

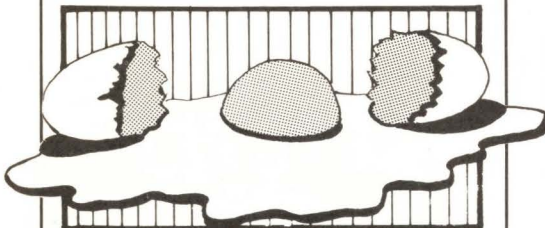
New TV

The U.S. Department of Transportation has begun a busy schedule of highway safety television spot releases.

- The July release of "55 saves lives" to all television stations marked the first wave of a new speed limit campaign of that theme. Support materials will include radio spots, billboards, table tents, bumper stickers, bill stuffers, etc.

- "A whole new ballgame" demonstrates passive restraints and tells about legislation that will improve occupant safety. This spot was released in August to top 100 market stations.

- "Safety belts prevent headaches," which shows a test dummy crash, was released in September. This spot tested NHTSA's new arrangement

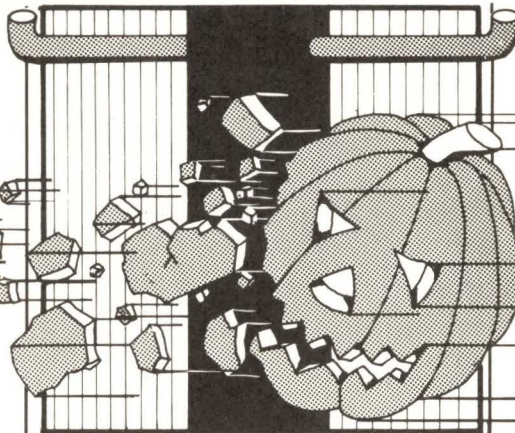


with 26 Governor's reps to place state tags on the spots. Stations in states not participating in the localizing received spots directly from USDOT.

- A re-release of "Poker" and "Painting class," popular alcohol spots, will happen this fall.

- A new "friend" alcohol spot will be released around the Christmas holidays. Three other "friends don't let friends drive drunk" spots are planned for release in 1979.

- Two safety belt spots, "Pumpkin" and "Egg," are being readied but release date is unknown. Originally released in Canada, the spots show what happens to unrestrained humans in a crash by



using less offensive substitutes. State tags will be added.

EARS

Tennessee has its EARS on. That's Emergency Aid Radio System, a citizen band monitoring service for motorists who need assistance or who have emergency information to pass on.

EARS is the statewide linkup of such local groups as REACT and ALERT and individuals providing channel 9 contact with state and local agencies.

To market EARS, a "modulating" raccoon appears on a windshield sticker and on a brochure that folds out to signal help in emergencies.



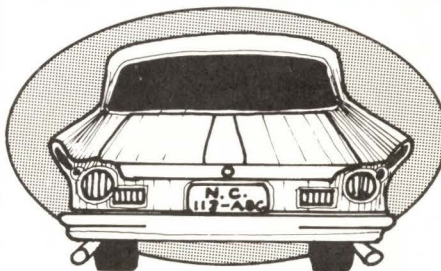
For more information, write Mike Ellis, Highway Safety Planning Division, Suite 950, Capital Hill Bldg., 301 Seventh Ave. North, Nashville, TN 37219.

Region 4 meets

Mississippi's sound and slide presentation on plans for a 55 MPH campaign stole the show when Governor's reps and public information specialists from eight southern states met in Banner Elk, N.C. August 1-8.

Diane Lindsay and her ad agency, Lott/Spruill, Inc., showed radio, TV and print ideas which have been developed for a campaign based on recruiting "believers" to drive 55 and invite others to do so. Campaign theme: "I believe."

The session, held in the mountain resort area of North



Carolina, featured several speakers from outside Region 4. Charles Althafer, Bureau of Health Education in Atlanta, discussed highway safety behaviors in the context of "lifestyle" improvements. Dave Shinn, Michigan Secretary of State's office, presented a child restraint program which involves activities with organizations and commercial firms throughout his state. Dwight Fee and Jud Vaughn presented NHTSA's current campaign activities and plans.

The meeting, held at the request of the Governor's reps by Tom Enright, deputy regional administrator, included North Carolina, South Carolina, Alabama, Tennessee, Kentucky, Georgia, Florida and Mississippi.

