Driving Educators of Disabled Persons Organize

Detroit was the August scene for the organization of the first national Association of Driver Educators for the Disabled (ADED), initiated by the DE departments of Detroit’s Rehabilitation Institute and the Mary Freebed Rehabilitation Center, Grand Rapids.

Its purpose: band together professional driver instructors to help improve DE programs for the disabled . . . provide a means of exchanging information about effective teaching techniques, new technological developments and compensative in-vehicle equipment that meets rigid performance tests.

The 2-day organizational conference culminated with a display of vans modified to accommodate specific requirements of disabled drivers who have completed the driving program at the Rehabilitation Institute in Detroit’s Medical Center. “For many, vans make the difference between some people driving and some not, and the difference in having a job and not,” explains Kevin Doyle, one of the Institute’s grads.

Conference presenters were the Institute’s medical director, Dr. Leonard Bender; David H. Harden, MA, RPE; W. Scott Robbins, OTR; and Joseph Wanchick, OTR.

Dr. Donald L. Smith, board member of ADTSEA, represented that organization at the conference. ADED members voted to have representation at future ADTSEA annual conferences.

Pres. Bouman tells what will happen within the organization this year: “We’ll start a newsletter for member distribution . . . establish an information center . . . provide speakers for educational and civic groups, nationally.”

Plans are in the making for ADED’s next annual conference. The site selected by the officers will have facilities located ideally where there is either a rehabilitation center or a VA hospital available for demonstrations and where resource people can be called on for presentations. Also desired: driving range facilities.

Membership in ADED is open to driving educators of disabled persons, including instructors from high school, university and rehabilitation DE programs. For information, contact: Pres. Jerry Bouman, Mary Freebed Hospital, Grand Rapids, MI.

ADED Elects First Officers

Driver educators from Colorado, Illinois, Michigan, Mississippi, Wisconsin, Ohio, Pennsylvania, New Mexico, New York, Tennessee, Texas and Washington elected officers to lead them through ADED’s first year. They are from L: Pres. Jerry Bouman of the Mary Freebed Hospital; Pres-Elect Gary Gurgold, Rehabilitation Institute, Detroit; Consr. Jeri Simpson, DE assistant professor, Institute of Rehabilitation Medicine, NY University Medical Center; Sec. David G. Kraemer, project director, DE for the handicapped, U of W-Stout, WI; Treas. Dorothy Beard, Houston’s Rehabilitation Center.

High School Students Take On Multiple Traffic Safety Projects

The National Student Safety Program (NSSP) held its 19th annual summer conference in Cheney, WA, on the Eastern Washington State University campus. In attendance were students from across the country representing their high school safety clubs, many of which have driver-education sponsorship. They came by car, by plane (30 TX NSSPers + 5 sponsors), by chartered buses (32 MO NSSPers + 7 adults; 21 + 5 sponsors from CO).

Following the national academic trend that is moving to K-12 traffic safety education programs, rather than waiting until driver education is given in the 10th grade, students came to the conference to exchange ideas on a broad spectrum. Conferences revealed their effectiveness in promoting safety that begins with basic traffic safety rules for preschoolers (Tot Town), extends through elementary and high school years, and on into the community to reach adults.

Goal: Safety for All Ages

Delegates learn about Elizabeth, CO, safety club’s projects from Dale Rosburg, Gary Kalisch, Patty Forsyth, Nikki Ullom. Objective: penetrate the town with safety education for all ages. Efforts, with guidance from DE Instr. W. W. Fuerstenberger, have won 5 state and national awards in 3 years.

Example: Instruct the Safety Patrol how to take care of their equipment . . . teach duties, regulations and safe-walking rules.

Prepare each patrol member’s schedule of duty, along with a map giving assigned location.

Terrie L. Kreutzer and Tom Counts of Denver’s George Washington High, shared ideas for a total School Safety Week that included: checking all drivers in the school parking lot for safety belt usage . . . poster displays of gross accidents . . . seat belt convincer demonstrations that had 500 students wearing AAA’s I-Am-Convinced buttons.

Want To Join NSSP?

It’s easy. Write for information about membership benefits . . . learn what organizational assistance will come from national headquarters and the parent organization, ADTSEA (American Driver and Traffic Safety Education Association).

