



Posted by Phil Sause

MA Motorcycle Safety Program

August 12, 2016

PSA's to show at our outreach events

I am looking for some PSA's to show at our outreach events. I have described them below:

- * Scene at night. A driver talking on his phone pulls out of a gas station/convenience store into the path of a rider. The scene freezes and the driver/rider exchange conciliatory words. The scene continues with the rider crashing into the car.
- * Similar as above. A kid in a car is listening to the radio and is distracted and turns across the path of a biker (named Bear I think). The scene freezes and the biker takes drive with the kid pointing out the dangers of driving while distracted. They arrive back where they started, the biker gets back on his bike, takes a deep breath and the scene finishes with a crash and you can hear the kid yelling the bikers name.
- * This PSA has two endings. It is about drinking and riding. It starts in a bar (I think) and the bikers go on a ride. One ends with the riders pulled over and one getting arrested for DUI. The other has the ending where the police come to the riders house to inform his wife her husband is dead.

IRON EAGLE

Philip,

In the my email exchanges to SMSA from 2013 to present, I am coming up with 2sample videos, the original auto freeze/discussion concept coming from New Zealand, a similar one for motorcycles from Washington. In order of date released:

1. 2013

https://www.youtube.com/watch?feature=player_embedded&v=bvLaTupw-hk

2. 2014 <http://www.youtube.com/watch?v=b3T7u4ZJ1Y>.

~James Kimsey

WASHINGTON

Happy Monday Phil!

Here is the link to our motorist awareness video, A Second Look (the one with Big Bear :)):

[https://www.youtube.com/watch?v= b3T7u4ZJ1Y](https://www.youtube.com/watch?v=b3T7u4ZJ1Y).

And I know you didn't ask for it, but we are really excited about our most recent videos encouraging motorcycle training (Training is everything), so I thought I'd share them with you too:

<https://www.youtube.com/watch?v=v3Heulalu7A>. For shorter versions, we have

2 - 30 second versions as well:

<https://www.youtube.com/watch?v=PlyriySNZul> and <https://www.youtube.com/watch?v=hZE78ybjllU>.

I can send you hard copies of these videos if you would like. Just let me know.

~Andrea Nygard

WASHINGTON

Philip-

Washington state is producing some great educational and training videos in recent months. You received some links from Andrea Nygard at Dept. of Licensing's Motorcycle Safety Program. Their educational videos have gone viral and we are so proud of their work.

The Washington Traffic Safety Commission (WTSC) produces videos on a variety of motorcycle safety topics distributed on our website and social media. You can find these videos at <http://itsafineline.com/> and our YouTube channel at <https://www.youtube.com/user/itsafinelinewa/videos>.

Please share this information with your listserv.

~Mark Medalen