

VIDEO / VISUAL	AUDIO / NARRATION
<p>TITLE: <b>Bicycle Safer Journey</b></p> <p><i>After the title we see a backpack-wearing teen boy riding a bike; GRAPHIC OVERLAY: <b>Biking = Transportation</b></i></p> <p><i>Now we see a different teen, a girl, dressed more casually, riding a bike; GRAPHIC: <b>Biking = Recreation</b></i></p> <p><i>GoPro shot, mounted on handlebars, of the boy riding his bike</i></p> <p><i>GoPro shot, low, looking forward at the road as his foot pedals in CLOSE-UP in the foreground</i></p> <p><i>WIDE SHOT; he crosses the frame horizontally GRAPHIC WIPES ON behind him: <b>Visible Follow the Rules Predictable</b></i></p> <p><i>Now we see the narrator for the first time; he's in his early twenties with a friendly, engaging manner, and he's dressed to ride a bike</i></p>	<p>OPENING MUSIC</p> <p>Maybe you ride to school.</p> <p>Maybe you ride for fun.</p> <p>Either way, when you're on a bike, you want to get where you're going safely.</p> <p>To do that, you need to remember a few key things:</p> <p>Be visible.</p> <p>Follow the rules of the road.</p> <p>And be predictable.</p> <p>Okay, that's it; we're done.</p> <p>Well, not <i>done</i> exactly. We might have a few more things to say.</p>
<p>GRAPHIC: <b>Be Visible</b></p> <p><i>The GRAPHIC transforms so that it now reads: <b>Be Visible = be EASY to see</b></i></p> <p><i>MEDIUM CLOSE-UP, the narrator</i></p> <p><i>WIDE SHOT, then CLOSE-UPS of a bike showing its lights and reflectors</i></p>	<p>TRANSITION MUSIC</p> <p>When we say 'be visible' what we mean is: be easy to see.</p> <p>Drivers should be watching for you – and they are. But do your part.</p> <p>Make sure your bike is ready for riding, and</p>

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<p><i>MEDIUM SHOT of the girl riding her bike; her blouse quickly changes among 3 bright colors</i>  <b>GRAPHIC: Wear Bright Colors</b></p>	<p>that includes having working lights and reflectors.</p> <p>In the daytime, wear bright colors.</p>
<p><i>MEDIUM SHOT of the girl at night; she's wearing reflective clothing/gear</i>  <b>GRAPHIC: Wear Something Reflective</b></p>	<p>At night, wear something reflective, either clothing or gear.</p>
<p><i>CLOSE-UPS of the boy's loose pant leg being strapped down as the narration describes it</i>  <b>GRAPHIC: Dress for Safety</b></p>	<p>And dress for safety. If you're wearing loose pants, for example, strap down the pant leg on the chain side of the bike, like this, so it won't get caught while you're riding.</p>
<p><i>CLOSE-UP of the girl putting on a bike helmet</i>  <b>GRAPHIC: Always a good idea</b></p>	<p>And wear a bike helmet when you ride. It may or may not be the law where you live, but it's always a good idea.</p>
<p><i>MEDIUM SHOT of the narrator; he's holding his bike helmet</i></p>	<p>Of course part of the idea of wearing a helmet is not to put it to the test – not to have a wreck in the first place.</p>
<p><i>CLOSE-UP, narrator</i></p>	<p>And that's all about where you choose to ride and how you do it.</p>
<p><b>GRAPHIC: Rules of the Road</b></p>	<p><b>TRANSITION MUSIC</b></p>
<p><b>GRAPHIC: Bikes = Vehicles</b></p>	<p>Bikes are considered vehicles.</p>
<p><i>Traveling shot of the girl riding on a downtown street</i></p>	<p>So when you're riding a bike on the road,</p>

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<p><i>GRAPHIC: Follow the Rules</i></p>	<p>follow the same rules as car drivers do.</p>
<p><i>GoPro CLOSE-UP of her so we can see how alert she is</i></p>	<p>Just like a driver, you need to look for and obey road signs and traffic signals.</p>
<p><i>Quick shots illustrating these</i></p>	<p>We're talking stop signs, yield signs, red lights, and so on.</p>
<p><i>WIDE SHOT of her riding to the right of cars followed by HIGH ANGLE, SLOW MOTION GoPro shot: she's riding on the right, but with distance between her and the parked cars</i></p>	<p>Keep to the right, but far enough from parked cars so you don't get clipped by a door that opens suddenly.</p>
<p><i>GRAPHIC: Keep to the Right</i></p>	<p>Usually that's at least three feet.</p>
<p><i>ADD A GRAPHIC ARROW and TEXT: Three Feet</i></p>	<p>But what happens when you don't have three feet – when the lane narrows, for example?</p>
<p><i>MEDIUM SHOT of the narrator</i></p>	<p>That's when you need to 'take the lane.'</p>
<p><i>GRAPHIC: Take the Lane</i></p>	<p>'Taking the lane' means that you move into the center of the lane, just like a car.</p>
<p><i>Using the boy, we illustrate exactly what's being described; shooting out of the back of the van we show him move his bike to the center as the lane narrows</i></p>	<p>You should do this when the lane narrows or when you're coming up to an intersection or some other kind of turn.</p>
<p><i>GoPro handlebar shot of the girl; as she looks, signals a left turn, and moves over one lane, we</i></p>	<p>In these situations, the center of the lane is usually the best place to be.</p>
<p><i>ADD GRAPHIC: Look Signal Move</i></p>	<p>When it's time to change lanes, you should look for traffic ... signal ... and then move one lane at a time.</p>
<p><i>Look Signal Move</i></p>	<p>Traffic will always be changing, so it's important to look and signal each time you</p>

