

***'Drive Safe Louisiana' Public Service Announcement Campaign Available for Local Sponsorship***

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The Louisiana Department of Transportation and Development (DOTD) will kick off the agency's latest public service announcement (PSA) campaign titled ***Drive Safe Louisiana*** in April. The statewide campaign will encourage safe driving by featuring one new highway safety issue each month through the fall.

Because the campaign's launch will occur in conjunction with national Work Zone Awareness Week, scheduled for April 2-6, the first month's PSAs will focus on driving safely in work zones. The work-zone PSAs will include a 30-second television spot, a 30-second radio spot and a quarter-page print advertisement. All work zone advertisements will focus on driving cautiously in work zones and being aware of construction.

DOTD will continue its *Drive Safe Louisiana* PSA campaign through September 2007. The monthly campaign topics are scheduled as follows: Work Zone Awareness (April 2007), Pedestrian Safety (May 2007), Move It Law (June 2007), Speeding (July 2007), Tailgating (August 2007) and Driver Distraction (September 2007).

All PSAs are free to local, parish and state governments and can be customized to include any of these agencies' logos. For more information on PSAs, or to obtain copies, please contact Karla Schiro at DOTD's Office of Planning and Programming at 225.379.1928.