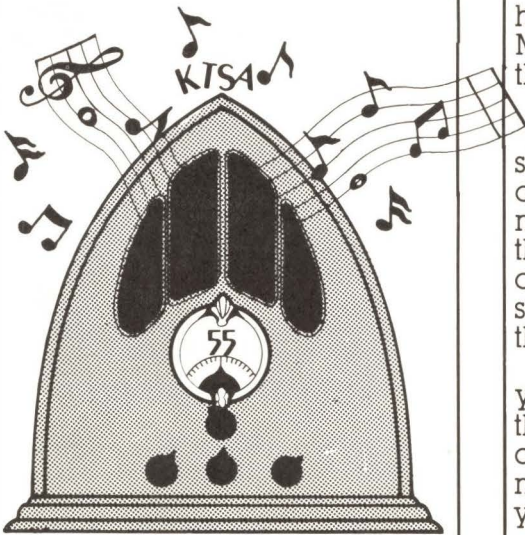
Dial/drive 55

Radio 55 has driven 55 for 55,000 miles.

This spring, San Antonio's KTSA radio station joined the San Antonio College traffic safety center to promote its 55 kilohertz frequency and the maximum speed limit.

A local Subaru dealer donated a Brat (chosen for its high EPA rating) truck which was driven 24 hours a day around the high speed loop that circles the city. Volunteer drivers drove the truck until it reached 55,000 miles—52 days later!

The traffic safety program office arranged for volunteers. "We had our nervous moments," said Ed Johnson, of the center, whose job it was to arrange for round-the-clock four-hour shift drivers.

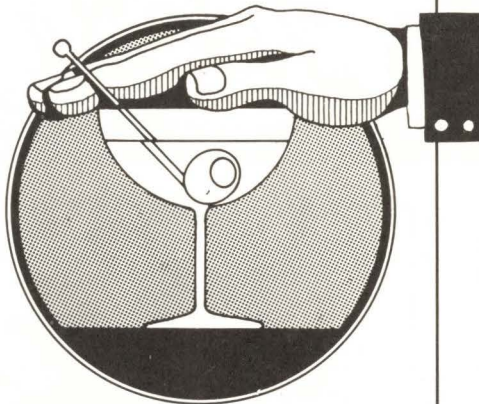


Hourly car telephone reports and a colorful paint job made the car easily recognized. The station gave a \$5,500 prize for the one who guessed the exact driving time of the course. Records and "I'm doing 55" T-shirts were given away at specified pit stops.

One repair stop took the car off the road for five hours. Two local service stations donated repairs, tuneups and 1,980 gallons of gasoline. Average speed, including car servicing and rush hour traffic, was 43.9 miles per hour.

For details, write Ed Johnson, Traffic Safety Center, Continu-

ing Education Division, San Antonio College, 1300 San Pedro, San Antonio, TX 78284.



Playboy ads

"Nobody ever woke up having one too few" goes the headline from the newest print ads from the Distilled Spirits Council of the United States, Inc. (DISCUS).

The ad is among several that has appeared in Playboy Magazine this year. Reprints of the ads were distributed through college campuses with copy that ends: "Just a simple request that if you do drink, drink our products as we make them—with care. And if that means drinking a little less on each occasion—we'll all support your choice. Skol! And thanks."

One ad, which reads, "Are you man enough to drink less than the rest of the boys?" chops away at the macho myth of being able to "hold your liquor."

"A real man has the strength to say no when he's had enough," says the copy, which depicts a less-than-able drinker leaving a bar while his concerned but immobile buddies let him go.

Seagram Distillers has a print ad that asks readers to listen to their guests.

"Next time your guest decides he's had enough, be a good enough host to take him at his word," says the message. The ad has appeared in Time, Newsweek, TV Guide, and House Beautiful magazines.

Several other distillers conduct paid-space moderation campaigns, including Heu-

blein, Hiram-Walker, Bacardi, and Jim Beam.

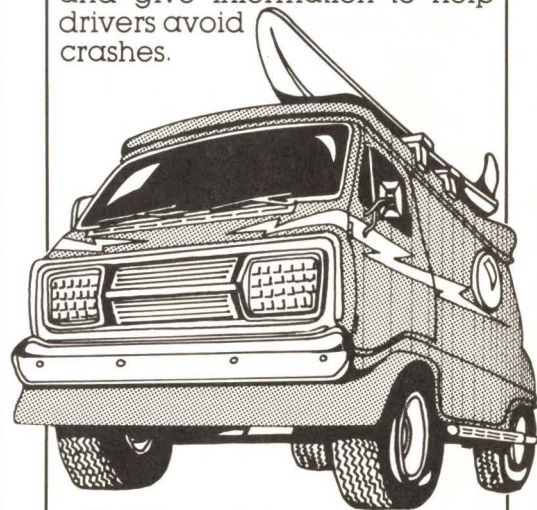
For copies of the Playboy reprint, write Paul Gavaghan, DISCUS, 1300 Pennsylvania Bldg., Washington, DC 20004. For the Seagram ad, write Advertising Dept. R, Seagram Distillers Co., 375 Park Ave., New York, NY 10022.

