

OBJECTIVES:

After this lesson students will be able to:

- Define the 6 vocabulary words
- List two types of media
- Write a slogan
- List two things commercials can sell (products and ideas)
- Draw a storyboard



WHAT YOU WILL LEARN TODAY

Today you will be looking at ways that people learn about safety belts through the media. You will be looking at how you can help educate others about safety belts.

KEY WORDS:

advertisement (ad' vər tīz' mən't) public notice about things that are sold, needed, lost or found

1. Review and discuss key words.

market (mār' ket) to buy or sell in a public place

media (mē' dē ə) newspapers, magazines, radio, television, and other means of communication and advertising

message (mes' ij) communication directed to others, especially in the form of written coverage or spoken words

public (pub' lik) of, for, or having to do with people as a whole

slogan (slo' gan) an expression or phrase used repeatedly to draw attention and to identify, as in advertising

2. Discuss with students ideas they have seen sold in commercials. Some commercials sell ideas as well as products, such as the NIKE ads which feature women athletes.

DID YOU KNOW?

When someone has a **message** they want to send to the **public**, they often will go through the media. Media can be television, radio, newspapers, and magazines. Media provide us with entertainment, news, information, and advertisements or commercials. The media are effective because so many people can be reached.

Advertisements and commercials are good ways to sell or **market** products and ideas. You are probably already familiar with advertisements that try to sell you a product. Fast-foods,

toys, and athletic shoes are all products that are advertised regularly. But have you seen or heard any commercials that just sell ideas?

PUBLIC SERVICE ANNOUNCEMENTS or **PSAs** are one way people use the media to sell ideas. You have probably seen or heard PSAs that sell ideas like staying in school, not smoking, or non-violence. Safety messages can be sold in PSAs. Have you ever seen a commercial with the crash test dummies Vince and Larry? Vince and Larry aren't selling a product. They are selling an idea. The idea is that you should buckle up.

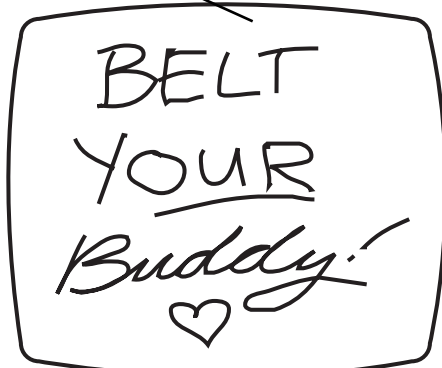
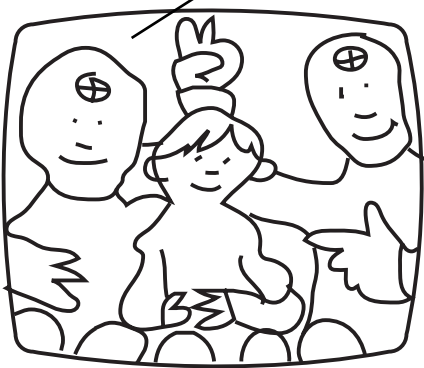


3. Have any students seen a PSA? If so which ones have made an impact? Discuss the fact that TV and radio stations make money by selling air time to commercial sponsors. Air time can be very expensive. PSA's often get late night or early morning air time because sponsors of public service announcements do not have the money to put them on during prime viewing or listening times.

YOUR TURN

People who develop commercials or PSAs use storyboards. A storyboard looks a lot like a cartoon. It is a series of pictures that illustrates an idea or story. It gives you an idea of how the PSA will look.

STORYBOARD DRAWINGS



Draw a storyboard which illustrates the following slogans you might hear in a PSA.

1.

“Seat belts save lives, so buckle up!”

2.

“Show a little restraint. Buckle Up!”

Now it's your turn to develop a PSA that will convince people that wearing safety belts is a good idea. First, write a slogan for a PSA. Then draw a storyboard which illustrates it. You can do this individually, in small groups, or as a class. Here are some things to consider:

What is your message?

