

Designhouse  
Ideas for Pedestrian Safety – StreetSmart Radio Campaign 2005  
April 20, 2005

**OPTION 1: "*Real Therapy*"**

A sendup of a typical marriage counselor or couples therapy scene as a reality show. There's a soothing "Dr. Phil" like voice, and an emotional couple, then an announcer at the end.

DOCTOR: "We're going to help Doug and Ellen solve some personal issues. Ellen. You have pedestrian issues?"

ELLEN: "Do I! I can't even cross a street without taking risking my life!"

DOUG: "And that's my fault?! With the way you jump out in front of drivers..."

DOCTOR: "Doug. It was Ellen's turn. But that's good. Let's talk about your driving issues..."

DOUG: "Pedestrians and cyclists just don't seem to pay attention. It's hard driving around them, you know?"

DOCTOR: "I'm sure it is, Doug..."

ELLEN: "Hard! You're driving a one-ton car! I'm flesh and blood!"

DOCTOR: "Okay, you two here's an exercise. Doug, you share the road with pedestrians and cyclists... like Ellen..."

DOUG: "Well..."

DOCTOR: "Ellen, you look out for drivers of cars and trucks."

ELLEN: "Okay..."

ANNOUNCER: "Every seven minutes – every day – a pedestrian or cyclist is hit, injured or killed on our roads. Imagine the impact if you were involved? Today, police are strictly enforcing laws for pedestrians, cyclists – and drivers with fines up to five hundred dollars. So stay alert. Take time to cross safely. Drivers – stop for pedestrians. Watch for cyclists. Everyone share the road. When you don't, the results can be tragic. A StreetSmart public safety message from the District of Columbia, Maryland and Virginia."

**OPTION 2: "The Game"**

Two guys in a car, with an announcer at the end.

(SFX: sound design of screeching tires, brakes, yells)

GUY #1: "WHOA! Dude! You wanna kill somebody?"

GUY #2: "Chill, man. We gotta get to the game and these people gotta move..."

GUY #1: "They're pedestrians!!!"

GUY #2: "And we're drivers... games on...I'm quicker than they are. Nooo contest..."

GUY #1: "Yeah – well – what goes around comes around."

GUY #2: "What's that mean...?"

GUY #1: "You gotta be more careful driving around pedestrians..."

GUY #2: "Why's that?"

GUY #1: "Because now we gotta park and walk to the stadium, and then you'll be a pedestrian... still wanna play your game?"

GUY #2: "Well..."

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