



IOWA
STATE ASSOCIATION

Safe Driving PSA

Event Details: (Level 1, 2, or 3. This is an individual event)

Directions: Iowa Governor's Traffic Safety Bureau PSA Contest

Mission: Create a video PSA that is 30 seconds

Audience: Teen Drivers in Iowa

Topic: Dangers of Distracted Driving

How: Use resources and information found at:

[Distracted Driving Dangers and Statistics](#) | [NHTSA Traffic Safety Advocate](#) |

[Iowa Department of Public Safety](#)

Deadline for entries is September 30, 2022.

Follow [this link](#) for contest rules and to submit an entry.

Identification: Make sure the entry is labeled with member name, chapter, and level.

Submission: Turn in a paper with the URL or YouTube link and the identification of the member name, chapter, and level at the registration desk at the Fall Leadership Rally.

	Incomplete	Does not meet expectations	Somewhat meets expectations	Meets expectations	Exceeds expectations	Points
Meets time and format requirements	1-2	3-4	5-6	7-8	9-10	
PSA is effective at reaching teens	1-2	3-4	5-6	7-8	9-10	
Topic: Distracted Driving is included	1-2	3-4	5-6	7-8	9-10	
Utilizes effective data and information	1-2	3-4	5-6	7-8	9-10	
PSA is creative and visually appealing	1-2	3-4	5-6	7-8	9-10	
Overall Impression	1-2	3-4	5-6	7-8	9-10	
Total Points Possible 50						
Ranking (complete after scoring)						
Comments:						