Who will deliver your message?

Will your PSA be serious?

Will it be funny?

Where will your message take place?

Will it use facts?

Will you need props?

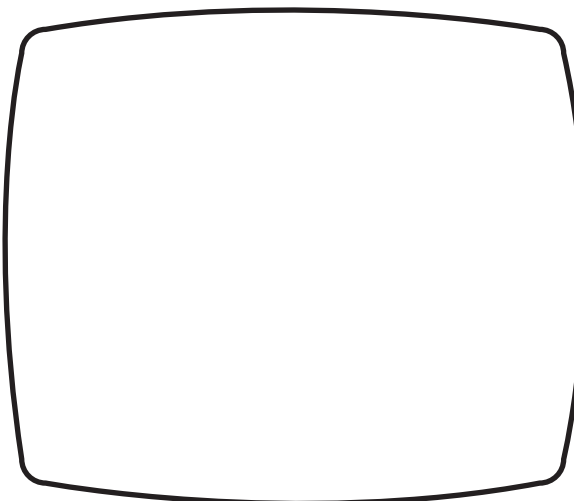
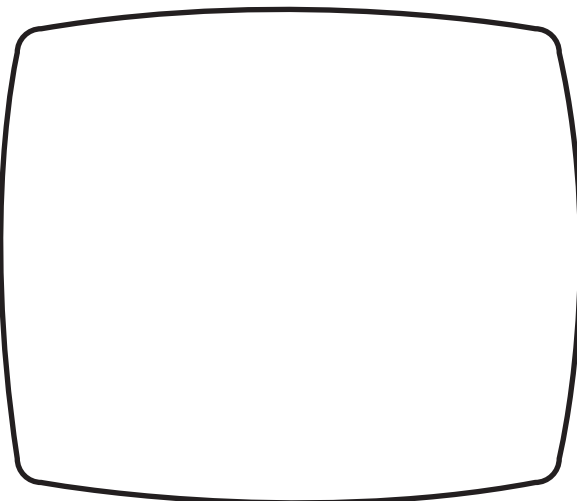
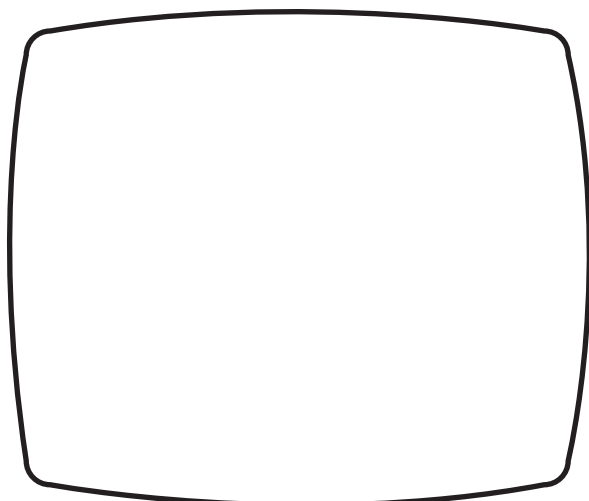
When you are finished, share your PSA with the rest of your class.



5. PSA's don't have to be serious to make a point. Discuss how humor can be effective in marketing. Have students give examples.

We have given you nine TV screens here so you can start planning your PSA. If you need more, use a copier and copy as many as you need.

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4. A short collection of traffic safety PSA's is available on loan from the Automotive Safety for Children Program, 317-274-2977 or 1-800-KID-N-CAR (Indiana only). You can borrow the collection and have a discussion which compares them with your students' projects.

ON YOUR OWN

1. Does your school or anyone you know have a video camera you could use? If so, you can film your PSA, following your storyboard.

Try to get your PSA on the air! What are the local and major television stations in your area? You can find out by looking in your phone book or the Media Directory in your town's library. Write a letter to the Director of the television station explaining the purpose of your PSA.

