

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We've tallied our tallies, confirmed our count, figured our figures and...

## WE HAVE A WINNER!

**1<sup>st</sup>** of all...**THANK YOU** to all **36 of you** who sent in Sheldon's Report Card. We'll be spending the next few months thinking about what you have said in preparation for next year's Campaign for Courtesy on the Road...but before I get ahead of myself (not good for a car!), it's time to celebrate the school who will be picking up this little thing we like to call **The 2nd Annual Courtesy on the Road Sheldon Award: the coveted "Shelley."**

Determining the winning school is based on a complex calculation of the following:

- students signed up: 1 point
- magnets in the parking lot during March Magnets: 5 points
- Sheldon Sighting winners: 5 points
- entries into the Road-Tunes and Road-Flix contests: 1 point
- Sheldon's Report Cards submitted: 4 points

This year's winner excelled in just about **EVERY** category, amassing an overwhelming lead that proved insurmountable. While Glenelg High School carried the contest handily last year, with Long Reach coming in a close second...this year's winner, **CENTENNIAL HIGH SCHOOL**, blew away the competition, pulling away from the pack over the past few months. Any school could have caught them even as late as March, but the Centennial students, faculty and administration, never took their lead for granted (you can never tell when a relief pitcher is going to blow the save!!). By the time the last report card was submitted, all that the other high schools could see of CHS was their taillights! We all say congratulations on an incredible response. *More on page 2.*



To celebrate, CHS courteous drivers are invited to

## COURTESY ON THE ROAD NIGHT @ ORIOLE PARK @ CAMDEN YARDS May 22, 2007 Os vs Blue Jays!

All CHS students who have signed up for Courtesy on the Road and are in our database will receive a **free ticket to the game** to enjoy with fellow CHSers. That's **over 260** of your fellow students in a section reserved just for you! You will be recognized for your great job on the jumbotron as guests of the Orioles. Way very incredibly totally cool 4u!!!

Thanks to the Os for their generous contribution of tix!

## BUT WAIT! 2<sup>nd</sup>

this does not spell the end for winning more very cool stuff...because... **Courtesy on the Road**, along with **Chick-fil-A**, the folks who bring you the weekly **Traf-FAQs** (& those yummy chicken nuggets,) is giving away a ton of prizes when

## SHELDON GIVES BACK!

Yesirree, folks, in yet another totally shameless co-opting of pop culture, Sheldon is hosting a party in the Columbia Mall, called (really) **SHELDON GIVES BACK!**

On May 23rd **EVERYONE** is invited to participate in a time of music, fun, food, and—of course—PRIZES! We are going to raffle off a **LIMO RIDE** for u + 9 of your closest friends, an amazing 2-hour **Skid-Car Course** (like the one secret service people ...+ Jack Bauer get to take), tickets for **FALLOUT BOY** at Merriweather Post Pavilion this summer, CDs and DVDs courtesy of 99.5 FM, Restaurant gift cards, movie tickets and lots of other prizes...we'll keep you posted as the list grows each week!

AND mention **Courtesy on the Road**, + **Chick-fil-A** will donate **20%** of your bill toward purchasing signs for HoCo high school parking lots. **Save the date and plan to come:** (more on how to buy raffle tickets—for only \$1 each!—soon!)

May 23<sup>rd</sup>, 5-7:30 pm Chick-fil-A @ the Columbia Mall

# CIVILITY RULES!!!

This week we examine the 6th Rule of Civility from Dr. P.M. Forni of Johns Hopkins University. Just like the letters of C-O-U-R-T-E-S-Y, the 25 Rules of Civility can help you travel YOUR particular road.

## Civility Rule #7 Don't speak ill

"By disparaging those who wronged us we exact our revenge."\*

**REVENGE.** Revenge is scary—on or off the road. Fighting back. Getting even. Settling the score. Every time we answer one wrong with another we escalate a situation. We make things worse.

Road rage is not the hot button it once was. But sexy or not, people are losing their lives in road rage incidents, like the one we documented a couple of weeks back, just one county over. Someone cuts you off. Some idiot tailgates you + flashes his brights on a dark road. You make a mistake and the wronged party leans on the horn and shows you the finger.

Don't engage and don't retaliate. The life you save may very well be your own.

**Dr. PM Forni** is co-founder and current director of The Civility Initiative at Johns Hopkins University and author of **Choosing Civility: Twenty-five Rules of Considerate Conduct**

\* p. 65.

# Anatomy of a contest

So how exactly did Centennial High School earn a place in the annals of Courteous driving? As you will see from the chart below, there are many ways to earn points in our intramural Courtesy on the Road Contest.

Point categories go from the obvious: signing up as many students as possible, to the more subtle: crediting entries in the Road-Flix and Road-Tunes contests. In the Campaign for Courtesy on the Road, the name of the game is **participate + win!** We offer students + schools opportunities to win things small and large, from the **\$200 weekly prize packages** awarded to Sheldon Sighting winners (along with 5 points for your school), to the **Chick-fil-A nuggets** for our Traf-FAQs winners, to the **i-tunes gift card** for our Road-tunes contest and a **Best Buy gift card** for our Road-Flix contest. We even had small prizes for every 5th person to sign up at a school during the tater-tot tour. The only way to totally lose is to totally not enter!

