**

**Project Roadblock: Spreading the Word on the Air**

Thank you for your support of Project Roadblock! Below please find recommendations for amplifying the impact of the PSAs by sharing this important message as part of your station’s news programming.

**Talking points to share On-Air:**

* Every holiday season, hundreds die in drunk driving crashes.
* This year, for the [xth] year running, [station name] is proud to support Project Roadblock, a special initiative from the Television Bureau of Advertising that promotes the “Buzzed Driving is Drunk Driving” public service advertising campaign from the Ad Council and the National Highway Traffic Safety Administration
* Since Project Roadblock launched in 2004, alcohol-impaired driving fatalities have declined by 27%
* Along with stations across the country, we’ll be donating airtime to run these anti-drunk driving PSAs between December 26 and 31, including an airing at 10 p.m. on New Year’s Eve, to help make sure our community’s roads are safe this holiday season
* Stay safe out there. If you plan to drink, make a plan to get home safely. Make sure you have a cab company or ride-sharing app saved in your phone, or plan for someone in your group to be the designated sober driver. Remember, buzzed driving is drunk driving
* *[If applicable]* We’d also like to thank our sponsors, [sponsor names] for supporting this important initiative
* Follow us on Facebook and Twitter for more information and safe driving tips throughout the holiday season

**B-Roll:**

* For interviews with NHTSA and Ad Council spokespeople as well as stock b-roll footage, you can use broadcast-quality links in English and Spanish
	+ [English](https://bit.ly/2Bgn86d)
	+ [Spanish](https://bit.ly/2UCilVm)
* We also recommend downloading the [campaign PSAs](https://www.psacentral.org/emailed/26088) to use as B-roll

**Localizing the issue:**

* Refer to [this list](http://projectroadblock.adcouncilkit.org/wp-content/uploads/sites/47/2018/12/2017-Alcohol-Impaired-Driving-Fatalities-by-State.pdf) for 2017 drunk driving statistics for your state
* Provide information about the availability of local public transit options, including holiday hours
* Consider providing the name and phone number of local taxi companies so viewers can easily save it in their phones
* Highlight local bars or other businesses that are providing special safety measures during the holidays, such as rewarding designated drivers, or offering shuttle services
* Profile a local individual or family who has been impacted by drunk driving
* Interview a local authority, such as an elected official or the chief of police, who can comment on how the issue affects your local area