

## SIGNAL WOMAN—MOBILE VIDEO



### CYCLIST (ORIGINAL)

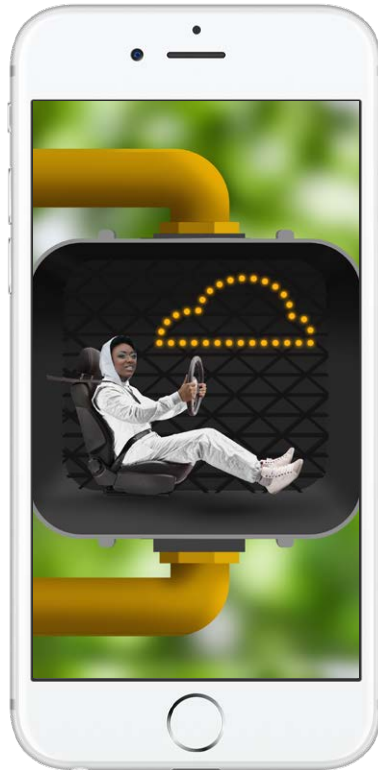
ZOOM IN ON SIGNAL WOMAN RIDING A STATIONARY BIKE IN HER SIGNAL BOX AT AN INTERSECTION.

SIGNAL WOMAN: You know, looking out for pedestrians isn't my only jam. I'm looking out for you cyclists, too. So, be sure and ride with traffic, wear a helmet, and bike smart.

SIGNAL WOMAN LETS OUT A DEEP BREATH LIKE SHE'S TIRED AND GESTURES TO PASSING BIKERS.

SW: Whoo . . . you guys go ahead, don't wait for me.

CARD: LOOK ALIVE



### DRIVER (ORIGINAL)

WE QUICKLY ZOOM IN ON THE SIGNAL BOX AT AN INTERSECTION. SIGNAL WOMAN IS AT THE WHEEL.

SIGNAL WOMAN: I usually talk to walkers but today I'm talking to drivers. Hey, drivers, look twice for pedestrians and cyclists, and stop for people at crosswalks.

THE CAR STARTS BOUNCING UP AND DOWN.

SW: Woah, looks like I have a flat. Just kidding. I'm in the signal box. What are y'all thinking? Ha ha.

CARD: LOOK ALIVE



### PEDESTRIAN (ORIGINAL)

WE QUICKLY ZOOM IN ON A SIGNAL BOX AT AN INTERSECTION WHERE WE SEE SIGNAL WOMAN.

SIGNAL WOMAN: I wanna keep all my pedestrians safe, so be sure and wait for my signal to cross the street.

SIGNAL WOMAN DOES HER SIGNATURE POSE.

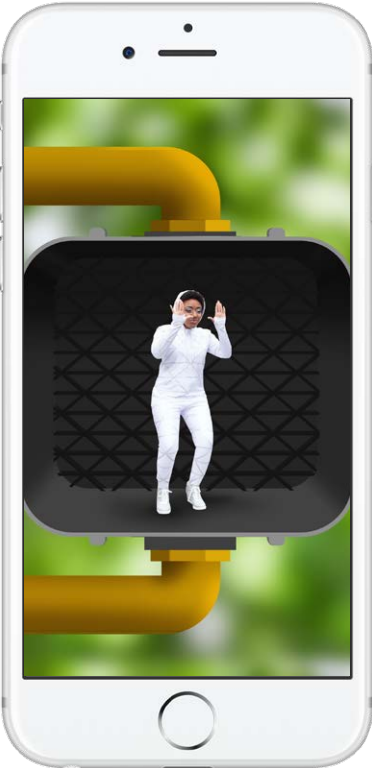
SW: But I can't be everywhere! So, if there's no signal or crosswalk nearby, cross at a corner—with caution—because I love all my little pedestrians.

SIGNAL WOMAN SEES A WOMAN IN A NICE JACKET WALK BY AND CALLS OUT TO HER.

SW: Hey there, nice jacket. Where'd you get it? You think it comes in white?

CARD: LOOK ALIVE

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### DISTRACTION

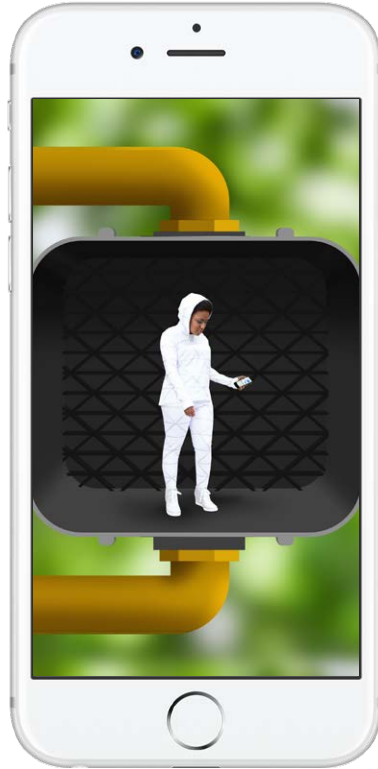
WE QUICKLY ZOOM IN ON A SIGNAL BOX AT AN INTERSECTION WHERE WE SEE SIGNAL WOMAN.

