

MADD

Mothers Against Drunk Driving

Intro to Media Studies - MDCP-100-0NA



By: Members: Marlene Tanaka, Ashley Small, Lamar Levy, Thi Thu Trang Nguyen (Evelyn)

WHAT IS MADD?


MADD (Mothers Against Drunk Driving) is a nonprofit organization that aims to prevent impaired driving and support victims of impaired driving incidents. Founded in 1980 in the United States by Candace Lightner after her daughter was killed by a drunk driver, MADD has become an influential advocate for road safety. It also operates in Canada, where it plays a critical role in raising awareness and reducing fatalities caused by alcohol- and drug-impaired driving.





WE'RE MADD AS HELL!

When a drunk driver killed her 13 year-old daughter, she waged a one-woman war to prove it was murder!




Inspired by a true story
starring Mariette Hartley • Paula Prentiss

M.A.D.D.

Mothers Against Drunk Drivers

The Candy Lightner Story

WORLD PREMIERE 4, 10  **9PM**

Beer Cans Are Recyclable. Sixteen-Year-Olds Aren't.



1.877.KEY.TALK
MADD.
Mothers Against Drunk Driving



IT'S TIME EVERYONE GOT THE MESSAGE.
IMPAIRED DRIVING KILLS.

madd

Statistics

Did you
Know?

- In the U.S., about 29 people die every day in alcohol-related crashes—one every 50 minutes.
- Young adults (ages 21-24) have the highest rate of alcohol-impaired driving fatalities.

A graphic for MADD featuring a background of cars in a traffic jam. The text is overlaid in white and red. At the top, the number '10,076' is written in large red font. Below it, the text 'PEOPLE WERE KILLED LAST YEAR IN DRUNK DRIVING CRASHES.' is written in white. A horizontal line separates this from the text 'STILL THINK THE DRUNK DRIVING PROBLEM IS A THING OF THE PAST?' also in white. Below that, the website 'madd.org/takeaction' is written in red. At the bottom, the MADD logo (a red martini glass with a white outline) is followed by the word 'madd' in white.

10,076
PEOPLE WERE KILLED LAST YEAR
IN DRUNK DRIVING CRASHES.

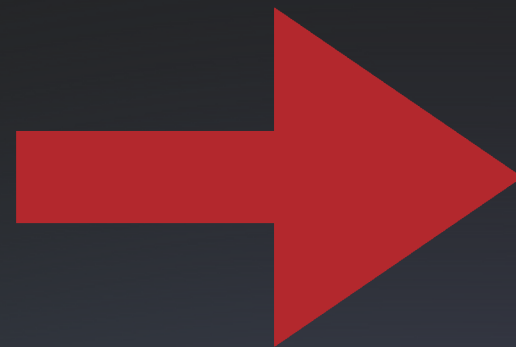
STILL THINK THE DRUNK DRIVING
PROBLEM IS A THING OF THE PAST?

madd.org/takeaction

 **madd**

What issue is MADD working to illuminate?

& How?



