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Subject: Car Talk Message Priority Update

This email is being sent to you on behalf of Glenn Turner.

Car Talk Message Priority Update

Board members Marcia Adams, Glenn Turner and Mike Wartella, and Patty Mayers on behalf of Lynne Judd, and staff members Jason King and David Saddler, met by conference call Monday afternoon to discuss the Car Talk and PBS messaging priorities. For reference, an Issue Paper was included in your recent Board books. Using a list from the Board report, gathered from member jurisdiction input, the following issues were selected on the call as messaging priorities and options for the Car Talk partnership.

Ø Communicating Driver License/ID Changes

Note: Changed terminology from "Real ID" to "Communicating Driver License/ID Changes" to reflect the potential that jurisdictions may not issue Real ID compliant licenses but will have important messages for their constituents.

- Ø Distracted Driving
- Ø Teen Driving
- Ø Graduated Driver Licensing
- Ø Drunk Driving
- Ø Seat Belt Usage
- Ø Grand/Elderly Drivers
- Ø Motorcycle Safety
- Ø School Bus Safety
- Ø Unconventional Vehicle Safety
- Ø Online Renewals

Note: Please note that this list is informational and will be fluid. Also, items not on the list important to member jurisdictions can still be addressed in many ways with local PBS affiliates.

We will submit this list to PBS on Thursday morning, May 10th. If you have any comments or concerns, please forward prior to close of business, Wednesday, May 9th.

Thank you.

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