



**The Nation's Premier Youth  
Health & Safety Organization**



# **# DrivingSkills101**

**Weather the Weather**

**SADD + NRSF**





# Weather the Weather Contest

Driving conditions aren't always going to be perfect. Whether it's rain or snow, we have to learn how to drive safely through it all. That's why SADD and the National Road Safety Foundation (NRSF) are challenging you to tell us how you "Weather the Weather" in your cars during bad conditions.

***Enter today for a chance to win \$2,500 and for your idea to come to life in a PSA about weathering the weather – made by an Emmy-winning producer and broadcast on over 200 TV stations nationwide!***

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## **APPLYING IS EASY:**

- Fill out the application below.
- Create a (2 minute or less) video on your cell phone or camera with your chapter telling us your ideas for a PSA on driving in bad weather.
- **Submit BOTH the application and video to [info@sadd.org](mailto:info@sadd.org) by January 30, 2017.**

## **JUST REMEMBER:**

- You must be a registered chapter to participate in the contest. Not registered? Click [here](#)!
- DO NOT shoot contest videos in a moving vehicle. Such videos will be immediately disqualified.
- Submission without both the application AND video will be immediately disqualified.





# WEATHER THE WEATHER APPLICATION

Chapter Name:

Chapter Address:

Advisor Name:

*(If not the Advisor, please list who will represent the chapter)*

Advisor Cell Phone:

Advisor Email:

School Name:

Principal Name:

School Address:

School Phone:

How did you hear about the contest?

**PLEASE SUBMIT ALL APPLICATIONS AND VIDEOS TO  
[INFO@SADD.ORG](mailto:INFO@SADD.ORG) BY JANUARY 20, 2017.**

Have trouble submitting videos? Contact Rick Birt at [rbirt@sadd.org](mailto:rbirt@sadd.org).





# CONTEST DETAILS + TIPS

## PRIZES

- The top ten chapter finalists will each win \$250.
- One lucky chapter will win an additional \$2,500 and see their idea come to life in a PSA about weathering the weather, produced by an Emmy-winning producer!

## DEADLINES

All applications are **due by January 30, 2017**. Winners will be announced in April 2017.

## JUDGING

Submitted videos detailing chapter ideas for a Weather the Weather PSA will be judged by a panel of SADD and NRSF representatives. The panel will judge **solely on your idea and enthusiasm, not the video quality**. The top ten selected chapter finalists will each receive \$250. From those finalists, a first place winner will be chosen. The first place chapter will win an additional \$2,500 and have their idea professionally produced in a PSA that will broadcast on more than 200 TV stations nationwide.

## QUESTIONS?

Please contact Rick Birt, Executive Vice President of SADD, at [rbirt@sadd.org](mailto:rbirt@sadd.org) or 508-481-3568 ext. 248.

# GOOD LUCK!

(FIND TIPS FOR YOUR SUBMISSION VIDEOS BELOW)





## **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?

## **Not sure of what to say about driving in bad weather during submission video?**

*Keep these things in mind:*

- How do you handle bad weather?
- What is expected of the driver and/or passenger in bad weather?
- What do people find the most unsettling about driving in bad weather?
- Include reliable facts, statistics, tips and/or laws that pertain to bad weather.
- Make sure your ideas cover who, what, when, where, why and how.
- Make sure your pitch is easily understandable and relatable to ALL chapters across the country.

