

Develop Your Argument

In 1983, the way Americans viewed drinking and driving changed forever.

"Friends Don't Let Friends Drive Drunk." This public service announcement (PSA) was created as part of a campaign to empower Americans to take a stand against drinking and driving.

The drunk-driving prevention campaign describes the tragic consequences of drinking and driving by showing two glasses of alcohol smashing together. As the glass shatters, the powerful sound of shrieking brakes transports the viewer to the scene of a car crash.

In the early 1980s, drunk drivers accounted for 50 percent of automobile fatalities. Alcohol-related traffic deaths reached a low in the late 1990s, but the number of deaths has been rising ever since.

How would you develop a campaign to prevent those who have been drinking alcohol from getting behind the wheel? Complete the outline below to develop your argument.

Topic: _____

Story description: _____

Simple, memorable slogan: _____

Spokesperson or character: _____

What the audience will see (visuals):

What the audience will learn: _____

Research and Write

Choose one of the following public service announcements. Research and write an essay describing why the campaign was developed and whether it was successful. Visit www.adcouncil.org for more information about these PSAs.

1. "Truth: The Anti-Drug" (Partnership for a Drug-Free America)
2. "Iron Eyes Cody" (Keep America Beautiful)
3. "A Mind Is a Terrible Thing to Waste" (United Negro College Fund)



Motor vehicle crashes are the leading cause of death for American teenagers.*

Your voice matters and your actions can make a difference. First, create a public service announcement that encourages teens to be seat belt smart. Then, mail it in for a chance to see it broadcast nationally on TV! All entries must be postmarked by May 3, 2005. Ask your teacher for details.

*Source: NHTSA (National Highway Traffic Safety Administration)