Inquiries are welcome by: NSSP Coordr. Dr. Robert Ulrich, Asst. Prof. of Safety Central Missouri State University, Warrensburg, MO 64093
NSSP Leaders and How-To Workshops Generate Safety Activity

Elect Officers and Board

High school conferences at the NSSP conference held at EWSU elect officers and board members to head the organization during the ‘77-78 school year.

They are: 1st row, board members Joan Madert, Springfield, VA; Terrie Kreutzer, Denver, CO; Sandy Frudiker, Cosad, NE; David McCoy, Cedar Creek, NE.

2nd row: Pres. Tim Scarafotii, Cortez, CO; board members: Brit Barnes, Willcox, AZ; Deborah Montes, Window Rock, AZ; Lisa Ketch, Oklahoma City; Mark Mayernik, Blue Springs, MO; alumni: Bryan Donner, Phoenix, AZ, and Shirley Jacobson, Craig, CO; Vice Pres. Larry Knight, Big Spring, TX.

Runners-up for president in a close election were: Mayernick, Lynn Casey of Oklahoma City, and Keith Chambers of Beatrice, NE.

Giving Counsel . . .

... only when requested are NSSP's advisors. They are from L: Prgm. Of, William Kennedy, CO Dept. of Highways; TRAGY Coordr. Connie Sousa, AZ, DOT; DE Instr. Clarence Gmeer, Owensville, MO; Joddie Witte, TX Education Agency; Fred Tichener, NE traffic safety consultant; SAFTYE Coordr. Linda Johnson, Seattle; NSSP Coordr. Dr. Robert Ulrich, assistant professor of safety, Central Missouri State University.

Donn W. Maryott evaluates the conference he attended in his official capacity as president of American Driver and Traffic Safety Education Association (NSSP's parent). He says that the conference has to be the highlight of high school careers for many of the delegates. "I'm impressed by the caliber and interest of the young people. The conference is dominated by youth — not adult advisors. I would much rather have the delegates run things and make mistakes than I would to have adults tell them what to do at every turn," affirms Maryott.

Other adults on-campus to welcome the delegates were EWSU personnel: Pres. H. George Frederickson, Dr. Wayne Hall, Roberta McNeal, SAFTYE Coordr. Joe H. Merten, consultant for Washington State Traffic Safety Education Programs, Dr. Ulrich and NSSP Vice-Pres. Larry Knight, had backup programming support from SAFTYE Dir. F. William Hibler of Traffic Safety Education and Del Wilde of the State Traffic Safety Commission.

The Driver Education DIGEST is a quarterly publication of the Chevrolet Motor Division.

Executive Editor: Don H. Elliott. Director of Driver Education 2-126 General Motors Building Detroit, MI 48202

Staff Editor: Virginia G. Anderson. P.O. Box 5038

The Driver Education DIGEST Southfield, MI 48037

Getting the Accident-Look . . .

... are Arizona's TRAGYC members who show how to apply makeup that simulates typical types of car-crash injuries. These students, with applied liquid that looks like blood and deep purple coloring that simulates severe bruises, are experienced in role-playing injured victims. They do this periodically in staged accident demonstrations for the general public at Phoenix shopping centers and on athletic fields. Giving professional assistance are paramedics and police officers who come on-scene with ambulances and helicopters to show how emergency aid is administered properly.

Coordr. Connie Sousa explains the purpose: "Not many people know what it's like to be in an accident where medics and ambulance drivers rush in with life-saving equipment. Awareness of what to expect can reduce natural fear. And, to view real-looking injuries may cause drivers to reduce speed... encourage all persons to buckle up each car trip, no matter how short."

Robert Folsom of Vancouver School District, urges NSSPers: "For such projects, do your own resource contacting, with advisor approval — don't leave it up to teachers. You'll find that there aren't many businessmen and civic leaders who will say 'no' to something that helps the community."

On-camera from L, are: Bruce Wiley, Willcox High; Debbie Montes, Window Rock High; Preston Hill, Trevor Browne High; Brit Barnes, Willcox High.

Hunting for Ideas . . .

... to take back home to implement their safety programs are delegates who inspect swapshop booths. States invited to display materials related to successful safety projects were: Arizona, Colorado, Nebraska, Texas, Virginia, Washington.

