

# Passenger Empowerment: Speaking Up for Safe Driving Creating a PSA



## INTRODUCTION

In this lesson, students analyze tactics used to design and deliver effective PSA messages and then apply what they learn to create their own PSA scripts for the **2023 Drive2Life PSA Contest**. See the Contest Overview, Entry Form, and Official Contest Rules at [ymiclassroom.com/drive2life](https://ymiclassroom.com/drive2life) for details on the contest theme and entry requirements.

## TARGET AUDIENCE

Students ages 13 to 19 in grades 6–12

## OBJECTIVES

- Analyze tactics used to design and deliver effective public service announcement (PSA) messages and assess the desired behavior change
- Create scripts for informative PSA videos that incorporate research from multiple sources, engage the intended audience, and use various communication techniques to express a clear, accurate message that empowers passengers to speak up for safe driving

## PROGRAM COMPONENTS MATERIALS NEEDED

The following materials are available at [ymiclassroom.com/drive2life](https://ymiclassroom.com/drive2life):

- This one-page teacher's guide
- Copies of sample student PSA scripts for students to share:
  - A Regrettable Action
  - One Decision
  - Not So Funny
- Computer with Internet access to view sample PSAs at [nrsf.org/resources/psas](https://nrsf.org/resources/psas). [**NOTE:** Review videos to determine whether they are useful for your group before sharing them with students.]

## LESSON DIRECTIONS

1. Introduce students to the idea of a public service announcement (PSA). Explain that a PSA is designed to reach a specific group with a message that will change the group's behavior. Then ask: *How much impact can a PSA have on our behavior?*
2. As a class, watch and discuss some effective PSAs. Share the NRSF PSAs with the class, or search for other current PSAs.
3. For each PSA, identify the message and discuss: *What tactics were used to communicate the message? Do the PSAs use positive reinforcement to encourage positive behavior or change?*
4. Tell students that they will be creating their own scripts for a 30-second PSA video to empower passengers to speak up for safe driving.
5. Distribute copies of the sample PSA scripts and discuss the content and format as a class.
6. Then have each student write a script not more than two pages on 8.5 x 11-inch paper for a 30-second PSA video to enter in the **2023 Drive2Life PSA Contest**. **Remind students that storyboards or videos cannot be submitted as contest entries, only scripts.**



[nrsf.org](https://nrsf.org)

# A Regrettable Action

Video	Audio
<p><b>SHOT FROM PASSENGER SEAT TEEN GIRL DRIVING WITH BOTH HANDS ON WHEEL AND BELTED</b></p> <p><b>WEARING A BLOUSE BUTTONED ALL THE WAY UP WITH HAIR NEATLY TIED BACK</b></p> <p><b>2 seconds</b></p>	<p><b>Classical Music</b></p>
<p><b>SHOT FROM DASHBOARD FACING THE REAR TEEN GIRL DRIVING WITH ONE HAND BARELY ON THE WHEEL WHILE TENDING TO FRIENDS IN BACK SEAT AND REACHES INTO PURSE TO ANSWER CELL PHONE</b></p> <p><b>WEARING A SCOOP NECK SHIRT AND HAIR DOWN, ATTRACTIVE</b></p> <p><b>2 seconds</b></p>	<p><b>Loud music with friends talking and cell phone ringing</b></p>
<p><b>SHOT FROM PASSENGER SEAT TEEN GIRL DRIVING WITH BOTH HANDS ON WHEEL AND BELTED</b></p> <p><b>2 seconds</b></p>	<p><b>Classical Music</b></p>
<p><b>CLOSE UP ON FACE TEEN GIRL WITH ONE HAND ON THE WHEEL ANSWERS THE PHONE</b></p> <p><b>2 seconds</b></p>	<p><b>Loud music with friends talking having a conversation on cell phone "We'll be there soon"</b></p>
<p><b>SHOT FROM BACK SEAT, ABLE TO SEE DRIVER AND STOP SIGN TEEN GIRL WITH TWO HANDS ON WHEEL COMES TO A STOP AT AN INTERSECTION</b></p> <p><b>2seconds</b></p>	<p><b>Classical Music</b></p>

