

SHOT 1



VO/GFX

"Children mirror our behaviors"

VIDEO

CU - Young child in backseat
looking at mom in driver's seat.

PRODUCTION NOTE

GoPro - Car in motion
Potential shot - child pretending
to put on lipstick insert - shot #4

SHOT 2



VO/GFX

"They learn what is ok..."

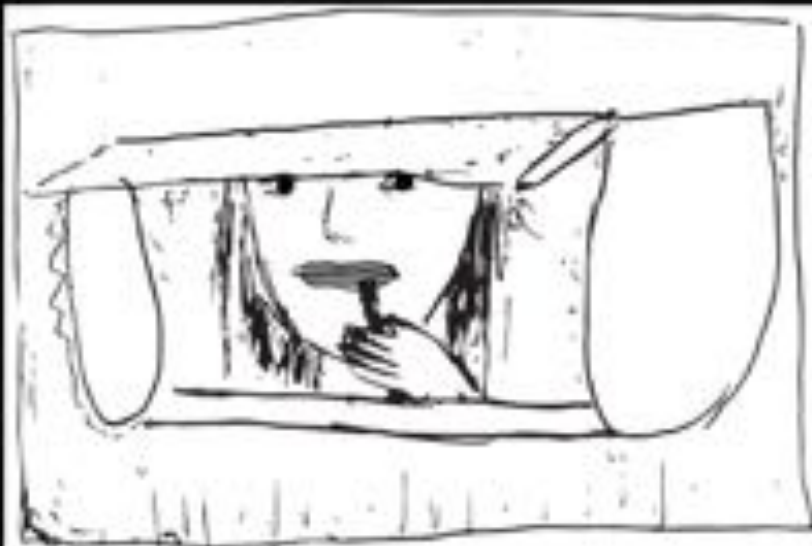
VIDEO

MS - Woman in driver seat pulls
down visor opens mirror

PRODUCTION NOTE

GoPro - Car in motion

SHOT 3



VO/GFX

"...from the adults they see.."

VIDEO

XCU - Woman putting on lipstick

PRODUCTION NOTE

Car parked. Avoid windows - cut
in with moving shots

SHOT 4



VO/GFX

VIDEO

MS - Man in driver's seat drops water bottle - reaches down for it.

PRODUCTION NOTE

GoPro - (Outside through windshield) - Car in motion

SHOT 5



VO/GFX

VIDEO

MCU - Man picks water bottle up off floor

PRODUCTION NOTE

Car parked. Avoid windows - cut in with moving shots

SHOT 6



VO/GFX

VIDEO

MS - Child in booster seat in leaning over to see father driving - picking up water bottle.

PRODUCTION NOTE

*GoPro - Car in motion
* Show girl picking something up?*

SHOT 7



VO/GFX

"If you're a distracted driver..."

VIDEO

STOCK - video of man texting and driving

PRODUCTION NOTE

Could shoot tight of phone in front of wheel while parked. Cut in with moving shot

SHOT 8



VO/GFX

VIDEO

Exterior GoPro of road - swirving

PRODUCTION NOTE

Match contiuity to stock shot of texting on highway

SHOT 9



VO/GFX

"...they will be too!"

VIDEO

STOCK - Teen texting and driving

PRODUCTION NOTE

Phone in this shot too old? Teen available?

SHOT 10

WHAT KIND OF EXAMPLE ARE YOU?



**Governor's Traffic
Safety Committee**

VO/GFX

"What kind of example are you?"

VIDEO

GFX-Text on screen

PRODUCTION NOTE