Planners for outstanding safety programs went to 11 high schools: Dothan, AL; Elizabeth, CO; Harvard, IL, Owensville, MO; John Marshall, OK; Mt. St. Michael, NY; Coronado, Forr, Martin, West Orange, all of TX; Kanto, WA.

Telling How To Influence Legislation . . .

... is conference guest-speaker Washington State Sen, Sam Glass. He suggests: "Learn the legislative process — be familiar with your state constitution so that you can work on good grounds. Read the papers to know what your legislature is doing. When you want your views to be known, write letters to legislators. Make them individual letters — not mass copies all saying the same thing in the same way — not teacher-motivated.

"Talk to your legislators. I don't believe there is a state legislator in America who doesn't welcome a visit from a high school student. Call a legislator and tell him you want to bring a few friends to his office or home to discuss a certain issue. Ask for ½ hour of his time. Likely he'll give you much more."
High School Students Take On Multiple Traffic Safety Projects

(Cont. from P. 1)

Advis: Administrative Approval

Doug Farmer of TX West Orange High explains that all of the safety club’s 12-year projects start with administration’s approval and reach elementary and high school students plus the adult community. Examples: writing and producing a bus-safety/riding skit for elementary grades... personal-security/crime-prevention for high school students with law enforcement officers demonstrating how-to-protect techniques... conducting traffic hazard survey that got city council corrective action.

Craig Drake of Big Spring, TX, says that a bike safety clinic, co-sponsored by the PTA and traffic officers, was a big success as were motorcycle safety and holiday highway rest stop projects. The latter was co-sponsored by Jaycees.

Tom Connell of WA Edmonds High, reports that the safety club emphasizes safety belt usage. Users receive certificates – non-users get a pink slip with reminders of what can happen if they don’t buckle up.

Take Messages to Adults

In addition to safety projects for peers, Dan Ellis tells about Shoreline High’s activities that extend to Seattle’s adults. Examples: distribution of pamphlets at hospitals giving information about infant restraints – their importance, how to select ones that really protect. They also conduct psychophysical tests for adults, duplicating the tests required of all driver education students.

Ann Hutton of Lincoln, documents her driving-skills’ presentation with pictures of Nebraska’s Driver Excellence Contest. The annual event tests rules-of-the-road knowledge, perception, skill/performance BTW. She lists what’s needed: large area, such as a driving range, parking lot or a blocked-off street (with traffic control permission)... cones to mark the maneuvers’ course... cars... stop watches... judges... awards (trophies, certificates, scholarships).

Because Pleasant Hill, MO, is in tornado country, the school safety club, in addition to traffic safety emphasis, spent much time conducting survival drills. Says the club’s NSSP rep, Joel G. Henry: “The fast action of 600 high school students and their preparedness saved many lives when a tornado hit, demolishing our school at 1:16 p.m., May 4!”

Renae Rasmussen, Betsy Berger and Michael Bell of Sedro-Woolley High, WA, share experiences in promoting cardio-pulmonary resuscitation demonstrations for the public. To learn how, club members recommend: “Get instruction from experts – Red Cross, EMS, law enforcement officers, doctors, nurses. The first 4 minutes after an attack are critical – knowing what to do and how to do it can save lives.”

The Big Thing: INVOLVEMENT

Don Ott, Jerry Hemrich and Lisa Anagnostou explain the objective of the Kelso, WA, safety club: “Get students involved in the club, in the school, in the community, in the state. This makes club, school and community strong.”

In addition to peer-type projects that get much good press, involvement finds club members writing and producing their own traffic safety skits for elementary pupils. One was staged for delegates with a cast of Cindy Embley, Sue Davolt and Jean Courtney. The year’s big project was Elementary Safety Month with many facets, including a traffic safety poster contest that drew 600 entries. Winners’ posters were displayed in 3 Kelso banks. Another was the distribution of a SAFETY COLORING BOOK, 3 years in the making. Club member authors put emphasis on traffic safety on land and water, but cover other safety factors.

The Cheney High driving range was the scene of a traffic skills workshop and a radar demonstration conducted by Battle Ground High of the NSSP host state.