SIGNAL WOMAN: Hey, all you drivers and pedestrians on your phones: Put down your phones and pay attention to the road! And to *ME*, because I'm signaling some important information. So watch me cuz hey, I've got moves for you.

SIGNAL WOMAN BUSTS A MOVE.

SW: Yeah, watch me... and watch the road.

CARD: LOOK ALIVE



### EYES UP

ZOOM IN ON SIGNAL WOMAN IN SIGNAL BOX. SHE LOOKS UP FROM HER PHONE, LOWERS HER PHONE AND NARROWS HER EYES LIKE SHE'S FOCUSING. SHE DOES THIS THREE TIMES AS IF SHE'S A GIF.

SIGNAL WOMAN: Eyes up. Phones down. Focus on the road. Eyes up. Phones down. Focus on the road. Eyes up. Phones down. Focus on the road.

SHE STOPS AND TALKS TO CAMERA.

SW: Bet you thought that was a GIF. Nope. It was all me—telling drivers how to avoid injuring pedestrians and cyclists. Here, do it with me... Eyes up. Phones down. Focus on the road. Eyes up. Phones down. Focus on the road...

CARD: LOOK ALIVE



### ALERT PEDESTRIANS

WE QUICKLY ZOOM IN ON A SIGNAL BOX AT AN INTERSECTION WHERE WE SEE SIGNAL WOMAN.

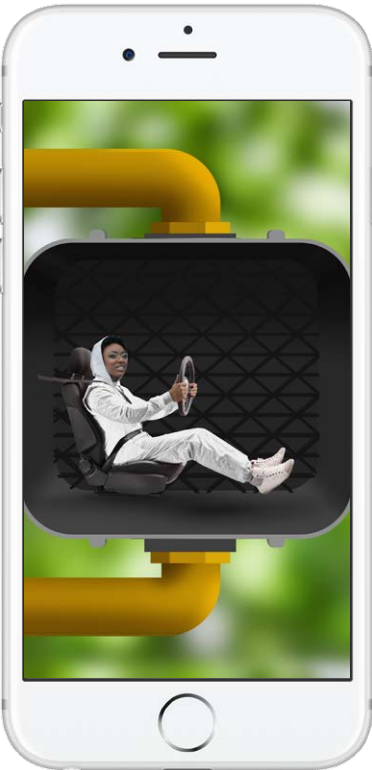
SIGNAL WOMAN: Look alive, pedestrians! You're crossing the street? Look left. Look right. And that's right, look left again. Just be alert, my adorable little friends.

SIGNAL WOMAN HOLDS HER EYES WIDE OPEN AND LOOKS DIRECTLY AT THE CAMERA.

SW: I'm watching out for you. So you watch the road.

CARD: LOOK ALIVE

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## BLIND SPOT

ZOOM IN ON SIGNAL WOMAN IN SIGNAL BOX IN DRIVER'S SEAT. SHE SPEAKS TO CAMERA.

SIGNAL WOMAN: Signal Woman here reminding you that you can't see your blind spot from here...

(POINTS TO REARVIEW MIRROR) or here...(POINTS TO SIDE MIRROR)

SW: You have to turn around and look for bicyclists before you turn. Like this.

SHE LOOKS OVER HER RIGHT SHOULDER.

SW: So, let's practice: Ready, one two three...

WORKOUT MUSIC BEGINS. SW IS TURNING IN TIME TO THE MUSIC

SW: Turn, turn, turn, turn...You got it...turn, turn turn...

CARD: LOOK ALIVE



## FIELD OF VISION

OPEN ON FULL SCREEN OF SIGNAL WOMAN TALKING TO CAMERA

SIGNAL WOMAN: You know what happens when you speed? Your field of vision gets smaller.

SW'S ENTIRE SCREEN SHRINKS TO POSTAGE STAMP SIZE

SW: (SHOUTING) That makes it harder to see people walking and biking, and that's how people get hurt. So slow down...

SCREEN ENLARGES

SW: ...and see the world in a much safer light.

CARD: LOOK ALIVE



## REACTION TIME

### (LOOOOOOOOOOONGER)

ZOOM IN ON SIGNAL WOMAN IN SIGNAL BOX. SHE PAUSES ELONGATES THE WORD LONGER.

SIGNAL WOMAN: You know one of the things that happens when you speed? If you suddenly come upon a pedestrian or a cyclist, it takes loooooooooooooooooonger to stop. And that's how people get hurt. So slow down, please.

