



Contest Details and Tips

Dangers in the Dark

Driving conditions aren't always going to be perfect, and driving at night can be dangerous and scary. That's why SADD and The National Road Safety Foundation (NRSF) are challenging you to **tell us your tips on driving at night and your ideas on what would make a great *Dangers in the Dark* PSA.**

Enter today for a chance to win \$2,500* and for your PSA idea to be brought to life by an Emmy-winning producer and broadcast nationwide!

HOW TO APPLY

- Create a (2 minute or less) video** telling us your ideas for what would make a great PSA (Public Service Announcement) on the dangers/risks of driving at night. NOTE: Your video is NOT the actual PSA, just your ideas. See *Video Submission Tips* for help.
- Complete the online application (www.sadd.org/need) and upload your video. Applications received without the video will be disqualified.

PRIZES

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

DEADLINE

Applications are due January 30, 2018. Winners will be announced in March 2018.

JUDGING

A panel of SADD and NRSF representatives will judge the video entries. Entries will be judged solely on your idea and enthusiasm, not the video quality. The top ten finalists will each receive \$250**. From those finalists, a first place winner will be chosen.

**SADD does not permit distracted driving, please do not record your PSA's in a moving vehicle.*

***Only SADD chapters are eligible to win. [Click here](#) to register your chapter.*



VIDEO SUBMISSION TIPS

Try to answer the following questions throughout your submission video:

- 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?

The Risks of Driving at Night

- Driving at night is dangerous for all drivers, but that is especially true for teen drivers. In fact, the nighttime fatal crash rate is about four times as high as night as it is during the day.
- Among teen nighttime crashes, 57 percent happen between 9 p.m. and midnight - CDC 2017.
- Reduced road visibility, night vision, glare, animals, fatigue and impaired drivers all contribute to making driving at night more dangerous than during any other time of day.

Not sure of what to say about driving at night? Keep these things in mind:

- Why is it more dangerous to drive at night?
- How do you handle driving in the dark?
- What do people find the most unsettling about driving at night?
- Include reliable facts, statistics, tips and/or laws that pertain to driving at night (see some stats below).
- Did you practice driving at night? What did your parents teach you?
- Make sure your ideas cover who, what, when, where, why and how.
- Make sure your pitch is easily understandable and relatable to ALL chapters.
- Does your state's GDL law allow nighttime driving? Does the law meet best practices and address the real risks teens face at night?

QUESTIONS?

Please contact Elizabeth Vermette, Director of Programs at evermette@sadd.org.



Our many thanks to The [National Road Safety Foundation](#) for sponsoring this contest!

