

VIDEO / VISUAL	AUDIO / NARRATION
<p>TITLE: <b>Bicycle Safer Journey</b></p>	<p>OPENING MUSIC</p>
<p>After the title we see a backpack-wearing teen boy riding a bike; GRAPHIC OVERLAY: <b>Biking = Transportation</b></p>	<p>Maybe you ride to school.</p>
<p>Now we see a different teen, a girl, dressed more casually, riding a bike; GRAPHIC: <b>Biking = Recreation</b></p>	<p>Maybe you ride for fun.</p>
<p>GoPro shot, mounted on handlebars, of the boy riding his bike</p>	<p>Either way, when you're on a bike, you want to get to where you're going safely.</p>
<p>GoPro shot, low, looking forward at the road as his foot pedals in CLOSE-UP in the foreground</p>	<p>To do that, you need to remember a few key things:</p>
<p>WIDE SHOT; he crosses the frame horizontally GRAPHIC WIPES ON behind him: <b>Visible</b> <b>Follow the Rules</b> <b>Predictable</b></p>	<p>Be visible. Follow the rules of the road. And be predictable.</p>
<p>MEDIUM SHOT, Narrator; he's dressed to ride a bike</p>	<p>Did you get that? Did you write it down? Great! That's it – we're all done.</p>
<p>Quick transition to a fake ending, a GRAPHIC saying: <b>Bicycle Safer Journey</b> © 2013 <b>Federal Highway Administration</b> But just as this is getting started it's interrupted by the return of our narrator.</p>	<p>ENDING MUSIC</p> <p>Nooo, I'm just kidding. Come on, you knew there had to be more than that.</p>
<p>GRAPHIC: <b>Be Visible</b></p>	<p>TRANSITION MUSIC</p> <p>All right, then. Be visible.</p>
<p>The GRAPHIC transforms so that it now reads: <b>Be Visible = be EASY to see</b></p>	<p>What we mean is: be easy to see.</p>
<p>MEDIUM CLOSE-UP, the narrator</p>	<p>Drivers should be watching for you, but do</p>

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<p><i>WIDE SHOT, then CLOSE-UPS of a bike showing its lights and reflectors</i></p>	<p><i>your part.</i> Make sure your bike is ready for riding, and that includes having working lights and reflectors. They help drivers see you.</p>
<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>In the daytime, wear bright colors. Because ... bright colors are easier to see.</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. Same reason.</p>
<p><i>CLOSE-UP of the boy putting on a bike helmet</i></p>	<p>And wear a bike helmet when you ride. It's there to protect your head – and your brain – if you crash.</p>
<p><i>CLOSE-UP of the girl putting on a bike helmet</i> <b>GRAPHIC: Always a good idea</b></p>	<p>Wait, what? (<i>leaning in, pretending to hear something from the audience</i>) Oh. You don't need to wear a helmet because you're a good rider.</p>
<p><i>MEDIUM SHOT of the narrator; he's holding his bike helmet</i></p>	<p>Yeah, not how it works. No matter how good you are, unexpected things can happen that you can't control. Like a driver who pulls out in front of you. At a time like that, you want something here (<i>he taps his helmet</i>) to protect you.</p>
<p><i>CLOSE-UP, narrator; he puts his helmet on</i></p>	<p>Of course part of the idea of wearing a helmet is not to put it to the test – not to wreck your bike in the first place.</p>
<p><i>CLOSE-UP of the boy's face as he rides his bike, emphasizing the helmet</i></p>	<p></p>