NSSPers from Arizona report that skateboarding popularity is soaring, creating injuries by skaters not skilled, not protected by safety equipment (helmets, gloves, knee/elbow/shoulder pads), not knowledgeable about avoiding interference with sidewalk and street traffic. Pro skateboarder, Robert Alka of Yuma, and TRAGYC club members are working consistently to make skateboarding safe.

TRAGYC’s Chm. Bryan Donner explains: “Our objective is to get across-the-board safety messages to everybody in Arizona communities, using films, media, assembly programs.”

Good PR Takes Planning

Preston Hill of TRAGYC gives guidelines for getting press exposure for safety activities:

- send proofread news items to all key media, personally addressed
- hold to 1-page length unless news really warrants more space
- specify release date – give ample advance notice (2 weeks for TV, radio)
- give full identification (name, address, phone of sender) – fully identify all persons named in story
- use summary lead: who, what, where, when, why
- document with black/white glossy pictures
- follow-up by phone to see if release arrived, if more data is desired.

For Information about Handicapped Driver Vehicle Equipment . . .
"... as it relates to GM products, contact:

Milford R. Bennet 1-(313)-575-1566
R. Gil Baker 1-(313)-575-1237

Handicapped Driver Vehicle Equipment Automotive Safety Engineering Environmental Activities Staff General Motors Corporation General Motors Technical Center, Warren, MI 48090

COMING ISSUES . . .

- Bikecentennial Study Report (Palvinski of DOT)
- CMSU’s “Death” Investigation
- Conference Highlights – ADTSEA, NSC
- Correlation of 4-Phase DE (Moore)
- Deaf and DE (McCull)
- Dealer Appreciation Night – Seattle
- DE Australia – Kent, Marshall, Maryott
- DE Humanized – Kelso
- Driver Improvement (Koehler)
- ESC Mobile Units (Sessom)
- In-Car Procedures (Moss)
- International DE Symposium
- Multicar Driving Range (Dennis)
- Triple DE Range – Jefferson County, CO
- Update: Grants, ADED, Youth Safety Clubs
ADTSEA Members Evaluate the Driver Educator’s Role

American Driver and Traffic Safety Education Association (ADTSEA) had its 21st annual summer conference in Milwaukee. Delegates came to find answers to critical issues facing today’s driver educators, ranging from the energy crisis, to adult driver improvement, to instruction for the physically disabled, to legislation affecting DE, to reduced local school budgets, to ADTSEA’s benefits to its members.

Educational specialists’ advice on coping with critical issues will be highlighted in future DIGESTS.

Conference keynoter, MT’s Supt. of PI, Georgia Ruth Rice, identifies priorities for traffic education: “It must embrace new realities, such as the energy crisis, and provide leadership for the American people in dealing with this crisis.

“The education of drivers of buses and other people-movers will become an important part of education. Even bicycles and variations of that form of transportation create new educational demands for traffic educators.”

She questions educators: “What are your plans this year for energy education, bus driver education, environmental safety and bicycle education?”

When ADTSEA’s Exec. Dir. Wm. D. Cushman reviews the organization’s year of achievement, it can be viewed as reasons why membership enrollment should increase by thousands among driver educators.

Typical examples are two recent ADTSEA publications designed to improve the quality of classroom and in-car instruction: U-HAUL SAFE TRAILERING KIT . . . TIRE SAFETY LESSON that includes a 33-1/3 rpm recording, a film-strip, tests, instructor’s manual.

Created to help assure DE survival in the school curriculum is ADTSEA’s BROADSIDE package, available to members (for only $10) and non-members ($15). It states the case for quality DE, answers DE critics, influences decision makers.

The DISCUSS PROJECT, based on a pilot alcohol project conducted in the Milwaukee School System, is off the press and is expected to have a great impact on how college teachers handle the alcohol education problem.

ADTSEA’s relationship with key organizations has been strengthened through participation in their conferences, and helping to further their goals, including: NHTSA, GOVERNOR’S HIGHWAY SAFETY REPS, NATIONAL SCHOOL BOARD ASSOCIATION, CONSUMER PRODUCT SAFETY COMMISSION, NATIONAL ASSOCIATION OF WOMEN’S HIGHWAY SAFETY UNITS.