Lansing youth

A combination enforcement-public information campaign underway in Lansing is attempting to lower the city's disproportionate number of youth-involved crashes.

Begun in May, 10 special patrols were added to high-incidence zones. At first, the patrols operated with little publicity so the before and after effects of enforcement alone could be measured.

A special officer and public relations firm under contract have now begun an extensive campaign to reach 16-18 year olds in high school, 18-24 year olds in college and 16-24 year olds in jobs. The message will tell about the project, identify the "hot spots" (with maps) and give information to help drivers avoid crashes.



Public opinion surveys and records of arrests, deaths, injuries and property damage will be used to determine effectiveness. The project is funded by NHTSA through the Michigan Office of Highway Safety Planning.

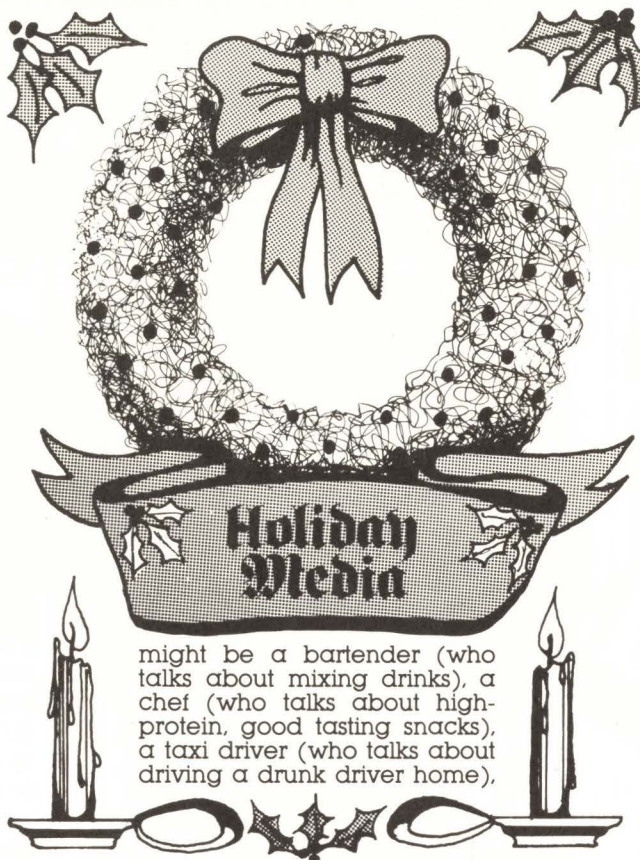
For more information, write Tim Poxson, Lansing Police Dept., 124 W. Michigan Ave., Lansing, MI 48933.

The upcoming holidays offer a good opportunity to focus on the alcohol-safety problem.

The print and broadcast media are generally more interested than usual in traffic safety on holidays. Alcohol and driving, in particular, seems to become noteworthy at Christmas and New Year's.

Because PSA time may be at a premium around the holidays, why not try alternatives to spots?

- Station identification slides with a message such as "friends don't let friends drive drunk" are good public relations for you and the station.
- You may be sitting on a good news story. Examine your activities. Have an interesting project? Would a news reporter want to do a story on party tips for safe holidays? How about a film clip on what to do if someone at a party is too drunk to drive home?
- Guest appearances on talk shows offer a great chance to really get into detail about safe driving. You can organize a panel of guests and offer it to area talk shows. The guests



might be a bartender (who talks about mixing drinks), a chef (who talks about high-protein, good tasting snacks), a taxi driver (who talks about driving a drunk driver home),

a police officer (who talks about alternatives to drinking and driving) and a highway safety representative (who talks about taking action with party goers who insist on driving).

- Live cooking demonstrations are popular. How about doing one that accents high protein foods to absorb party alcohol?
- Will radio and TV stations promote safe driving with a mailer, such as "How to keep the life of the party alive?"
- Will beverage distributors help print and give away holiday safe driving suggestions at point of purchase?
- One company told its employees that it would pick up the cab fare for those who decided not to drive after Christmas parties. Will companies in your area do this?
- Newspapers may be able to promote a business-sponsored display advertisement that promotes safe driving. Suggest that the ad copy direct the reader to action, such as "take his keys," rather than a more general message, "drive safely and sober."

