


# *Driving Through A Winter Wonderland*

## Public Service Announcements

(For television, radio, newspapers, and newsletters)

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- 10: This is \_\_\_\_\_ reminding everyone to buckle up. It is not only one of the best ways to protect yourself while driving, especially during winter weather, it's the law.
- 10: During the winter season, weather and road conditions can change quickly. To accommodate the changing conditions, leave a few minutes early to allow extra time to get to your destination and always drive safely.
- 10: This is \_\_\_\_\_ asking all citizens to make their winter driving trips safe ones – drive slowly and always wear your seat belt. This message brought to you by \_\_\_\_\_.
- 15: Before heading out this season, make sure you have a few emergency supplies in your car in case you get stuck in bad weather: a small sack of sand to be used for traction, a small shovel, and booster cables are just a few things that can help you get your car out if you become stuck. This message brought to you by \_\_\_\_\_.
- 15: During winter storms, the Virginia Department of Transportation will have plows out clearing the roads. This is \_\_\_\_\_ asking all citizens to keep a safe distance behind snow plows on the road and do not pass them unless it is absolutely necessary. This message brought to you by \_\_\_\_\_.
- 15: This is \_\_\_\_\_ reminding all citizens to slow down and drive safely, especially during heavy rain. It's easy to skid during rainstorms (especially if it has not rained in a while) as the water mixes with road oils, grease, and dirt. Make your trip a safe one, drive safely and always wear your seat belt.
- 30: According to the National Highway Traffic Safety Administration, in 1999 speeding was a factor in 48% of the crashes that occurred when there was snow or slush on the road, and in 54% of those that occurred on icy roads. This is \_\_\_\_\_ asking all citizens to make sure their trips are safe ones – slow down and drive carefully, especially during inclement weather.
- 30: While driving during this holiday season, be alert for icy roadways and bridges. This is \_\_\_\_\_ reminding everyone that icy roads are not always obvious. Be aware of "black ice" - ice that remains on roadways that are not in direct sunlight. Use extra caution when driving during icy conditions, especially on bridges and overpasses, even if a road appears to be clear. This message brought to you by \_\_\_\_\_.
- 30: The winter season brings not only family gatherings and celebrations, but also some dangerous driving conditions. The mixture of rain, snow, and ice can present dangers to even the most experienced drivers. This is \_\_\_\_\_ reminding all citizens to do their part to make winter driving safe – wear your seat belt, maintain alertness, and drive slowly. This message brought to you by \_\_\_\_\_.