

Holiday Impaired Driving Video PSA

For this month's project we'll be working together to create a PSA encouraging drivers to always drive sober, plan to get home safely, and remind their friends to be safe too. The video will feature a different person for each line of the video (for those of you who were here in 2021, it's a similar concept the young driver video we did:

<https://youtu.be/EjO17PkscI>).

If it's been a while since you've shot video, check out the Video Production Refresher document. It also has a link to the video training we received from Kelly Guenther at the Guenther Group.

How to participate

Email me and let me know you're in. This is important because the project depends on at least eight participants to make this work. If we get more than eight participants (and I hope we do) I'll edit two versions of the PSA and you can use the one that includes the person from your region.

Choose someone in your community to be your on-camera talent; it could be a law enforcement partner, emergency responder, community leader, or resident in your region. Consider working with a person from a minority demographic so that our final product has diverse representation. Since the topic of the video involves the possibility of consuming alcohol, your talent should be at least 21 years old.

Have your talent deliver the full script directly to the camera, one line at a time, with a bit of a pause before and after they speak the line. That will allow all the lines to be edited together smoothly for the final version. They don't need to memorize the entire script; they can look at it in between lines to remind themselves of the next line. Even though the final version of the PSA will have only one line from your talent, I'd like to have them do all the lines so there are options on how to edit together the video.

Send me your video by December 9th. I'll edit it and have it to you by December 14th so you can share it as holiday celebrations begin in earnest.

Script

During the holidays, and every day,

let's commit together to always drive 100 percent sober.

If an event includes anything that can impair driving, be sure to plan ahead,
because a good celebration starts with a strategy to get back home safely.

That might include choosing a sober designated driver,
calling a ride, or giving a friend the couch for the night.

Join me, and so many others in our commitment to always drive sober,
and remind our friends and guests to stay safe, too.