



How to Get your Message out in the Digital Age

June 19, 2007



U R the spokesperson: SPEAK UP against reckless driving

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UR the spokesperson


SPEAK UP
against reckless driving

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WHO IS THE SPOKESPERSON?

It's pretty simple, really... if you're riding with friends and you don't feel safe, you need to speak up. Why? Well, car crashes are the number one killer of teens and young adults. By far. Driving fast, text messaging and even eating can cause things to go wrong very quickly. By keeping the driver in check, you can help save lives. Speak up! *You* are the spokesperson against reckless driving.



What would you say? Enter the UR the Spokesperson Contest for a chance to win a video iPod and star in a web banner!

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POP QUIZ

What is the number one killer of teens?

- ☐ Suicide
- ☐ Car crashes
- ☐ Homicide
- ☐ Cancer

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QUICK FACTS

Eight in 10 teens say that if a friend told them their driving behavior made their friend feel uncomfortable, **they would listen.** (Source: Ad Council)

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STEP 2 OF 4



Lessons Learned