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<p><i>WIDE SHOT of him riding away from the camera</i></p>	<p>Where and <i>how</i> you ride is an important part of that.</p>
<p><i>MEDIUM CLOSE-UP, narrator</i></p>	<p>Where and <i>when</i> you ride is something you should talk to your parents about. They can help you decide the best way to get where you're going safely.</p>
<p><b>GRAPHIC: Rules of the Road</b></p>	<p><b>TRANSITION MUSIC</b></p>
<p><i>WIDE SHOT, SIDE ANGLE of boy riding his bike</i> <b>TEXT: Bikes = Vehicles</b></p>	<p>Did you know that bikes are considered vehicles? Just like cars are vehicles.  True fact.</p>
<p><i>Traveling shot (back of van) looking at the girl riding on a road</i> <b>GRAPHIC: Follow the Rules</b></p>	<p>So when you're riding a bike on the road, follow the same rules as car drivers do.</p>
<p><i>Quick shots illustrating these traffic signs</i></p>	<p>Just like a driver, you need to look for road signs and traffic signals, and do what they say.</p>
<p><i>WIDE SHOT, the boy comes to an intersection and stops</i></p>	<p>But even if there isn't a sign, when you come to an intersection, you gotta stop and look for traffic.</p>
<p><i>CLOSE-UP, he looks for traffic; then WIDER SHOT as he rides on across the street</i></p>	<p>One of the most dangerous things you can do is just to shoot out across a street or out of a driveway, and not stop and look first.</p>
<p><i>MEDIUM SHOT of narrator</i></p>	<p>A driver might not be able to stop, and you could get hit.</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.</p>
<p><i>WIDE SHOT of the girl 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>That means you'll be on the right side of the road. But stay far enough from parked cars so you don't get hit by a door that opens all of a sudden. Usually that's at least three feet.</p>
<p><b>ADD A GRAPHIC ARROW and TEXT: Three Feet</b></p>	
<p><i>MEDIUM CLOSE-UP, narrator</i></p>	<p>Any time you're not comfortable with a traffic situation, remember: you have a choice the driver doesn't have.</p>
<p><i>Various shots illustrating the options he describes; WIDE SHOT: the boy walks with his bike GRAPHIC: Walk on the Sidewalk</i></p>	<p>You can get off the bike and walk with it on the sidewalk.</p>
<p><i>The girl is riding in a bike lane; boom up to sign GRAPHIC: Choose a Different Route</i></p>	<p>You can also choose a different way to go—one that has bike lanes ... less traffic ... or slower traffic.</p>
<p><i>MEDIUM SHOT: the boy riding on a public bus GRAPHIC: Bike + Transit</i></p>	<p>Or you can use a combination of bike and transit—like maybe going partway on a bus.</p>
<p><i>SEQUENCE of the girl on a trail with pedestrians demonstrating courtesy; she calls out "On your left" before she passes them</i></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><i>TRANSITION MUSIC</i></p>
<p><b>GRAPHIC: Be Predictable</b></p>	

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<p><i>MEDIUM SHOT of the boy riding toward the camera. WIPE ON GRAPHIC: <b>Safety = Predictability</b></i></p>	<p>One of the best ways to be safe on your bike is to be predictable. In other words, to do what drivers expect you to do, and be where they expect you to be.</p>
<p><i>MEDIUM SHOT of the girl riding toward us in a straight line CLOSE-UP; we can see she's alert and paying attention to traffic around her</i></p>	<p>For example, always ride in a straight line. And don't assume that they'll see you just because you see them. Stay focused and pay attention to what's around you.</p>
<p><i>MEDIUM SHOT, narrator; he holds up a phone</i></p>	<p>But you can't <i>do</i> that if you're riding like <i>this</i>. <i>(mimes riding with one hand and talking on the phone)</i> So put your phone away when you're riding.</p>
<p><i>GoPro shot going down the road, rider's point of view: we see a GRAPHIC with a large <b>NO</b>, and next to it the words <b>Talking and Texting</b> Now the words next to <b>NO</b> change to <b>Ear Buds and Headphones</b></i></p>	<p>If you're talking or texting, you're not paying attention to what you're doing. 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>You also need both hands to steer properly, so unless you're signaling, keep them both on the handlebars.</p>
<p><b>GRAPHIC: Things to Remember</b>  <i>MEDIUM SHOT, narrator</i></p>	<p><i>TRANSITION MUSIC</i>  Like I said at the beginning, it really comes</p>

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<p style="text-align: center;"><i>GRAPHIC:</i> <b>Visible Predictable Follow the Rules</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 SHOT of her riding in a straight line</i></p> <p style="text-align: center;"><i>MEDIUM SHOT, the boy stops at a stop sign, looks both ways for traffic</i></p> <p style="text-align: center;"><i>WIDE SHOT, he heads off down the road</i></p> <p style="text-align: center;"><i>GRAPHIC:</i> <b>Bicycle Safer Journey © 2013 Federal Highway Administration</b></p>	<p>down to three things:</p> <p>Be visible, be predictable, and follow the rules of the road.</p> <p>Make sure drivers can see you, that you behave the way they expect, and look for road signs and traffic signals, and do what they say.</p> <p>That's it. This time we really are done.</p> <p>Have a good ride.</p> <p><i>CLOSING MUSIC</i></p>