



Let's **ELIMINATE** Drunk Driving



Walk Like MADD B Roll Table of Contents

Section 1: Interview with Laura Dean-Mooney (00:00 – 00:49)

- Laura Dean-Mooney speaks about why we Walk Like MADD to eliminate drunk driving in our communities.

Section 2: Campaign to Eliminate Drunk Driving (00:49 – 00:59)

- Slate lists the four elements of the Campaign to Eliminate Drunk Driving and how funds raised at Walk Like MADD events helps support MADD and the campaign.

Section 3: Interlock Demonstration (00:59 – 1:40)

- Representative from an interlock company demonstrates device at a walk event

Section 4: Pledge to Eliminate Drunk Driving (1:40 – 2:02)

- Laura Dean-Mooney signing the Pledge to Eliminate Drunk Driving
- Walker signing the Pledge

Section 5: Walker Footage (2:02 – 2:47)

- Footage from the Raleigh Walk (walkers receiving high-fives along the route)
- Footage from the Nashville Walk (start of the walk)
- Footage from Tampa (kids in a wagon along the walk route)

Section 6: Walk Like MADD Logo and Branding (2:47 – 3:18)

- Walk route sign
- Victim Tribute area banner at walk
- Pooch Parlor banner at walk
- Walk Like MADD logo

Section 7: Man on the Street Interviews (3:18 – 5:00)

- People answer the following questions about drunk driving:
 - o What bothers you about drunk driving?
 - o Have you ever been affected by a drunk driver?
 - o Do you think the laws are too strict or too lenient?
 - o Do you have any suggestions for ways to keep drunk drivers off the road?