**OMB Control No. 2127-0682**

**Expiration Date 04/31/2018**

**Moderator’s Guide Story Boards**

**OMB Control No: 2127-0682: Focus Groups for Assessments of Advertising Concepts Supporting a National Awareness Campaign to Reduce Speeding**

Enforcement Storyboards:

* LowRider: <https://drive.google.com/file/d/0B5d2MPWv61cybWhlWTNaT2lzR0k/view?usp=sharing>
* NoExcuses: <https://drive.google.com/file/d/0B5d2MPWv61cyY1dodVA5eEZVMFk/view?usp=sharing>
* ProfessionalDriver: <https://drive.google.com/file/d/0B5d2MPWv61cyM09UQ3ZHS2V1Y2M/view?usp=sharing>

Social Norming Storyboards:

* LifeFlash: <https://drive.google.com/file/d/0B5d2MPWv61cybHpJMHpFQWN5WUk/view?usp=sharing>
* Speedometer: <https://drive.google.com/file/d/0B5d2MPWv61cyTktDWlJYN2Y3Qlk/view?usp=sharing>