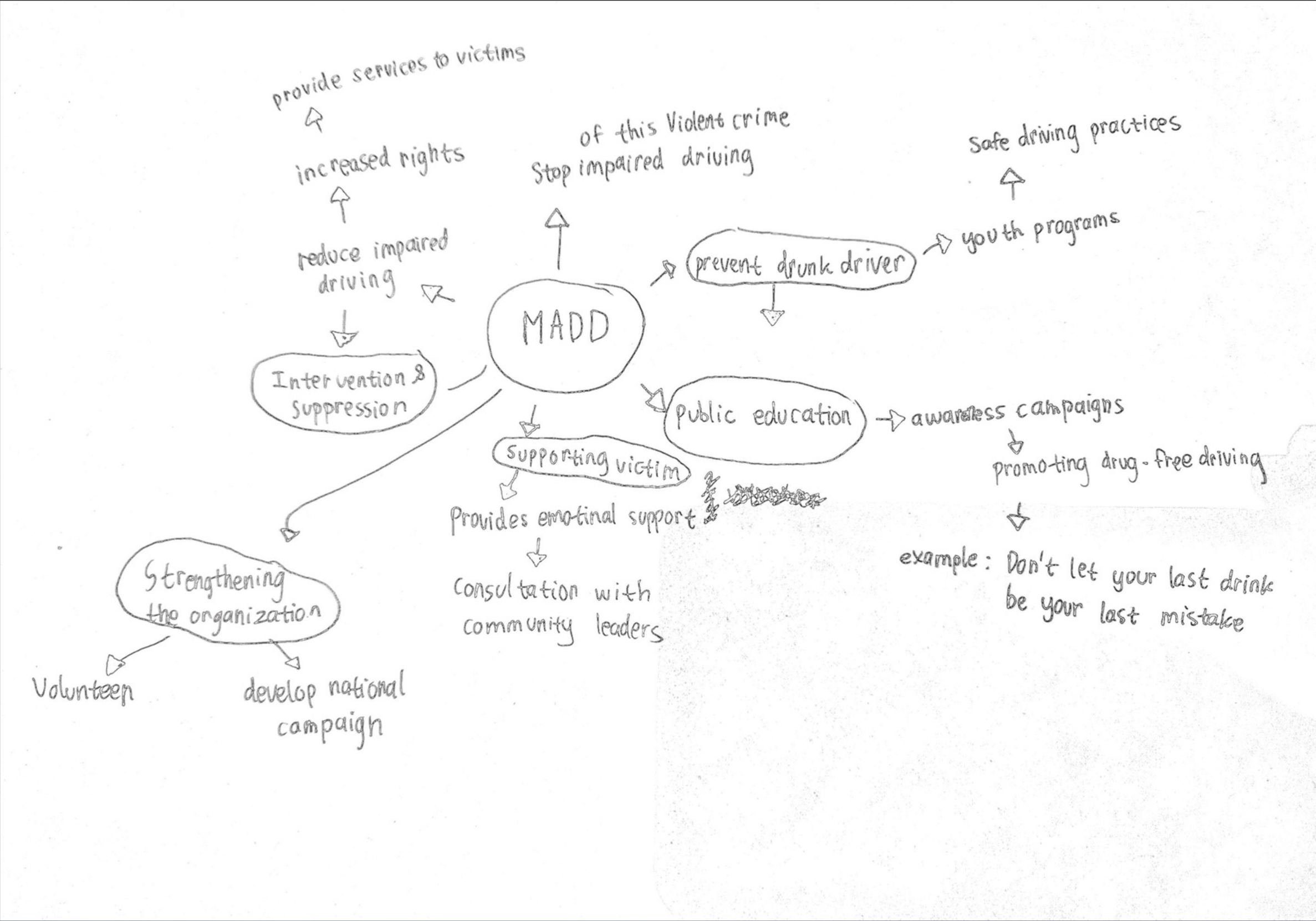
Mothers Against Drunk Driving (MADD) is a nonprofit organization focused on preventing impaired driving and supporting any one affected by it. MADD's mission is to end drunk driving, help fight drugged driving, support victims of violent crimes that happen as a result of it, and prevent underage drinking. Through education, advocacy, and awareness programs, school campaigns, and more - MADD works to change laws and promote responsible choices. Their initiatives include educational outreach, victim assistance programs such as therapy, and events like the annual Walk Like MADD to honor and remember those impacted by impaired driving incidents.



