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MEDIA RELEASE

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ASHWAUBENON STUDENTS PARTNER WITH SHERIFF DEPARTMENT TO PROMOTE SAFE DRIVING

Ashwaubenon, WI – October 22, 2012 – Students working in an Ashwaubenon High School Sociology class are using social media as a tool to promote safe driving. The class has chosen a message and created a public service announcement that displays this message. The focus of the project has been to reduce the number of people that engage in texting while driving. This message caught the attention of the Brown County Sheriff's Department who then decided to promote the video on Packer parking passes in the K-Mart parking lot during home games through the rest of the season.

The video highlights Ashwaubenon students portraying the danger of texting while driving. The goal of the project is to use social media outlets to drive the number of views of the video to 250,000. Students have their own thought on why this project is so important, "This project is unique because it showcases individuals working as a group to reach out to the world" said AHS Senior Ross Tilkens. Senior Anthony Barrientos likes the project because, "We could choose any topic we wanted to promote, and we chose texting and driving because we feel as though it could impact the community in a positive way."

Students have been learning the value of using Facebook, Twitter, and YouTube as a positive outlet for public messages. Sophomore Tara Campbell says, "The project is tougher than we thought because it is hard to get the attention of others through social media." Students are using the project to apply the various sociological concepts learned in class to real world experiences. Students are keeping weekly journals that document the process through their own point of view. The video, which was edited by Senior Austin Kadulski and Junior Katherine Enderby can be found at youtu.be/XWQ3qmMyOjA or by scanning the code below.



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