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<p style="text-align: center;"><i>MEDIUM CLOSE-UP, narrator</i></p> <p><i>Various shots illustrating the options he describes;</i>  <i>WIDE SHOT: the boy walks with his bike</i>  <i>GRAPHIC: <b>Walk on the Sidewalk</b></i></p> <p><i>The girl is riding in a bike lane; boom up to sign</i>  <i>GRAPHIC: <b>Choose a Different Route</b></i></p> <p><i>MEDIUM SHOT: the boy riding on a public bus</i>  <i>GRAPHIC: <b>Bike + Transit</b></i></p> <p><i>SEQUENCE of the girl on a trail with pedestrians</i>  <i>demonstrating courtesy; she calls out “On your left”</i>  <i>before she passes them</i></p>	<p>want to change lanes.</p> <p>Any time you’re uncomfortable with a traffic situation, you have choices.</p> <p>You can get off the bike and walk on the sidewalk.</p> <p>You can choose a different route— one that has bike lanes ... or slower traffic.</p> <p>Or you can use a combination of bike and transit.</p> <p>But no matter where you’re riding – a road or a trail – always watch out for people walking. Move out of their way. And let them know when you’re about to pass them on the left.</p> <p>GIRL: “On your left.”</p>
<p style="text-align: center;"><i>GRAPHIC: <b>Be Predictable</b></i></p> <p><i>WIDE SHOT of a car going down the road,</i>  <i>possibly also a CLOSE-UP of the driver</i></p> <p><i>WIDE SHOT of the boy riding horizontally across</i>  <i>the screen. WIPE ON GRAPHIC: <b>Safety =</b></i>  <i><b>Predictability</b></i></p> <p><i>MEDIUM CLOSE-UP of the girl riding toward us;</i>  <i>she signals a left turn and veers out of the shot</i></p>	<p style="text-align: center;"><i>TRANSITION MUSIC</i></p> <p>If there’s one thing drivers count on, it’s predictability.</p> <p>So one of the best ways to be safe is to be predictable.</p> <p>For example, use hand signals before you turn or stop.</p>

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<p><i>MEDIUM SHOT of the boy riding in the same direction as traffic</i></p>	<p>Ride in the same direction the cars are going, <i>with</i> the flow of traffic, not against it.</p>
<p><i>CLOSE-UP of the girl; we can see she's alert and paying attention to traffic around her</i></p>	<p>And don't assume that drivers will see you just because you see them.</p>
<p><i>MEDIUM SHOT, narrator</i></p>	<p>You already know this part, but we're gonna say it anyway:</p>
<p><i>CLOSE-UP, narrator</i></p>	<p>put your phone away while you're riding.</p>
<p><i>Traveling WIDE SHOT of the boy riding down a neighborhood street: we see a GRAPHIC with a large <b>NO</b>, and next to it the words <b>Talking and Texting</b></i></p>	<p>You don't want to be talking or texting because you need to be alert and paying attention to what you're doing.</p>
<p><i>Now the words next to <b>NO</b> change to <b>Ear Buds and Headphones</b></i></p>	<p>Same goes for ear buds or headphones. You need to hear what's going on around you, so leave them in your bag for later.</p>
<p><i>CLOSE-UP of the girl's hands on the handlebars</i></p>	<p>Keep both hands on the handlebars – unless you're signaling.</p>
<p><i>TIGHT CLOSE-UP of her face</i></p>	<p>And keep your eyes open for hazards;</p>
<p><i>LOW ANGLE GoPro shots traveling over gravel, then past debris</i></p>	<p>things like wet roads, gravel, debris – anything that could mess with your ride.</p>
<p>GRAPHIC: <b>Things to Remember</b></p>	<p><i>TRANSITION MUSIC</i></p>
<p><i>MEDIUM SHOT, narrator</i></p>	<p>As we said up front, it really comes down to three things:</p>
<p>GRAPHIC: <b>Visible</b></p>	<p>Be visible, be predictable, and follow the same</p>

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<p style="text-align: center;"><b><i>Predictable Follow the Rules</i></b></p> <p style="text-align: center;"><i>WIDE SHOT of the girl in reflective clothing</i></p> <p style="text-align: center;"><i>MEDIUM CLOSE-UP of her signaling a left turn, leaving the frame</i></p> <p style="text-align: center;"><i>MEDIUM SHOT of the boy following the flow of traffic; then he turns away from us and heads off down the road</i></p> <p style="text-align: center;"><b>GRAPHIC: Bicycle Safer Journey © 2013 U.S. Department of Transportation</b></p>	<p>rules as a car.</p> <p>Make sure that drivers can see you, that you let them know what you're about to do, and that you're following the rules of the road. That's it. Have a good ride.</p> <p><b>CLOSING MUSIC</b></p>