

# DISTRACTED DRIVING PSA

## Governor's Traffic Safety Committee

A state-wide PSA warning the dangers of distracted driving for parents and children.

### Synopsis

Children are always watching and pick up their parents' habits, for better or worse. This PSA will show children in the car with their parents. We'll see several examples of parents engaging in distracted driving. When it's finally the child's (as a teenager) turn to be behind the wheel, we'll see the teenager exhibiting the same distracted driving habits.

### Shoot Date/Locations:

Tuesday March 5th, 2019

**Rain date: Thursday March 7<sup>th</sup>, 2019**

State Office Campus Albany, NY (Specific location TBD)

All applicants must be able to self-report to shoot location

### **Roles:**

**ADULT #1:** Will play the role as the mother. Female of any ethnicity in late 30s to early 40s. Must have valid driver's license and pass background check.

**ADULT #2:** Will play the role as the father. Male of any ethnicity in early to late 40s. Must have valid driver's license and pass background check.

**ADULT #3:** Will play the role of grandparent or older caregiver. Male or female of any ethnicity in late 50s to mid 60s. Must have valid driver's license and pass background check.

**CHILD #1:** Will play the role of impressionable child. Female of any ethnicity, around the age of 5 years old.

**CHILD #2:** Will play the role of impressionable child. Male of any ethnicity, around the age of 10 years old.

**CHILD #3:** Will play the role of distracted teenage driver. Male or female of any ethnicity, ages 15-24 years old. Must have valid driver's license and pass background check.