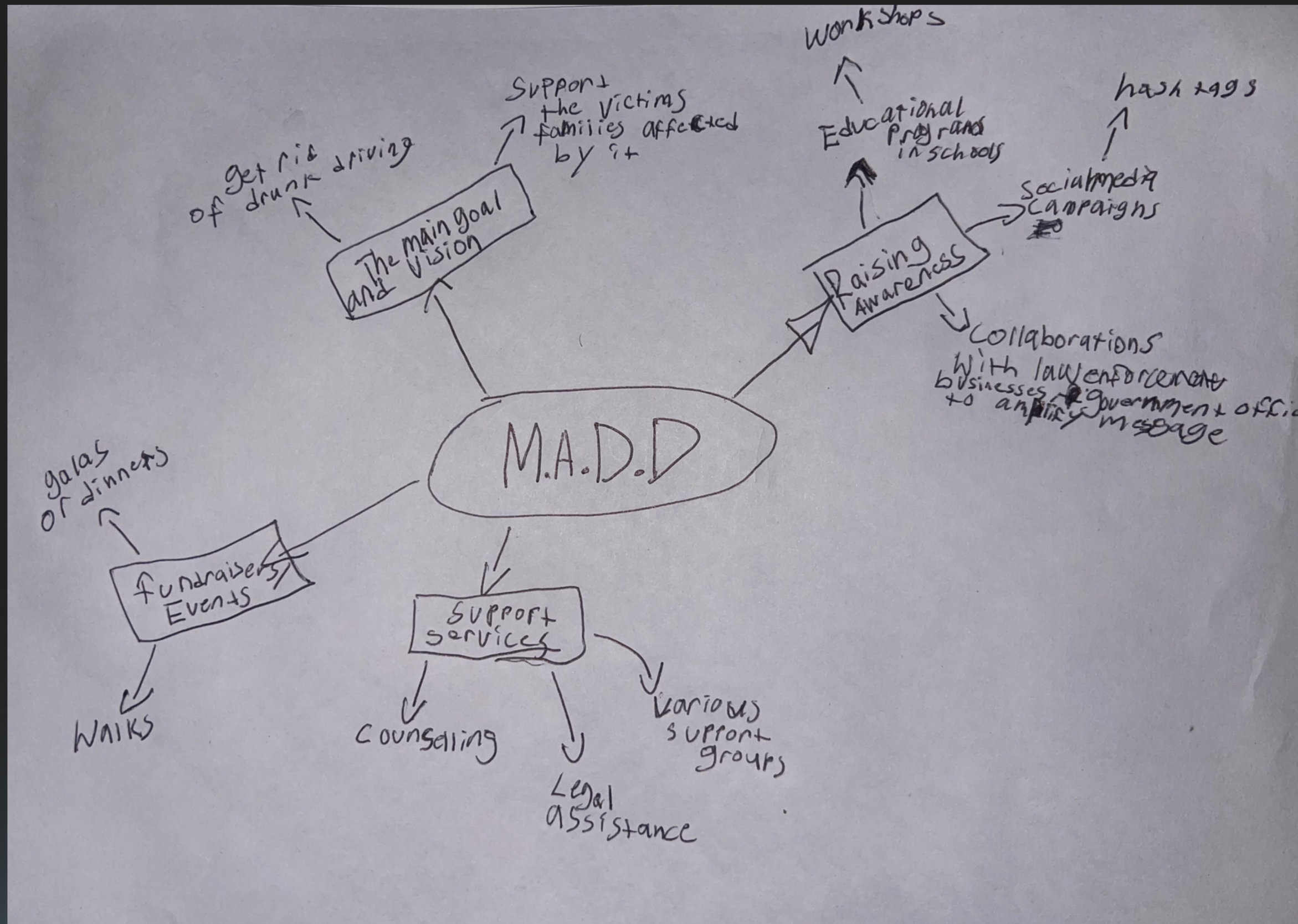
Let's Make a Change!



