

Goal

Raise awareness about Automated Work Zone Speed Enforcement (AWZSE) that begins this spring.

Concept 3: In the zone

In a work zone, work with heavy equipment, precise measurements,

Video :30

VO/ SFX	Video/Graphics
Survey conductor to participant: "Thank you for participating in our survey regarding stressful work conditions, you will have 1 minute to complete the questionnaire".	Person being escorted to desk in front of large curtain, handed paper and pencil.
	Shot of multiple participants being escorted to the same desk, to show the test was preformed numerous times.
	Timer starts, participant begin to complete the questions on the paper.
	Curtain slowly opens behind them to a open hanger door, showing construction cones.
	Load rumble sound and a Tractor trailer speeds by, followed by a car, another truck. Cars start honking and continues to speed behind them as the clock counts down. Camera Focus's on frazzled participants as they try and complete the assignment with all the nose and speeding vehicles.
	Text on screen: 0 out of 10 participants were able to complete the survey
VO: Everyday our crew members work under similar conditions, by doing the speed limit you help them do their job.	
If not, we have this guy who will help us catch the speeders.	AWZSE vehicle pulls up and stops in open hanger door

DOT
AWZSE
2/20/23



Media
Services

Tag: They are there to keep us safe. Let's do our part in keeping them safe.	<u>End slate:</u> www.ny.gov/workzone
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Radio:

Script
Safety is DOT's number one priority, but no matter how many safety precautions and procedures are in place, we can't stop you from speeding.
But we can catch you.
Automated Work Zone Speed Enforcement will now take a photo of your license plate and send a notice of liability to you at home – followed by a fine.
They are there to keep us safe. Let's do our part in keeping them safe.
A message from New York States Department of Transportation.

Static:

Image: construction workings, speeding car behind them
"Just doing their job, now you do yours. Slow down."

Text on screen: "Speeding in work zones just isn't worth the cost."

Image: Car passing construction zone
Text on screen: Your job is easy, slow down, or be fined