



NEWS RELEASE

FOR IMMEDIATE RELEASE

February 8, 2007

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CRASH-TEST CHILD CAR SEAT B-ROLL AND PSA AVAILABLE ON PATHFIRE

Video Supports Child Passenger Safety Week, Feb. 11–17

ST. PAUL — In Minnesota, three in four child car seats are used incorrectly. To educate parents and prevent injury and death, child passenger safety (CPS) b-roll is available on Pathfire. The Department of Public Safety encourages your station to use the video to support National CPS Week, Feb. 11–17. A CPS news release is embedded on the Pathfire system along with b-roll synopsis.

This story and video is especially relevant in light of the recent *Consumer Reports* error in its testing of infant car seats which created much concern and confusion.

The b-roll has no audio track and includes short segments showing properly and improperly installed child seats involved in crash tests — making it suitable for intros and news pieces.

To Access CPS B-Roll on Pathfire:

- On the main DMG screen, move to the navigation bar located on the left side of the screen. If you cannot see the navigation bar, move to the toolbar, and click the **Toggle Tree** button. If you still don't see the navigation pane, email support@pathfire.com.
- With the navigation panel displayed, click the *Video News Feed* (Master Ads Locator) text.
- From the expanded list, click the **VNF Provider A** text. The right pane refreshes.
- Click the **Minn. Dept. Public Safety** tab
- Locate the desired item from those shown.
- Click on the **Story Number** code to launch the video.

Also on Pathfire is a 30-second CPS-themed public service announcement, “Cropped Kids.” Please notify your public affairs directors of this PSA availability.

The PSA focuses on the importance of booster seats — seat lifts that help a seat belt fit properly. Booster seats are the most commonly ignored child safety restraint. In Minnesota, only 30 percent of children who should use booster seats — kids ages 4–8 and under 4-feet 9-inches — use these restraints.

The PSA ISCI code is MNDPS-CPSPSA-0207. From the DMG screen, click **Commercial Spots**, then the **PSA** tab.

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