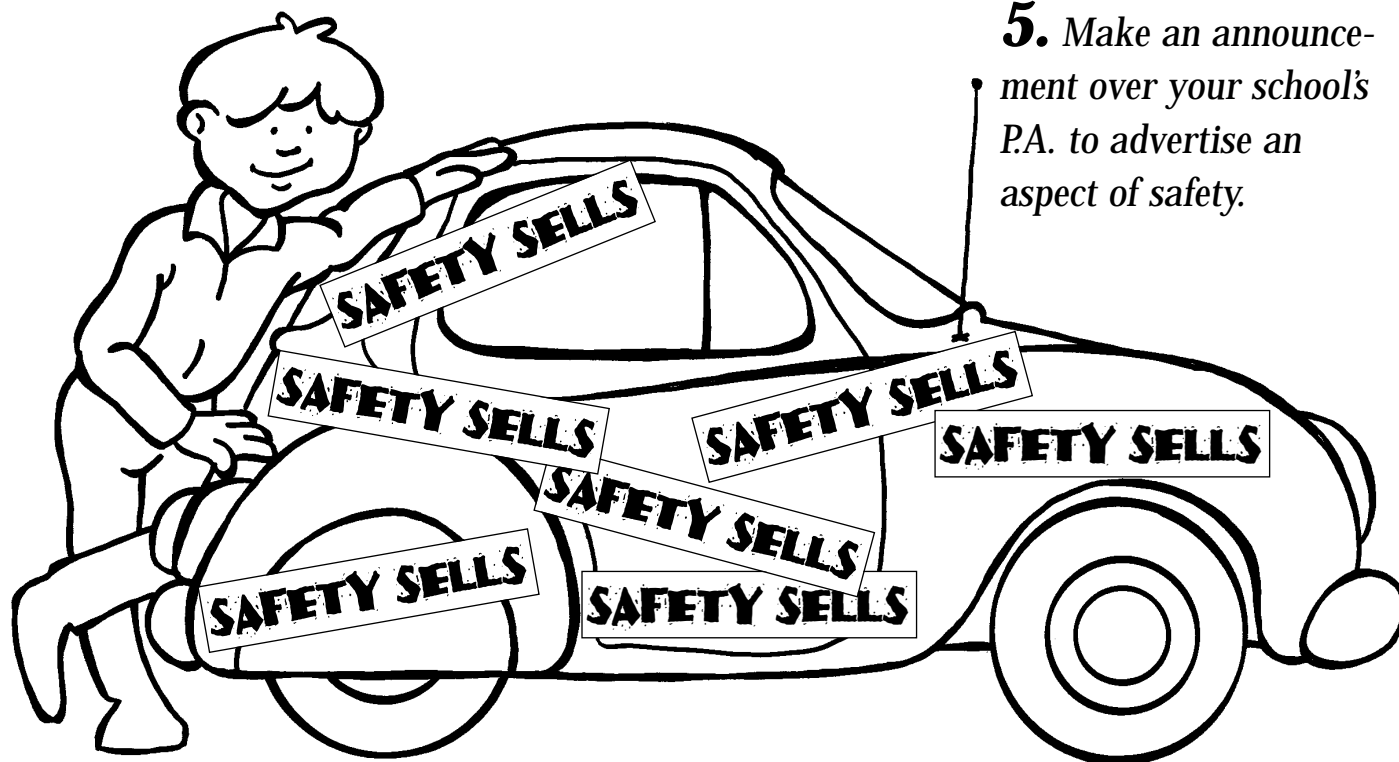
Make sure to send a copy of your PSA with your letter.

2. Make a print advertisement that tries to sell your idea.

3. Look in magazines and newspapers. Cut out advertisements that sell safety and make a collage. You can include advertisements for car seats.

4. Write Safety Slogans for bumper stickers

5. Make an announcement over your school's P.A. to advertise an aspect of safety.



SAFETY FACTS

Car crashes are one of the leading causes of death and injury to children.

Safety belts save lives.

Safety belts should be worn low and snug across the hips and across the chest.

Children should sit in the rear seat, far away from a passenger side airbag, and be properly restrained.