On the air

Highway safety occasionally makes broadcast news, but a more appropriate medium for detailed discussion of a topic may be the public affairs interview.

Following are some tips on what to do when you plan to appear on the air.

Preparations for going on the air.

- Be thoroughly briefed on the topic you will be discussing.
- Think in terms of talking with someone who knows nothing about traffic safety.
- Anticipate all questions that might be asked.
- Double-check with the station as to location, date, and time of the interview.
- Have props, film clips and other materials ready. Your creativity is needed to avoid deadly "talking heads."
- If you are going to the station, be 30 minutes early, have materials organized and ready for presentation.

• Relax.

How to present your message.

- Wear subdued colors for television.
- Avoid loud clothes, heavy make-up, glittering, jangling jewelry.
- If you normally wear eyeglasses, wear them on TV.
- For radio, don't wear noisy jewelry or take material written on onionskin paper. Noises distract the audience.
- While on the air, look at the interviewer; not the camera.

- Act as if you were holding a conversation at home or the office.
- Keep sentences short. Don't use jargon.

If the interviewer "gets off the track" and wants to talk about things you would rather not discuss in public, it's alright to say so.

Finding interview spots.

- Check TV and radio listings. Call the stations.
- If you are not familiar with the programs, request information.

- Find out the names of the programs. Are they live or taped?

- Who are the producers and moderators?

- Keep a file on these programs and add key personnel to your mailing list.

How to contact the stations.

- Write to the producer or moderator. Follow-up with a phone call.
- Suggest that you or a representative appear on the program to discuss traffic safety.
- During the discussion include a brief description of your programs, their purposes, and significance as life-saving countermeasures.

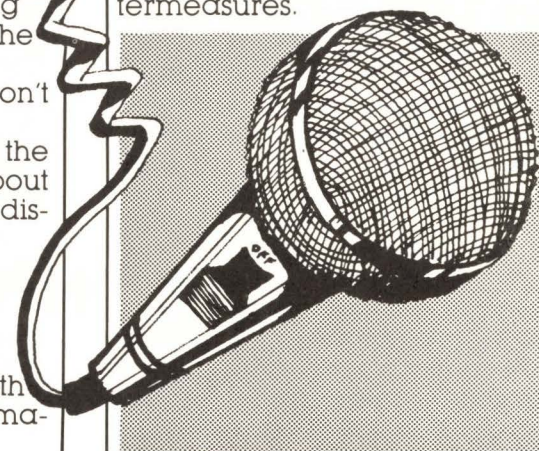


Exhibit 55 film

"Reaching A Limit," a 12-minute slide and audio show on the 55 mph speed limit, has been transformed into a 5-minute continuous loop film presentation for use in rear screen projectors. The new version was made to meet demands for a shorter treatment of the 55 information. It is de-



signed to be used with the new portable exhibit now being developed on three NHTSA priority programs—55, alcohol and passenger restraint systems. The exhibit will be used at fairs, trade shows, safety seminars, etc. Copies of the film cassettes have been ordered for each Governor's highway safety rep and each region. Additional copies may be ob-

tained from the Office of Driver and Pedestrian Programs, NHTSA, NTS-10, Washington, DC 20590.

Also in the works are rear screen versions of DOT's new TV spots on 55 mph, alcohol and occupant protection.



This is **NETWORK**: a monthly meeting place for sharing ideas among highway safety public communications professionals.

NETWORK covers the highlights. If you want more, it tells you where to go.

Need help? Got some ideas? Working on a good campaign? We want to hear from you. Write **NETWORK**, NHTSA, NTS-10, Washington, DC 20590.

NETWORK is a publication of the Office of Driver and Pedestrian Programs, National Highway Traffic Safety Administration.

The Secretary of Transportation has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Office of Management and Budget through September 30, 1981.

Trucks and buses

Forty-five state trucking associations have ongoing campaigns to promote compliance with the federally-mandated 55 mph speed limit. Of particular note is the Minnesota Motor Transport Association's



campaign, which shows remarkable effort at "self enforcement" by truckers, and the Missouri Bus and Truck Association's effort to foster greater public acceptance of the speed limit. Information on these campaigns can be obtained from: Mr. Tom Boerner, Department of Public Safety, State Highway Building, St. Paul, Minnesota 55155, and Mr. Robert W. Wilson, Director, Public Relations & Safety, Missouri Bus and Truck Association, 201 East Capitol, P.O. Box 1247, Jefferson City, Missouri 65101. Materials related to these campaigns have been sent to all Governor's reps.

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