<p><b>CLOSE UP OF HAND, TEEN GIRL WITH ONE HAND ATTEMPTS TO PUT CELL PHONE BACK IN PURSE</b></p>	<p><b>Loud music with friends talking</b> 5</p>
<p><b>2 seconds</b></p>	
<p><b>SHOT FROM BACK SEAT, ABLE TO SEE DRIVER AND STOP SIGN TEEN GIRL WITH ONE HAND GOES THROUGH STOP SIGN AT INTERSECTION WHILE LOOKING OVER SHOULDER LAUGHING</b></p>	<p><b>Loud music with friends talking/laughing</b></p>
<p><b>2 seconds</b></p>	
<p><b>SHOT FROM BACK SEAT OVER THE SHOULDER SHOT OF FRIEND POINTING AND YELLING TO STOP</b></p>	<p><b>"Look out!"</b></p>
<p><b>2 seconds</b></p>	
<p><b>SHOT FROM THE OUTSIDE OF CAR FROM DRIVER'S LEFT SIDE CLOSE UP ON TEEN GIRL WITH TWO HANDS ON WHEEL SURPRISED FACE</b></p>	<p><b>Classical Music</b></p>
<p><b>2 seconds</b></p>	
<p><b>FADE TO WHITE</b></p>	<p><b>Screeching tires</b></p>
<p><b>3 seconds</b></p>	
<p><b>FADE FROM WHITE TO FOGGY EFFECT DISTRACTED TEEN GIRL TALKING TO POLICE OFFICER WITH FRIENDS AROUND</b></p>	<p><b>Muffled sirens and conversations Heavy breathing</b></p>
<p><b>3 seconds</b></p>	

**FADES TO BLACK SLOWLY AND VERTICALLY  
APPEARS THAT EYES ARE CLOSING**

**Sounds fade out**

5

**3 seconds**

**BLACK SCREEN WITH WHITE TEXT  
"THAT DISTRACTION IS NOT WORTH A  
REGRETTABLE ACTION"**

**3 seconds**

**Narration**

**"That distraction is not worth a regrettable  
action"**

## ONE DECISION

Fade in:

A teenager (male or female) is standing on the side of the road. He/she has an arm sling, and shows other signs of injury. It's cloudy, and all is quiet. A white cross covered with flowers can be seen in camera view. Remnants from a long-ago accident are still present. Camera zooms in on the teen's face, as he/she looks up and somberly stares straight at the lens. Off-screen, the teen speaks:

"They say one decision can change a life forever."

White flash.

-All shots from this point onward are in reverse. Sounds of the cars and vocals are played normally, but faded with a slight echo.-

White flash to the backseat of a sedan looking out the windshield. The teenager from before is in the passenger seat, and his/her friend is the one driving. The driver has an open cellphone in his/her hands, texting, over the wheel.

The shot (black and white) is a freeze frame, with the center of the sedan inches from the front corner of a tractor trailer. Slowly, increasing in speed, the scene progresses backwards until the truck can be seen 20 yards away. The sound of brakes and a horn can be heard. The passenger at this point is pointing at the truck, and the sedan is in the middle of the road.

Camera switches to the passenger, with a frightened expression, pointing at the truck ahead. Her mouth moves in reverse, but we hear her faded echoey scream.

"Look Out!"

Time still reverses, and color is slowly starting to return to the scene. She reverses a double-take, and is no longer pointing. Her view is on the driver, with a concerned look. Background ambient sound should start building up until climactic point.

Camera is on the driver, who looks up from the phone after finishing a smirk. His mouth moves, and we can hear his faded voice:

"Amanda says 'hey'!"

The driver looks at the phone a moment, and presses a button and closes it.

Camera is on the passenger now, looking at the driver with a confused expression, then turning to face the road ahead.

The scene is almost back to full speed now, and color is almost fully returned, but it is still in reverse. Camera is on the two as the driver begins to put down the phone.

We can see between the two seats, eye-level close up on the phone as the driver places it between the two. All color is back, the scene is in normal time, and the phone buzzes/rings to signal a new text message.

Our view focused on the passenger, he/she suddenly turns and looks down at the phone, hesitant. Off-screen we hear their voice clearly:

"I made my decision."

Back in the scene, the passenger says:

"Let me get that. You shouldn't worry about it."

and reaches for the phone.

The passenger looks up and smiles. The driver smiles back.

Fade out.

With black (or Blue/White) screen, show possible NRSF logo on bottom with the words "Prevent Distracted Driving" or any variation thereof.

If possible, have the passenger's voice-over read these words.

For a 15 second option, have the entire pre-crash scene in a quick, unchanging reverse. Do not include the passenger's thoughts or the scene that takes place months later.

# NOT SO FUNNY

The Treatment:

*Visual of two teenage girls walking side by side on a sidewalk. One is texting on her cell phone and the other (on the right) is putting on mascara in a hand-mirror with a cell phone cradled to her ear, all the while chatting with each other.*

*The girl on the right then walks straight into a utility pole, knocking her off her feet. She sits looking stunned while the other laughs loudly at her saying "Oh my God Sarah, that's soooo funny! Ha ha ha ha etc."*

Fade to black, girl still laughing.

(in white words):

"Funny."

Fade in:

*Repeat visual of the girls doing exactly the same, except one is driving a car and the other is in the passenger seat.*

Fade to black and quiet.

*Sound of horrific crash, a few silent seconds, and girl frantically yells "Sarah? Sarah?!" (played in echoed voice and fades out to silence).*

Fade to black.

(in white words):

"Not so funny."

Words fade out then words fade in:

"Sponsored by The National Road Safety Foundation (NRSF) and NOYS.

- end -