

Young Driver Video PSA – Script and Filming Guidelines

For this month’s project we’ll be working together to create a PSA encouraging young drivers to make safe driving decisions. We’ll do that by showing young drivers committing to behaviors that counter the factors most frequently involved in fatal crashes.

The video will feature a different young driver for each line of the video, along with all of them saying the final line (which will get edited together with all of them). Each participant will say their own line in one take, and the final line in another take.

Sign up for a line by opening the [sign-up document](#) in Teams and putting your name next to the line you’re going to film. Note: If you volunteer for line 7, please use a young driver who is at least 21 years old. We don’t want to imply that underage impairment is okay as long as you’re not driving.

Line #	Script
1	Washington is a great place for an adventure
2	And wherever I go, I’m making sure I get there safely
3	I’m always wearing my seatbelt
4	I’m putting away my phone to avoid distractions
5	I’m keeping my speed within the limits
6	I’m watching out for people walking and riding bikes
7	And I’m never driving impaired
8	I know drivers my age are at higher risk for crashes
9	and I’m doing my part to change that
10	Together, we can make this an amazing summer (spoken by all participants)

Filming Guidelines:

Format: Since we’ll all be contributing to one video, it’s important that we capture video in the same format; shoot the video holding your phone horizontally so the result is wide screen – not tall and skinny.

Framing: Have your subject fill the frame somewhere around the mid shot to medium closeup as seen in the image to the right.

Audio: Choose a location with minimal background noises and, if you’re shooting outside, avoid windy days. Use an external mic if you have one.

Timing: Start recording a few seconds before your subject says their line and allow a few more seconds before stopping the recording. That’ll help when it comes time for editing.

Submit: Send your videos to ddahl@wtscwa.com by June 8th. Include the name of your talent and the city they live in.

SHOT SIZE

