



24076 F.V. Pankow Boulevard, Clinton Township, MI 48036
www.lc-ps.org · www.facebook.com/lansecreusepublicschools

FOR IMMEDIATE RELEASE
May 7, 2019

Contact: Melissa Tilley
(586) 783-6300 ext. 1207
tilleme@lc-ps.org

Pankow Center Wins Big in Courageous Persuaders Video Contest

CLINTON TOWNSHIP, Mich. – The Frederick V. Pankow Center TV & Broadcast Media program has once again excelled in the Courageous Persuaders video contest.

Courageous Persuaders tasks high school students with creating 30-second PSA-style commercials about the dangers of underage drinking or texting and driving. Noah Hudson-Peralta won the Grand Prize (the competition's highest honor) and \$3,000 for his PSA titled "Was That Drink Worth Your Last Breath," which was produced in collaboration with the Macomb County Sheriff's Department. Noah's piece will be played on local news stations and in Secretary of State Offices to inform the public about the dangers of drunk driving. In addition, the team of Lauren Bayless, Jack Braithwaite and Shane Verkest won the AdCraft Detroit Award and \$2,000 for their PSA "Don't Let Alcohol Take the Wheel"; and Jacob Ashba won First Place and \$2,000 for "Puppet on Strings."

Teacher Michael Kaufman also received the Wall Street Journal Courageous Leader Award for his contributions to the Courageous Persuaders competition and impact on his students. The students nominated Mr. Kaufman themselves, writing: "He continuously pushes his students to do their very best while giving us every chance to succeed. (...) He deserves to win this award because he allows his students to win awards, but he deserves something for everything he has given us" and "I have never seen a teacher who puts in as much time as him. He is there early in the morning and sometimes doesn't leave until ten at night. He cares more about the success of his students than anything. There's nothing he wouldn't do to help you succeed."

The students and Mr. Kaufman were honored at an awards ceremony at Emagine Theatre in Royal Oak on May 1. This marks the second year in a row that Pankow students have captured the Grand Prize, with Shane Verkest taking top honors in 2018.

The Frederick V. Pankow Center is located at 24600 F.V. Pankow Boulevard. For more information, please contact Michael Kaufman at kaufmmi@lc-ps.org. To view the winning videos, visit www.courageouspersuaders.com.

###