To join ADTSEA, educators may write to:
ADTSEA, 1201 Sixteenth Street, NW, Washington, DC

ADTSEA’s new president, Allan E. Cafferty, Idaho’s consultant for driver and safety education, boasts about good things that have happened in his state. He confirms: “We have an increase in the number of students taking driver education to 90-1-8, from less than 10%. And, we’ve had a decrease in the vehicle death rate.”

Looking ahead to ADTSEA’s 22nd year, Cafferty wants the association to promote realistic standards for teaching that will lead to better trained professionals, better curriculum content geared to specific tasks, and better prepared traffic citizens as an end product.

ADTSEA’s first president (L), Dr. Robert L. Marshall, CMSU’s dean of the school of Public Services, installs new board members, from L: Supr. Billy G. Johnson, VA’s SDOE; DE Admnr. Milton Bernett, W’s SDOE; Traffic Safety Coordr. Willis Valet, U of W-Stout; Traffic Education Super. Carita Hahn, MT’s SDOE; Dr. Roy G. Moss, Jr., assistant professor, TX’s SHSU. Not on-camera: Fred English, Northridge, CA.

Newly installed division chairmen are, from L: Dr. Donald L. Smith, MSU’s Highway Traffic Center, East Lansing; Dr. Instr. Barry N. Haber, DeKalb High, DeKalb, IL; Dr. Moss; Art Opfer, Automotive Safety Foundation, HUF, Washington, DC.

From L are members of the executive committee: DE Super. Frank C. Kettlesoll, OR’s Dallas High; GDTSEA’s Exec. Sec. J. B. Angelo Croce, Sandy Springs, GA; Pres. Cafferty; Pres-Elect Jay M. Smith, K-12 directors, AZ’s Mesa Public Schools; Maryott.

The Gavel Passes . . .

. . . from outgoing Pres. Donn W. Maryott (L) to incoming Pres. Allan E. Cafferty of Boise, ID.

“Being ADTSEA president has been not only the highlight of my professional career, but of my life,” says Maryott, who is associate in safety education, NY, SED.

In serving ADTSEA, he traveled over 50,000 miles finding it rewarding to meet driver educators, elementary teachers, principals and board members across the country who are committed to safety and working hard to make this a safer country. “Without the free loan of vehicles from the automotive industry, there would be no high school DE in this country. We’re also getting the loan of mopeds, minibikes and motorcycles from industry,” asserts Maryott.
Meyerhoff’s 3-Screen Projection Achieves On-Street Reality

Richard Meyerhoff, chairman of the DE Department in Waterloo, IA, is known for his innovative techniques for teaching young drivers to be safe users of the streets and highways.

Example: His 3-screen projection in the classroom has been going on since January, screening his own camera footage covering multiple traffic situations—residential, business, suburban, divided highways, paved and rock rural highways, intersections—the latter with 10 kinds of settings.

Meyerhoff states a case for this approach: “It is proving to be viable, making it possible to teach students where to look, when to look, how far to look, how many times to look, how often to look, how long to look for each kind of intersection setting.

“Students see more and realize their visual potential. They are able to take more looks over a wide area and are able to attach meanings to what is seen. They become more reliable decision-makers.

“Student behavior BTW at railroad crossings is vastly improved.”

Why does Meyerhoff take the 3-screen route?

It is his way of overcoming what he considers some shortcomings of the simulator. He explains: “Simulation is not doing the job because of the organization of simulation films. Their randomized presentations do not help to teach skills and procedures.

“Simulation does not require the student to turn his head.”

Three screens do. In simulation, the camera does the looking for the student.

“Simulation does not teach what to do at uncontrolled intersections—right and left on red and other kinds of intersecting skills. I was spending too much valuable time teaching these skills in the car. And on-range, I could not simulate such things as a railroad crossing, field-of-view and other related problems.”

What does it take for other educators to duplicate Meyerhoff’s classroom reality?

It takes photographic skill. It takes planning and the willingness to travel. Meyerhoff’s footage covers traffic situations in California, Colorado, North Carolina, Minnesota, Wisconsin, and Iowa.

It takes essential equipment. Meyerhoff has 3 35mm projectors that produce views to the left, right, and straight ahead. He has 3 screens—the 2 side ones are placed at an angle to produce the view as a driver would see it in the real traffic world.

