

Did You Know...

Student Reproducible

FACTS TO CONSIDER

1. Teens who don't wear seat belts are breaking the law—in all 50 states.*
2. Motor vehicle crashes are the leading cause of death for American teenagers.*
3. Drivers aged 16–19 have the highest crash rate per miles driven. The rate is four times higher than that of all other age groups combined.*
4. Someone is killed in a car crash every 13 minutes.*
5. In 2003, more than 5,000 teens died in auto accidents; two-thirds of them were not wearing safety belts.*
6. 32% of teens believe their peers don't buckle up because they feel seat belts are uncool.**
7. 30% of teens believe their peers don't buckle up because they feel seat belts are uncomfortable.**
8. Most teens know of a friend or relative who has been in an auto accident who benefitted from wearing a seat belt.**
9. Statistics show that people increase their chances of surviving a crash by 50% if they wear seat belts.***

* NHTSA (National Highway Traffic Safety Administration)

** Volkswagen of America informal poll

*** New Hampshire Chiefs of Police Association

FILMMAKER'S GUIDE

Filming: Most cameras have either square or rectangular viewfinders. To transfer your storyboard sketches to film, check that the shape of each storyboard frame is similar to that of the viewfinder on your camera.

Storyboards: Approach your PSA in small steps by filming each storyboard frame separately. It may be necessary to film the same scene several times until the lighting, sound, and performances are perfect.

Lighting: Sunlight, lamps, and flashlights can have a huge effect on a film, but remember to keep the lighting consistent. For example, if your actors are five feet from a light source in one scene, make sure that they are not standing ten feet from it in the next.

Cameras: Your PSA should be filled with energy and movement, but keep the camera steady. For example, you can show movement by having an actor run toward a stationary camera.

Actors: When scheduling time with actors, arrange for two blocks of their time so you can do initial shooting, edit your film, and then go back for additional shots.

Color: Use vibrant colors and textured fabrics in order to capture the audience's attention.

RESEARCH RESOURCES

Automobile Association of America
www.aaa.com

Federal Motor Carrier Safety
Administration
www.fmcsa.dot.gov

Insurance Institute for Highway
Safety, Highway Loss Data Institute
www.hwysafety.org

National Center for Injury Prevention
and Control
www.cdc.gov/ncipc

National Highway Traffic Safety
Administration
www.nhtsa.dot.gov

National Institute of Child Health
and Human Development
www.nichd.nih.gov

National Safety Council
www.nsc.org

U.S. Department of Transportation
www.dot.gov

PERSUASIVE WRITING TIPS

1. Present your opinion clearly at the beginning and end of your PSA.
2. Consider why others might disagree with your opinion, and present a counterargument to their disagreement.
3. Research how your audience feels about your topic.
4. Appeal to your audience's emotions.
5. Use a catchy slogan to help your audience remember you and your message.