

ctia™

choose one

There are 1,000 ways
to stop a distracted driver



"Drive Smart" RADIO PUBLIC SERVICE CAMPAIGN

ABOUT CTIA

The Drive Smart initiative was created by CTIA to encourage safe, responsible driving behavior on the road. CTIA represents the U.S. wireless communications industry. From carriers and equipment manufacturers to mobile app developers and content creators, we bring together a dynamic group of companies that enable consumers to lead a 21st Century connected life.

To learn more, please visit drivesmart.ctia.org.



**Learn more about the
Drive Smart Initiative
and CTIA**

DRIVESMART.CTIA.ORG



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Dear Public Service Director,

Whenever a driver takes their eyes off the road, their hands off the wheel and their mind off of driving, even for a moment, they are driving distracted – and putting themselves and others at risk. In fact, removing your eyes from the road for just two seconds doubles the risk for a crash.

While texting is the primary focus of many state laws, any activity that takes a driver's eyes/mind off the road in favor of their mobile screen is a distraction. For example, checking email, finding a song or podcast, looking up directions, scrolling social media or taking a photo/selfie. The percent of drivers manipulating hand-held electronic devices (texting, app use, etc.) increased 127% from 2012-2021. (Source: NHTSA)

Distracted driving accidents are preventable when drivers keep their focus on the road. And according to an online survey of drivers, nearly 60 percent of people said they would be more likely to stop driving distracted if a friend or passenger demands that they do. Together, we can all help encourage safe, responsible driving behavior on the road by choosing not to drive distracted and demanding that our loved ones, friends, classmates, neighbors and rideshare drivers stop before picking up their phones behind the wheel. There are many ways to stop distracted driving behavior before it results in an accident.

We hope you can help encourage your viewers to say 'no' to distracted driving by airing the new PSA from CTIA titled **"Drive Smart: 1,000 Ways to Stop a Distracted Driver"** (:30, :15). The PSA features a variety of different ways in which we can stop distracted driving behavior and encourages listeners not to drive distracted. We hope you will help us share this important message by airing this PSA, which has **no end date for use**, as soon and as often as possible.

The Drive Smart initiative was created by CTIA to encourage safe, responsible driving behavior on the road. To learn more please visit: <https://drivesmart.ctia.org>.

Thank you in advance for your support and consideration.



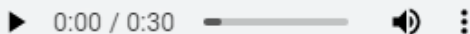
Caitlin Miller
Director, Public Affairs
CTIA

Drive Smart

A driver's choice to pick up their mobile phone when they are behind the wheel can lead to devastating consequences that affect their families and friends, coworkers, classmates, neighbors – and the community as a whole. More than 80 percent of those who lost their lives in accidents involving a distracted driver were passengers, and 1 in 5 weren't even in the vehicle; they were walking, riding their bikes or otherwise outside the vehicle. (Source: NHTSA)

To learn more, please listen to the new public service announcement (PSA) titled "**Drive Smart: 1,000 Ways to Stop a Distracted Driver**" (:30) which is also available in a (:15) length. **This PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.

"Drive Smart: 1,000 Ways to Stop a Distracted Driver" (:60)



RADIO PSA SCRIPTS

"Drive Smart: 1000 Ways to Stop a Distracted Driver" (:30)

FEMALE NARRATOR V/O: There are a thousand ways to say it.

PASSENGER 1 V/O: Nope.

PASSENGER 2 V/O: Knock it off.

PASSENGER 3 V/O: Shut it down.

PASSENGER 4 V/O: Dream on.

PASSENGER 5 V/O: No dice.

PASSENGER 6 V/O: Give it a rest.

PASSENGER 7 V/O: Not a chance.

NARRATOR V/O: Or just ...

PASSENGER 8 V/O: I'll text. You focus on the road.

FEMALE NARRATOR V/O: As a passenger you have the power to prevent an accident. There are a thousand ways to stop a distracted driver. Choose one.

MALE NARRATOR V/O: A message from CTIA.

RADIO PSA SCRIPTS

"Drive Smart: 1000 Ways to Stop a Distracted Driver" (:15)

PASSENGER 1 V/O: How about I text, you focus on the road.

FEMALE NARRATOR V/O: As a passenger you have the power to prevent an accident. There are a thousand ways to stop a distracted driver. Choose one.

MALE NARRATOR V/O: A message from CTIA.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/ctia/>

No End Date For Use

"Drive Smart: 1,000 Ways to Stop a Distracted Driver" (:30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p= T142855>

Please let us know your preferences on receiving PSAs by contacting: **Holly Mule**: via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

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