CARD: LOOK ALIVE

## SIGNAL WOMAN—MOBILE VIDEO



### BICYCLE HAND SIGNALS

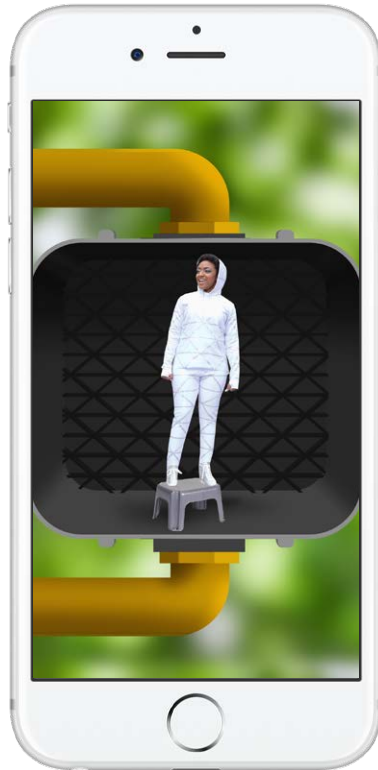
OPEN ON SIGNAL WOMAN IN HER BOX ON HER STATIONARY BIKE. SHE GOES THROUGH THE HAND SIGNALS.

SIGNAL WOMAN: Okay, cyclists, I'm sure you know your hand signals but just in case you're rusty, let's run through them. For a left turn, extend your left arm out straight, like so. For a right turn either hold your left arm up or extend it out straight. And when stopping, hold your arm down at a 90 degree angle. So, there you go. Oh, and here's one more...

SHE HOLDS UP HER HAND AND WAVES

SW: Bye bye.

CARD: LOOK ALIVE



### ROADSIDE EMERGENCY

ZOOM IN ON SIGNAL WOMAN STANDING IN SIGNAL BOX.

Signal Woman: If you have a roadside emergency and can't remain in your vehicle, do not stand near the vehicle. Move away from the roadway and get behind an embankment,

SHE HOLDS UP A FOAM BOARD CUT OUT OF AN EMBANKMENT AND PEEKS OVER THE TOP. THEN SHE TURNS IT AROUND AND SHOWS A GUARDRAIL ON THE BACK.

SW: ...or a guardrail and, if possible...

SHE STEPS UP ON A SHORT STOOL

SW: ...move to higher ground.

CARD: LOOK ALIVE



### LEFT, LEFT, LEFT RIGHT LEFT.

OPEN ON SIGNAL WOMAN IN BOX. SHE IS MARCHING MILITARY STYLE, CALLING CADENCE AND TURNING HER HEAD LEFT, RIGHT THEN LEFT AGAIN

SIGNAL WOMAN: Left, left, left right left. Left, left, left right left...

SHE KEEPS MARCHING AND SPEAKS TO CAMERA

SW: Sound like basic training? Well, it is, for pedestrians. Before using the crosswalk, wait for the walk signal, look out for turning vehicles and always look left, right then left again.

SHE BEGINS CHANTING

SW: ...left, left, left right

CARD: LOOK ALIVE



OPEN ON SIGNAL WOMAN AS SHE MAGICALLY APPEARS IN THE BACK SEAT OF A CAR THAT'S IN THE LEFT TURN LANE, STOPPED AT A RED LIGHT. SHE TALKS TO THE DRIVER.

**SIGNAL WOMAN:** Surprise!

**DRIVER:** Who are you?

**SW:** I work here.

SHE INDICATES THE SIGNAL BOX WITH HER IMAGE IN IT. THE DRIVER DOES A DOUBLE TAKE.

**DRIVER:** Oh, you're . . .

**SW:** . . . Signal Woman. (SPEAKING ROYALLY) First of her name, Queen of Safety, Protector of Pedestrians . . .

SHE SEES THE DRIVER'S LEFT BLINKER BLINKING.

**SW:** So, I see you're turning left at that intersection?

**DRIVER:** I am.

WE SEE THE INTERSECTION FROM THE DRIVER'S PERSPECTIVE. SIGNAL WOMAN POINTS OUT THE GAP AND PEDESTRIANS.

**SW:** Okay, before you make that turn, don't just look for gaps in oncoming traffic, check for pedestrians and cyclists, too.

**DRIVER:** Wow, that's smart.

**SW:** You know, I do this 24-hours a day. Literally.

THE DRIVER GETS READY TO TURN, CHECKING FOR PEDESTRIANS, CYCLISTS AND ONCOMING TRAFFIC.

**SW:** Well, back to the office for me. Thanks for the chat.

**DRIVER:** Sure.

CUT TO SIGNAL WOMAN IN HER SIGNAL BOX WAVING AT THE DRIVER AS HE TURNS LEFT WITH THE LIGHT.

**SW:** (TO DRIVER) Byeeee . . . (TO CAMERA) He's doing exactly what I taught him. Such a good student.

SUPER: LOOK ALIVE