

## AHS Student's PSA Produced by Professional Filmmakers

A Public Service Announcement concept crafted by Serena McIntosh, a 10<sup>th</sup> grader at Alameda High School, recently won a national student contest. The prize? Having her PSA filmed by a professional production team and aired on national TV!

The competition—called the Drive Safe LA PSA Contest — was sponsored by the National Road Safety Foundation. The students submitted their PSA concepts through the non-profit [Students Against Destructive Decisions](#) (SADD). The program's goal is to empower teens to educate their peers about the importance of safe driving and the risks of automobile crashes.

Another AHS student, senior Curry Forrer, Jr., was runner up in the contest.



Both students are aspiring film students enrolled in Digital Filmmaking classes taught by AHS Career Technical Education teacher John Dalton.

Serena's PSA focused on the importance of teens calling a friend if they ever find themselves in a condition that impairs their driving. It hasn't yet been released, but when it does, we promise we'll send it out.

The production firm was the Emmy Award-winning Alan Weiss Productions. The film debuts at the LA Auto Show today (11/30) and then will air on the national "[Teen Kid News](#)."

Thanks to Merry Banks from SADD and Kelly Lux from State Farm for informing AUSD teachers about this contest. We are also grateful to Kerri Loneran and her parents, Mr. and Mrs. James Gilchrist, for providing the location for the PSA to be filmed. The PSA is due to be released shortly, and we will share it once we receive it. The production crew also filmed the behind-the-scenes story of the making of the PSA, so we will share that out as well.