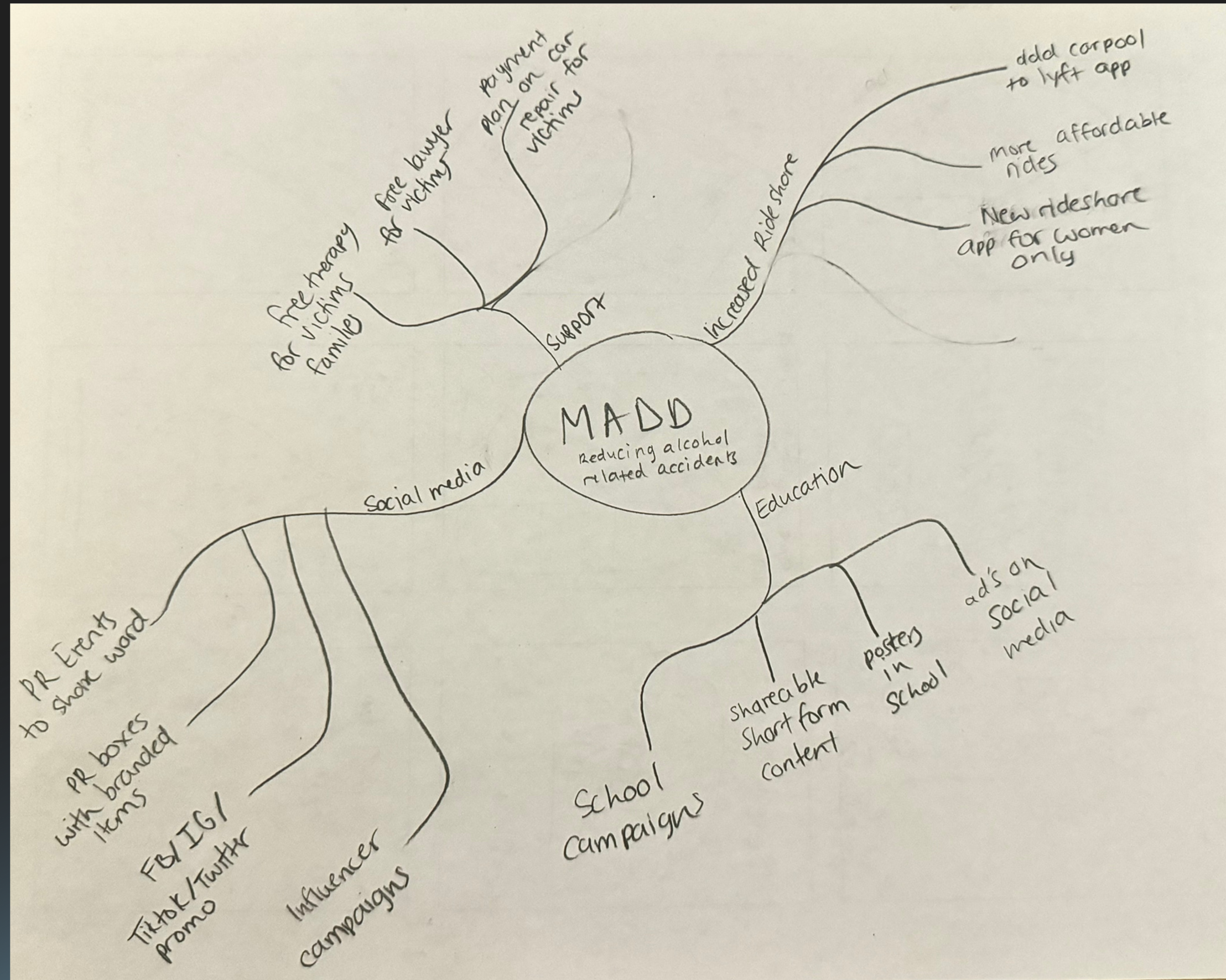
Marlene's Mind Map



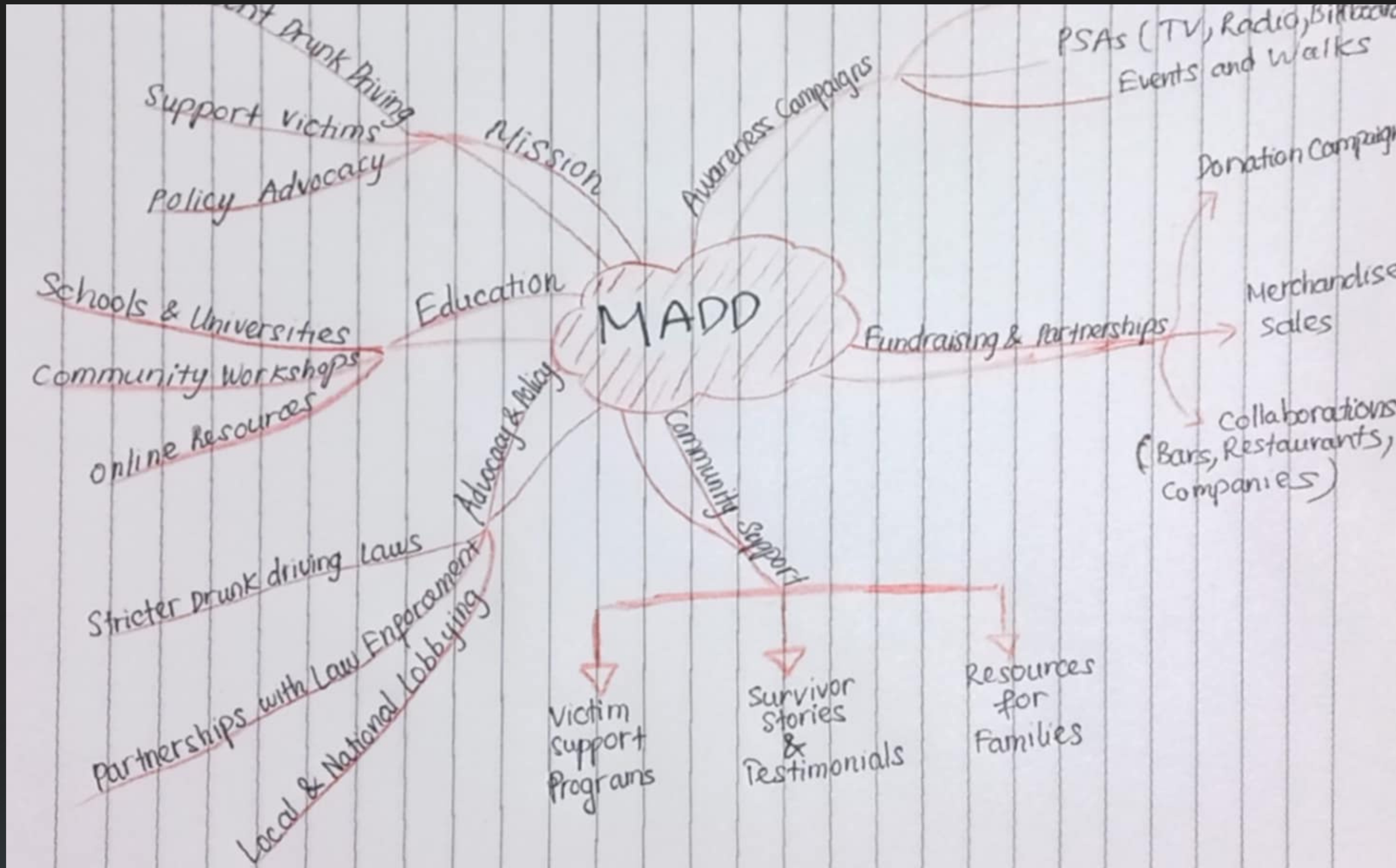
Lamar's Mind Map



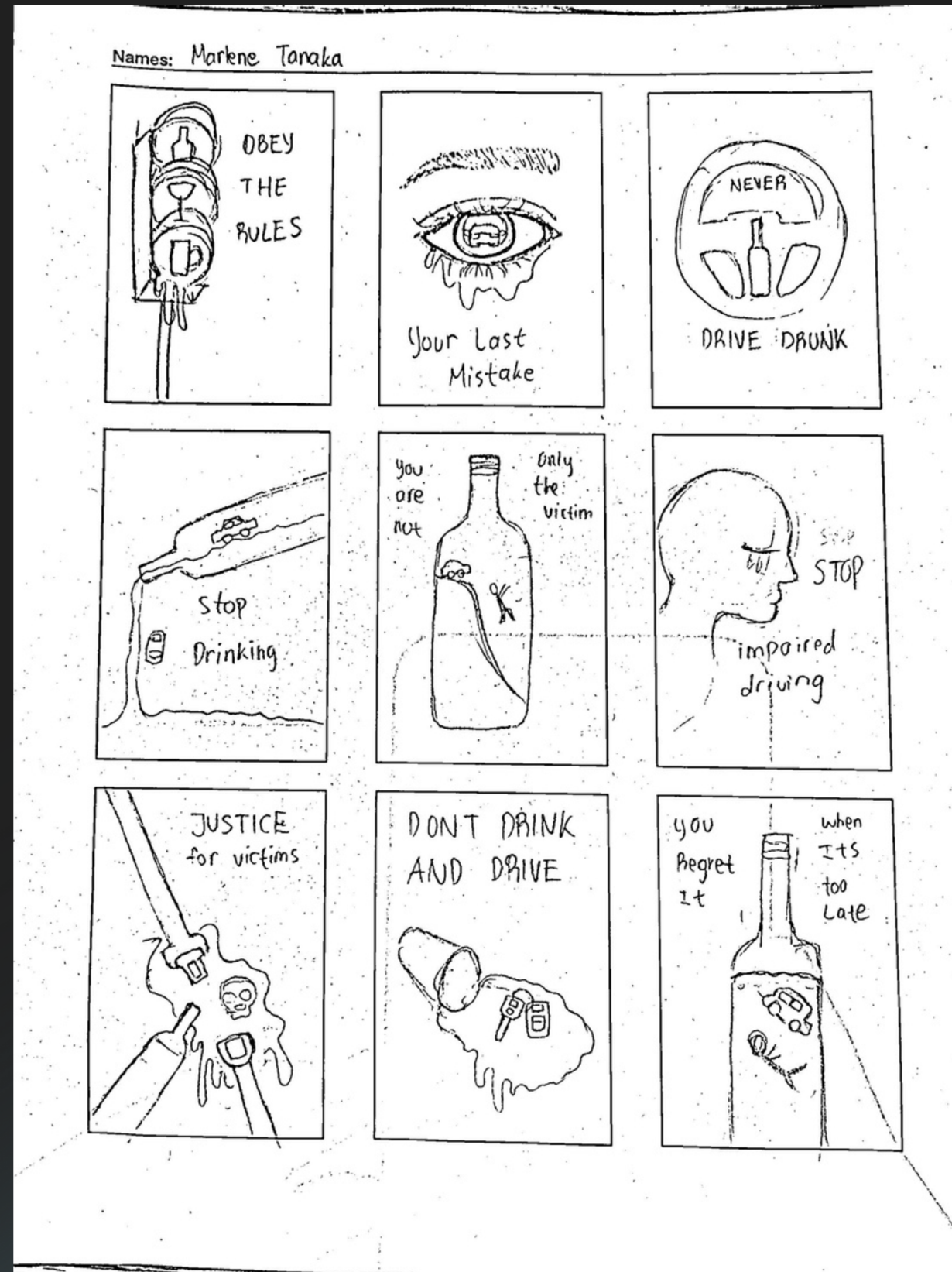
Ashley's Mind Map



Evelyn's Mind Map

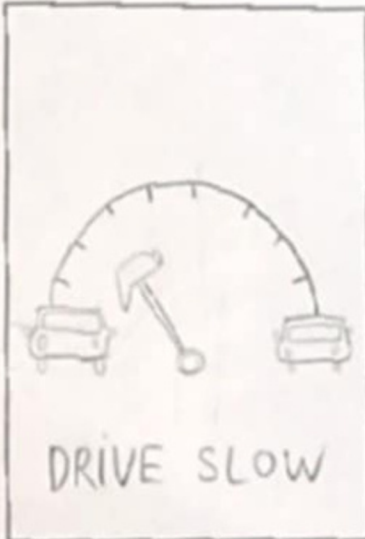
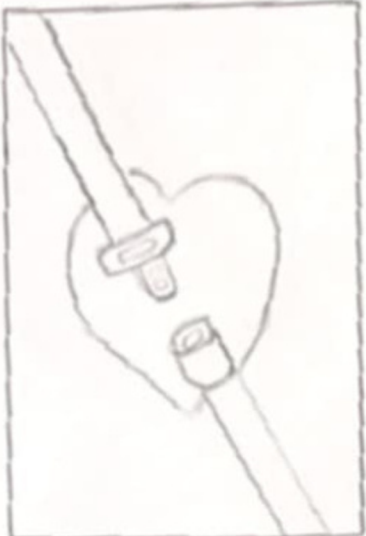


Ashley and Marlene's Sketches



Evelyn's Sketches

Names: THI THU TRANG NGUYEN (EVELYN)





How Will we Promote MADD?

To effectively promote MADD, we'll combine social media campaigns, impactful community events, and targeted PSAs to spread awareness and encourage sober driving. Collaborating with schools, influencers, and law enforcement will extend our reach, while educational resources and testimonials on MADD's website can provide ongoing support and information. Additionally, branded merchandise and partnerships with bars and restaurants can reinforce responsible practices, creating a comprehensive approach to reduce drunk driving incidents and promote safe communities.



Our Marketing Campaign





Thank you!