Amplifies Meyerhoff: “Three screens with motion picture are practical. My pilot footage demonstrates the practicality of this medium.”

Walla Walla SAFTYE Club Wins Uniroyal Driver Safety Award

They just never stop working to improve traffic safety—that aptly describes what happens in the Wa-Hi SAFTYE Club (Stop Auto Fatalities Through Youth Effort) in Walla Walla, WA. Because of members’ non-stop efforts, the club is winner of Uniroyal’s Driver Safety Award which, for the 4th consecutive year, honors students who make outstanding contributions in the driver safety field. The national award is offered in conjunction with A SAFE START, Uniroyal’s DE Course.

The list of achievements of the Wa-Hi SAFTYE Club during the year merited the first choice of the 5 judges. Many of their projects extend beyond their peers to reach elementary students and adults. They include, among many: retrieving and replacing vandalized traffic signs, conducting a radar-measured speedometer check of motorists; studying the need for new traffic signs and speed limits; observing and analyzing the traffic flow; collecting data on traffic collisions; checking existing traffic signs for proper placement; participating in public and school driver safety exhibits and displays; producing radio broadcasts; giving away sand and gravel to motorists during the winter months.

Jan Reed, Uniroyal program coordinator, confirms that competition for ’78 closes in mid-March. Announcements will be released before long. Application queries may be made to Donn W. Maryott, ADTSEA past president, presents General Motors with a plaque of appreciation for the thousands of GM cars which dealerships have loaned the driver education program over the years.

Accepting the plaque were John W. Noonan, sales program manager for General Motors; and R. A. “Doc” Whitworth, GM’s manager of traffic planning and training safety at the Milford Proving Ground.

In the ’76-’77 school year, over 49,000 GM vehicles were loaned to schools across the country—28,669 of them were Chevrolet cars and light-duty trucks.

ADTSEA Says: “Thanks, GM, for the Loan of All Those Cars!”

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The Reference Shelf Makes Room for 2 More DE Textbooks

The selection of driver education texts has increased by 2 in recent months for '77-'78 release. One is a revised edition: Building Safe Driving Skills, published by Fearon-Pitman. From Houghton and Mifflin comes the first printing of an all-new text: In the Driver's Seat.

BUILDING SAFE DRIVING SKILLS is authored by Patrick Kellye, DE instructor in the Hayward Unified School District, Hayward, CA.

The student text has 3 supplements: Teacher's Guide, Chapter Tests grouped in a duplicatable Makemaster book, and a Student Workbook written by Neal J. Rathjen, supervisor of DE in the Milwaukee School System and past president of ADTSEA.

Rathjen also is one of the text's 4 consultants, along with Walter J. Barber, Jr., DE consultant of the Dade County Public Schools, Miami, FL; Lawrence R. Bates, district coordinator of health and safety education in the Kansas School District, Kansas City, MO; Dr. Walter G. Patterson, DE supervisor in the Los Angeles City Unified School District, Los Angeles, CA.

The student text is written in a low reading level (grade 3.0 - Spache Readability Formula) and designed for a 4-part learning system: classroom, independent study, small group programs, individualized instruction.

The workbook and chapter tests also are available in Spanish.


Editorial advisors are: Barbara C. Rowder of NSC, author of motorcycle curriculum materials for the Illinois Office of Education . . . Thomas R. Mandyk, program director of the Cambridge Mental Health and Mental Retardation Center in Cambridge, OH . . . and special editorial advisor, Dr. Roy G. Moss, Jr., director of teacher training program for DE at Sam Houston State University, Huntsville, TX.

Structured into 4 units, the text starts where the student is: needing a learner's permit . . . needing information about the car and the road . . . needing facts on how the driver's health, including the use of alcohol and other drugs, affects the driving task.

Written for 7th-grade reading level, the text employs both U.S. customary and metric units of measurement.

Towanda High Has Safety Rodeo

Co-sponsored by the school, the Pennsylvania State Police, and Chevrolet Dealer Bob Ferrario, Towanda High's first driving safety rodeo had 41 students competing for honors. Ferrario supplied the 4 Monte Carlos used in BTW tests . . . awarded a trophy to the top winner (Tim Coe) . . . presented jackets to all winners in the 5 categories. Presentations were made in an all-school assembly.