And you can never tell when Sheldon is going to visit your school parking lot and leave coffee or chicken nuggets gift cards on your windshield!



## FINAL STANDINGS 2006-2007

HIGH SCHOOL	Student sign-ups	Sheldon sightings*	March magnets**	Contest entries	Report cards***	TOTAL points
Centennial	269	5/25	26/130	20	9/36	480
Long Reach	180	2/10	8/40	24	4/16	261
Hammond	211	1/5	3/15	6	1/4	241
Wilde Lake	159	2/10	3/15			184
Howard	138	3/15	11/55		2/8	196
Reservoir	128	3/15	11/55		7/28	226
Glenelg	110	1/5	10/50	13	3/12	190
Marriots Rdg.	82	1/5	3/15		1/4	106
River Hill	67	1/5	3/15		2/8	96
Atholton	64	0/0	5/15	8		87
Oakland Mills	57	1/5	3/15		4/16	93
Mount Hebron	49	2/10	3/15		1/4	78

**TOTAL** student sign-ups, Courtesy on the Road for the '06-'07 school year: **1514**

\*total winners/total points

\*\*total entries/total points

\*\*\* total report cards/total points

## Courtesy on the Road in the News

The April 20, 2007 copy of The View newspaper carried a wonderful article on Sheldon, called "Courtesy on the Road Focuses on Positives." You can read it online on our website: [www.courtesyontheroad.com](http://www.courtesyontheroad.com).

alive

# Traf-FAQs

A traf-FAQ is a little-known traffic-related factoid. The first student to e-mail Sheldon with the correct answer, available on our web site, will win 8-pc chicken nuggets from Chick-fil-A at the Columbia Mall.

**Last week's Traf-FAQ:**  
Of the 3,052 crashes in HoCo in '05, 18 were fatal, 1305 were injury crashes and a total of 1908 persons were injured.

**This week's Traf-faq:**  
fill in the blanks  
A record number of \_\_\_\_\_ teens will be eligible to drive once the peak of the "baby boomlet" hits driving age. This will be \_\_\_\_\_ more than were eligible in 2000.

Source: USA Today 3/1/2005 [http://www.usatoday.com/money/autos/2005-02-28-teen-drive-cover-usat\\_x.htm](http://www.usatoday.com/money/autos/2005-02-28-teen-drive-cover-usat_x.htm)

**NOW go to...**  
[www.courtesyontheroad.com](http://www.courtesyontheroad.com);  
then e-mail Sheldon at [info@courtesyontheroad.com](mailto:info@courtesyontheroad.com) with the correct answer and eat for free... on Sheldon!

Traf-FAQs is sponsored by



Eat mor chikn  
Drive mor courteous

Courtesy on the Road, Inc. is a non-profit (501c3) organization. Donations are tax-deductible. 8775 Cloudleap Court, Suite P63, Columbia, MD 21045 [info@courtesyontheroad.com](mailto:info@courtesyontheroad.com) [www.courtesyontheroad.com](http://www.courtesyontheroad.com)

**Donate online:** please help support tis program by going to [www.courtesyontheroad.com](http://www.courtesyontheroad.com) and click on the "make donation" tab.

...and now 4 the student caught being **safe, smart + courteous**—

# the Sheldon Sighting winner of the week

## SARAH CHILDS wilde lake high school

caught driving on Twin Rivers + Gov. Warfield Pkwy  
Check out these sweeeeeet prizes:

- Gift Card to Uno's Chicago Grill**
- Gift Card from Biago's Day Spa, Clarksville**
- Gas Card from Harpers Farm Car Care, Harpers Choice**
- Free Ultimate Car Wash from Dorsey Sunoco, Ellicott City**
- Gift Card to David's Natural Market, Wilde Lake**
- Free Skin Care and Glamour Makeover for you and a friend from Michelle Rucker, Mary Kay Rep**
- 2 free passes to the Columbia Association**
- One dozen donuts from Dunkin Donuts, Clarksville or Scaggsville**
- Free Coffee from Café 10, Clarksville**
- 8-pc Chicken Nuggets from Chick-fil-A, Columbia Mall**
- 2 Convoy in Progress magnets from Follow Me Necessities**
- 1 month FREE Tae Kwon Do lessons for 2 people at Integrity Martial Arts, Savage**

Hey! past, current and future winners! Be sure to thank the businesses that donated your gifts and let them know that you appreciate them supporting Courtesy on the Road!

And as we get into prom/final exams/graduation season (shudder!)...**please** be **C**areful, **C**onsiderate, **C**ourteous, **C**ivil, **C**autious, **C**aring, **C**oncentrating, **C**orrect, and any other important "**C**" as you drive your **C**ar!

Signalling, looking both ways, + pulling out...vroom :)

*Sheldon the **C**ute little car guy*

Proud partner of:

