



# PASSENGER EMPOWERMENT

## 2023 NRSF PSA CHALLENGE

### CALLING ALL TEEN DRIVERS: THIS OPPORTUNITY IS FOR YOU!

SADD, in partnership with The National Road Safety Foundation (NRSF) wants to empower you to speak up against reckless driving. U.S. roadway deaths are rising at an alarming rate. Just telling people to drive safely isn't enough. We need to do more. We can do more!

Passengers need to play a more active role in their safety and that of others. Passengers need to be empowered to speak up before getting in a vehicle and while in a vehicle if someone is displaying risky behaviors.

To participate in #DrivingSkills101, submit a video telling us your idea for a PSA on how to encourage and empower passengers to advocate for their own safety from a reckless driver. We all have a choice! Tell us your ideas on how people should speak up to stop reckless driving and keep themselves and their families and friends safe.

### ENTRY FORM

[www.SADD.org/nrsfpsachallenge](http://www.SADD.org/nrsfpsachallenge)

### THEME

Passenger Empowerment

### DEADLINE

January 31, 2023

### QUESTIONS?

Contact Presley Connor at  
[pconnor@sadd.org](mailto:pconnor@sadd.org)

Many thanks to the National Road Safety Foundation for sponsoring this contest!



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### WHO IS ELIGIBLE?

- High School students ages 13-19 are eligible to participate.
- You and/or everyone on your team must be registered SADD members in the SADD Portal.
- All submissions must be videos.
- More than one team or individual may apply from a school, but a student may only be on one team or submit one individual entry.
- All entries must be original, youth-created, and content-appropriate.
- You must submit the online entry form along with the YouTube link to your video to be entered to win. All winners' submissions will be recognized at the 2023 SADD National Conference in Washington, DC.
- **NOTE:** NRSF and SADD will not be responsible for any technical, computer, network, typographical, human, or other error, malfunction, or problem in connection with the contest.

### HOW DO I ENTER?

- Create a two-minute or less video telling us your ideas for a PSA on passenger empowerment. **NOTE:** Your video is NOT the actual PSA, just your ideas.
- Upload your video to YouTube and complete the online form found at [www.SADD.org/nrsfpsachallenge](http://www.SADD.org/nrsfpsachallenge); applications received without a video will be disqualified.

### WHAT DO I WIN?

- The top ten submissions/chapter finalists will each win \$250.
- One lucky chapter/submission will win an additional \$2,500 and the opportunity to have your PSA idea professionally produced by an Emmy-winning producer and broadcast on over 150 TV stations nationwide.

### WHO ARE THE JUDGES?

- A panel of SADD and NRSF representatives will judge the entries. Videos will be judged solely on your idea and enthusiasm. Judges need to be able to see and hear your idea so please test your video before submitting it to make sure judges can see and hear your idea.
- **NOTE:** SADD does not permit distracted driving; please do not record your video submission in a moving vehicle.

### BEFORE YOU START, ASK THESE QUESTIONS

- Who is your target audience?
- How do you plan to get your school and community involved in your PSA? How do you plan on sharing this PSA with your school and community?
- Why is this contest important to you?
- How do you plan on getting your message across?

### SUBMISSION TIPS

- Have a quiet place to tape the video without distractions.
- Speak slowly and clearly on the video.
- Record your video with your camera horizontally, not upright.
- Review your video before submitting it to make sure it works.

Submit your entry by January 31, 2023 at [www.SADD.org/nrsfpsachallenge](http://www.SADD.org/nrsfpsachallenge)

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