

Convince Your Audience

You have news for millions of teens across the country—but how do you present it, and where do you start? Take a hint from the best music video directors and sketch out some storyboards! You don't have to be an artist; just create a rough sketch of what the viewer will see. It's an easy way to try out different versions of presenting your message. Here's how it works:

- BRAINSTORM** Write a list of the things that make talking on a cell phone while driving dangerous. Include the reasons that teens might do it anyway.
- DECONSTRUCT A SITUATION** Imagine a specific situation in which you might use a cell phone while driving. Name three specific things you are doing. Do you see a traffic light or stop sign? Children? Now imagine you are near your destination. Where are you going and why?
- IMAGINE** What storytelling elements, such as dialogue, characters, slogans, or music, can you use to help persuade teens to change their behavior?
- ORGANIZE** Write ideas for scenes that tell the strongest, most memorable story.
- PLAN, WRITE, DRAW** Complete the storyboard below.

STORYBOARD

Title: *Distraction in Action*
Subject: *Using cell phones when driving*



Scene Description: *Teenage girl pulls out of a parking spot on a city street while dialing a cell phone with one hand.*

Music/Sound Effects: *Honking horns, engine, cell-phone dial tone, car radio playing*

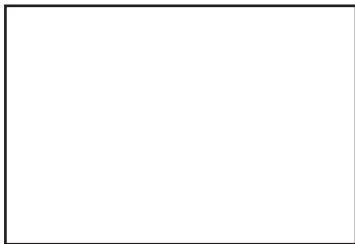
Dialogue: *"Tom? Why didn't you call me last night?"*



Scene Description: _____

Music/Sound Effects: _____

Dialogue: _____



Scene Description: _____

Music/Sound Effects: _____

Dialogue: _____



Scene Description: *Quick shots of flashing ambulance lights, several crying teenagers, cell phone on the ground*

Music/Sound Effects: *Sirens, crying, soft/had music*

Dialogue: *(VOICE-OVER) Drive now. Dial later.*



Someone is killed in a crash every thirteen minutes.*

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 5/3/05. Ask your teacher for details.

*Source: NHTSA (National Highway Traffic Safety Administration)