Contestants' skills were judged for on-road performance and 5 on-range categories: serpentine driving, parallel parking, 2-point turn, backward driving, controlled stopping distance.

Chevrolet Free-Loan Films Are Available

For your convenience, all Chevrolet DE Education films are consolidated into one source for bookings. Send requests for films on the usual free-loan basis to:

MODERN TALKING PICTURE SERVICE, INC.
Chevrolet Driver Education Program
2323 New Hyde Park Road
New Hyde Park, NY 11040

When requesting bookings, include the CODE NUMBER assigned to each film (see listing below). This will expedite the processing of your bookings for your preferred dates.

Driving, Drinking and Drugs: RESEARCH REPORT, ready for January 1, '78, release, presents the latest analytical laboratory research on the potential problems of driving while under the influence of alcohol or marijuana. Experiences of young test program volunteers, their reactions and opinions are documented. Code #31997

Driving Economically . . . IT'S UP TO YOU follows 2 groups of young drivers who take to the streets and highways in cars equipped with mile-o-meters. Objective: to compare safe, sensible, economical drivers with ones who aren't. It answers the question students often ask when instructed to drive economically: What's in it for me? Code #31994

Handling the Unexpected demonstrates what to do when faced with such things as obstacles in the road, meeting a sleepy driver, having to go off the road. Bill Bonderant, professional driver, does the demonstrating. Code #31995

Signs and Lines identifies the international markings and guides that are replacing the familiar ones in the U.S. Code #31996

So . . . You Want To Buy a Used Car gives guidelines for making a good selection: who to buy from, what to look for, what to consider before making final decision. Code #30112

The Workmanship Myth has a timely message for students taking driver education, social science, economics, and consumerism. It refutes the belief that foreign products are handcrafted, not assembly-line made. . . . it refutes the myth that American workers have no pride and no confidence in the products they make. Code #31446
CHEVROLET proudly salutes all dealers who demonstrate their loyalty in multiple ways to the Driver Education Program — one of the most important Courses offered in high schools today.

OSTROM CHEVROLET: “DE Participation Is Worthwhile...

... or we wouldn't be doing it.” Dealer Harold Ostrom of Montebella, CA, has been sending his Chevrolets — 525 of them — to 3 Los Angeles area school districts for 16 years. He's the only dealer doing this in the districts.

His dealer-identified cars — 22 of them — were the BTW learning labs for 1,300 students in the '76-'77 school year. Ostrom considers this good for the community — just as good for the dealership. There's excellent exposure because the cars are on the road morning to night, 6 days a week.

Hugh Knox, Ostrom's general manager, agrees about the exposure benefits, and he names others: “When kids become self-supporting, they're more inclined to buy Chevrolets. Even their parents come to us to recommend cars. We get referrals from teachers, parents and friends of students.”

Physically handicapped students in the El Rancho Unified District now are benefiting from Ostrom's participation. He has loaned an Impala for their specific use. It is equipped with a hand-operated accelerator and brake, purchased by the schools.

The schools are appreciative of the loaners. They show it by restricting use of the vehicles for learning purposes ... they are returned in good condition, maintained according to the Owner's Manual.

Recognition comes also from the Automobile Club of Southern California in the form of a certificate of award.

IN ALABAMA, all DE students at Calera High personally sign their names to a letter that expresses appreciation for the Monte Carlos loaned by Strickland Chevrolet, Columbiana, for in-car training. The students and Instr. James Tubbs report: “The cars were in excellent condition and have been a pleasure to drive.”

IN COLORADO, “thanks” is breakfast with the Jefferson County Board of Education, honoring 20 automotive Denver dealers who loan 225 cars valued at over a million dollars for use in the county's DE Program. “Through their assistance, over 6,000 students in 12 schools receive a comprehensive course of safe driving instruction,” asserts Board Pres. Judith E. Carstens.

Among the dealerships receiving awards at the breakfast were: Burt Chevrolet, Craig Chevrolet, Jerry Both Chevrolet, Luby Chevrolet and Stevinson Chevrolet.

NOVA Goes to School...

