



NATIONAL SHERIFFS' ASSOCIATION

Drive Smart

TV PUBLIC SERVICE CAMPAIGN

**BUCKLE UP
SLOW DOWN
DRIVE SOBER
FOCUS ON DRIVING**

TOBY KEITH



ABOUT NATIONAL SHERIFFS' ASSOCIATION

Chartered in 1940, the National Sheriffs' Association is a professional association dedicated to serving the Office of Sheriff and its affiliates through police education, police training, and general law enforcement information resources. NSA represents thousands of sheriffs, deputies and other law enforcement, public safety professionals, and concerned citizens nationwide.

Through the years, NSA has provided programs for Sheriffs, their deputies, chiefs of police, and others in the field of criminal justice to perform their jobs in the best possible manner and to better serve the people of their cities, counties or jurisdictions.

For more information, please visit: www.sheriffs.org.



Learn more about the National Sheriffs' Association

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Dear Public Service Director,

Each year, too many people die on America's roads due to increased speeds, impairment, and distractions. Preliminary 2020 data shows an increase of about 4.6% in the number of motor vehicle fatalities in the first nine months of 2020.¹

This data is alarming and is why the National Sheriffs' Association (NSA) is encouraging everyone to do their part to help save lives on our roads. As part of their new PSA campaign, the NSA has teamed up with country music star Toby Keith to inform the public to "Drive Smart". Every day officers enforce traffic laws to keep drivers safe. Drivers can do their part by staying informed about the dangers of aggressive, distracted and impaired driving.

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We hope that you will help inform your audience about the importance of driving safe on America's roads by airing the new PSA titled "**Drive Smart**" (:30). The PSA features country music star Toby Keith who encourages all drivers to buckle up, slow down, drive sober and focus on driving. We hope you will help us share this important message with your viewers by airing this PSA, which has **no end date for use**, as soon and as often as possible.

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in cursive script that reads "John Whetsel".

Sheriff John Whetsel, Ret.,
Chairman, National Sheriffs' Association Traffic Safety Committee

¹ Source: National Center for Statistics and Analysis. (2020, December) Early estimate of motor vehicle traffic fatalities for the first 9 months (Jan–Sep) of 2020 (Crash • Stats Brief Statistical Summary. Report No. DOT HS 813 053). National Highway Traffic Safety Administration.

Drive Smart

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To learn more, please watch our new PSA below titled "**Drive Smart**" (:30). We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



TV PSA SCRIPT

"Drive Smart" (:30)

1. **GRAPHIC:**
DRIVE SMART
DO YOUR PART
TO SAVE LIVES

MUSIC UP AND UNDER

2. Shot of Toby Keith speaking to the camera. Switch to close-up shot of Toby Keith.

TOBY KEITH O/C: Hi Toby Keith here. Like most of us I love driving, but too many people die every year on America's roads.

GRAPHIC:
TOBY KEITH

3 Shot of Toby Keith speaking to the camera.

TOBY KEITH O/C: So always, buckle up, slow down, drive sober, stay focused on driving.

GRAPHIC:
BUCKLE UP
SLOW DOWN
DRIVE SOBER
FOCUS ON DRIVING

4. Shot of Sheriff John Whetsel speaking to the camera.

SHERIFF JOHN WHETSEL O/C: Every day officers enforce traffic laws to keep our families safe on the road.

GRAPHIC:
SHERIFF (RET) JOHN WHETSEL

5. Various shots of officers next to cars and on the road. Switch to a shot of Sheriff John Whetsel and Toby Keith together speaking to the camera.

SHERIFF JOHN WHETSEL O/C: So drive smart.

TV PSA SCRIPT

"Drive Smart" (:30 continued)	
6. Shot of Sheriff John Whetsel and Toby Keith together speaking to the camera.	<u>TOBY KEITH O/C:</u> And do your part to save lives.
7. <u>GRAPHIC:</u> DRIVE SMART DO YOUR PART TO SAVE LIVES National Sheriffs' Association logo A MESSAGE FROM THE NATIONAL SHERIFFS' ASSOCIATION	<u>SHERIFF JOHN WHETSEL V/O:</u> A message from the National Sheriffs' Association. <u>FADE SOUND AND PICTURE OUT</u>



NATIONAL SHERIFFS'
ASSOCIATION