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**Fall 2012 *Street Smart* Campaign**

**PROPOSED SCRIPTS FOR RADIO TRAFFIC SPONSORSHIPS**

**November 5, 2012**

**:15 Risky Times**

Many crashes with pedestrians and cyclists happen between 3 and 8 p.m. Now that it’s dark earlier in the evening, it’s more important than ever for drivers to watch out for pedestrians and cyclists, especially when making a right or left turn. Pay attention.Be street smart.

*Hay muchos choques entre peatones y ciclistas entre las 3 y las 8 p.m. Ahora que atardece más temprano, es más importante que nunca que los conductores se fijen más en peatones y ciclistas, especialmente al doblar a la derecha o izquierda. Sea seguro. (Be safe)* *Sea Listo en el Camino. (Be ready for the road.)*

*Focus: Targets drivers*

 *Delivers a safety reminder about a common cause of crashes*

 *Gives nod to time change*

*Educates listeners about when crashes often occur (and correlates to time when message will be airing)*

*Delivers clear call to action*

**:15 Time Change**

With the recent time change and shorter daylight hours, it’s time for drivers to pay extra attention to pedestrians and bicyclists. Look twice for people in crosswalks, and yield to cyclists and walkers when you’re making a right or left turn. Watch out.Be street smart.

*Ahora que atardece más temprano y hay menos luz, es hora que los conductores presten más atención a los peatones y ciclistas. Mire dos veces para ver a peatones en los cruces, y siempre ceda el paso a peatones y ciclistas al doblar a la derecha o izquierda. Sea seguro. Sea Listo en el Camino.*

*Focus: Targets drivers*

 *Delivers safety reminders relative to pedestrians and cyclists*

 *Specifically calls out time change*

 *Emphasizes the importance of watching out for pedestrians and cyclists*

 *Delivers clear call to action*

**:15 Crackdown**

Area police are enforcing pedestrian and bicycle safety laws. Want to avoid an expensive fine? If you’re driving, watch for people in crosswalks and stop for walkers and cyclists. If you’re biking, obey signs and signals. And if you’re walking, cross in the crosswalk and wait for the light. Be street smart.

*We will transadapt this script into Spanish upon approval.*

*Focus: Targets drivers and pedestrians*

 *Specifically focuses on law enforcement around common violations*

 *Doesn’t overpromise extent of enforcement*

*Delivers safety reminders to pedestrians and drivers*

 *Uses threat of a ticket as a safety motivator*

**:15 *Street Smart Safety Zone* Promotion**

Come out to the WPGC *Street Smart Safety Zone* at the corner of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Avenue and \_\_\_\_\_\_\_\_\_\_\_ Drive on Thursday, November 15th from 4 to 6 PM to promote pedestrian and bicycle safety. Be Safe. Be Seen. Be Street Smart.

*No se pierdan el WPGC Street Smart Safety Zone en la esquina de  \_\_\_\_\_\_  Avenue y \_\_\_\_\_\_ Drive el jueves 15 de noviembre de 4 a 6 pm para promover la seguridad de ciclistas y peatones. Sean seguros en las calles. Sean Street Smart.*

*This is an added value radio liner that will be used to promote the three on-the-ground outreach events. The station, location, date and time will be changed out accordingly.*

*Focus: Targets pedestrians*

*Promotes Street Smart Safety Zone Events*

 *Focuses on visibility*