... to be the in-car instruction lab for the DE students in Arkansas' Tuckerman Schools, courtesy of the McDowell Chevrolet-Buick dealership in Newport. On hand for the passing of the keys to Supt. James Walker (R) are Sales Manager Bryan McDowell (L) and Jim Brannon, district manager for the Memphis Zone, Chevrolet Motor Division.

Driver Education Stays in Curriculum—Thanks to Dealer Cannellos

IN NEW YORK, the Phoenix Central High School District has 200 students enrolled in DE. Because of the come-to-the-rescue support of Chevrolet Dealer Bob Cannellos, the Course includes a lab phase. In-car instruction narrowly missed being dropped this year. Reason: the dealer who previously loaned cars left the program. Says grateful Supt. James E. Vaccaro, speaking for the board of education: “The sudden dropping of such an important Course not only would have caused serious problems for students and their earned credits toward graduation, but would have meant the unemployment at a very inappropriate time of the district's very fine driver educators. Mr. Cannellos showed his deep concern for the welfare of our students and his willingness to undergo added expenses to himself to keep our DE Program functioning and meeting the needs of the community. Much lip service is given to being a good citizen, but Bob Cannellos has demonstrated that he lives by that credence.”

Document your promotions with pictures. Black and white glossies are preferred.
Send to: Don H. Elliott,
Driver Education Director
Chevrolet Motor Division
2-126 General Motors Building
Detroit, MI 48202
DE Instr. Warren Polack of Pennsylvania's Coatesville High, shares his emergency braking technique: "Gear down. Hold the brake release out with the left hand. Use the left foot to pump the emergency brake. This procedure can be reversed. The pumping action makes for a smooth stop, especially if roads are slippery."

After explaining the procedure to students, Polack has them drive down a hill, attaining a speed of 25 mph. He amplifies: "They gear down from drive to 2nd gear to 1st gear. Then, they must use the emergency brake in the manner previously described. Some students have thanked me for this instruction because previously they had trouble with the foot brake and had to go to a backup system to stop the vehicle."

For 20 years, Pres. Dale Guyer of Guyer-Kein Chevrolet, has been loaning cars to Coatesville High. In addition to Polack, the other DE instructors are Al Black and Mike Randler.

DE Coordr. Thomas Antonucci joins the growing number of educators who favor making driver education a prerequisite for high school graduation. In New Jersey's Midland Park High that's the way DE is — mandatory! It's been that way since December, 1973.

Antonucci amplifies: "After passing theory (30 hours), students must take BTW (6 hours) when they become 16 1/2 years old, or when they qualify for a regular permit to drive."

Tenth graders are taken in chronological order for BTW instruction given after school hours and during the summer months by Antonucci and Instrs. August De Preker, Lee Tracy, Alfred Schmalfuhs.

Chevrolet Dealer Gerald J. Artsma of Wyckoff, NJ, loans a car to Midland Park's DE Program that now gives BTW instruction also to Ho-Ho-Kus High students who complete theory in their own school.

On-camera are, from L: Frank E. Jacob, Newark Zone merchandising manager, passenger cars; Rick Ronult, Artsma Chevrolet controller; Coordr. Antonucci.

Instrs. Will Parnell, Ed Bankester and Joe Henrichson at Baldwin County High in Bay Minette, AL, have a way of easing the beginning driver into the program with the least amount of confusion on the part of the student. A Procedure Guide makes things clear, covering step-by-step: pre-start, starting the car, leaving the curb, returning to the curb, securing the car, right and left turns, lane change.

Parnell explains: "For each situation, specific steps are outlined. Each student receives the Guide at the beginning of the Course. The primary difference in this approach from other methods is that in the beginning an instructor drives the car through each situation while students observe. Thus, students see before they get BTW."

"After a period of observation, students are ready to drive. With this method, they are more conscious of the procedure steps. Improvement is noticeable. The little extra work at the beginning of the BTW phase is worthwhile."

Educators wanting copies of the PROCEDURE GUIDE may have them by contacting: Instr. Will Parnell, Baldwin County High School, Driver Education Department, 1200 Blackburn Avenue, Bay Minette, AL 36507.

Chevrolet Dealer Bob White (L) supplies 6 cars a year to the Baldwin High DE Program, a practice he started 10 years ago. Says Instr. Parnell (R): "He's been a major supporter of driver education since its inception here."

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