



Creative Services

DOT
Sweet Ride Video 2010

VIDEO

Guy in full costume in front of green screen with superhero-type moving background going

Gal comes on camera with him, dressed in street clothes – moving background falters and fades, so we see studio and green screen

Moving background comes back in full behind them as Gal takes off shirt to reveal superhero costume beneath

AUDIO

Open

Music full

Host Guy: Welcome to the Sweet Ride on the Safe Side Chronicles. What follows are the epic adventures of incredible people doing incredible things.

Host Gal: What are you doing?

Music falters and fades

Host Guy: I'm setting the scene for the epic adventure that lies before us...

Host Gal: No, you're not, you're standing there in a cape.

Host Guy: And I'm here to introduce fantastic stories of motorists in peril.

Host Gal: No, we're here to introduce the contest and make sure everyone knows how the new Iowa cell phone and seat belt laws affect them, not tell stories.

Host Guy: Fine... (Announcer voice) The Iowa Traffic Safety Alliance, Charles Gabus Ford, and KDSM Fox 17 are proud to present Sweet Ride on the Safe Side, where you can win a brand new Ford Focus. Just watch this video and pass the quiz to enter. Easy peasy.

Music full

Host Gal: (Superhero voice) Remember, texting and using other electronic devices while driving is not only dangerous, it's against the law.

Host Guy: What do you think you're doing?

Circle swipe to black

3 kids in car – only the 1 in the passenger seat is buckled
Car rolls to a stop at a stop sign – Spiderman throws open the door and web “seat belts” the 2 that aren’t buckled.

The kids all nod and put their real seat belts over the web “seat belts”

Extreme close up of Spiderman
Circle swipe to black.

“Sheldon” in front of a bank of monitors with a steering wheel, practicing on his driving simulator

“Leonard” comes into the room and watches for a second before talking

“Sheldon” talks while still trying to drive

Host Girl: I’m getting into character. What are you doing?

Both: (high fives) Awesome!

Host Guy: Right now law enforcement officers are only issuing warnings for texting while driving. Tickets will be issued starting next July 1.

Host Girl: In the meantime, we’ll be watching.

Spiderman

Girl Driver: Whoa! What are you doing?

Spiderman: Keeping you safe! The leading cause of death for American teens is car crashes.

Girl Driver: (snobby voice) I’m a safe driver; I’m not going to get in an crash. I drive to school and the mall everyday. Plus seatbelts cramp my style.

Spiderman: Everyone under 18 needs to buckle up...front AND back seats. It’s the law.

Big Bang Theory (I am Batman!)

Screams, car crashes and screeching tire sound fx in the background throughout

“Leonard”: You really stink at driving.

“Sheldon”: Correction. I am far more aware than most, no phone, ipod or gps

“Sheldon” ignores the simulator and finally looks at “Leonard”
He points at the screens

“Sheldon” stands up and puts the steering wheel on his chair

“Sheldon” wraps an imaginary cape around himself and leaves
Circle swipe to black

Large group of teens (obviously too many to fit) rush toward a car

Wonder Woman appears from out of nowhere and lassoes some kids

Wonder Woman lets loose the kids she’s lassoes

distractions here. According to a safety research report, more than 60 percent of teenagers drive distracted, despite their concerns about being involved in an crash.

“Leonard”: Yeah, but...

“Sheldon”: Excuse me, The same report states that 82 percent of teenagers admit to texting while driving.

“Leonard”: OK, but you still stink at driving. And if you keep texting while “driving” you’ll get a ticket.

“Sheldon”: Look... all these people are getting back up, they’re fine.
Anyway, I don’t need to learn how to drive

“Leonard”: Why?

“Sheldon”: (deeper voice) I am Batman.

Wonder Woman

Driver: Everyone in...food run!

Kid 1: Shotgun!

Wonder Woman: Not so fast!

Lassoed kids: What?

Driver: What’s going on? We’re just going for burgers!

Wonder Woman: You have a graduated license, right?

Driver: (*warily*) Uh...yeah...

Wonder Woman: Then you need another car and driver. It’s against the law for someone with a permit or intermediate license to have more passengers than seatbelts.

Kids huddle together, football style
When done, they split into 2 groups – 1 goes to wait on steps, the other group gets in the car, but not everyone buckles up

Wonder Woman watches through the car window
CU of kids buckling

Car drives off as Kid 3 yells out the window to Wonder Woman
Circle swipe to black

Hosts in control room with various teens driving on the monitors. They swivel around to face the camera.

Whip zoom out from single shot of Guy as they both spin back around to watch the

Kid 2: Really?

Hushed whispers

Kid 1: They're gonna wait here until we get back.

Wonder Woman: EVERYONE under 18 must be buckled up, front and back seats..

Kid 3: Thanks for keeping us safe Wonder Woman!

Middle

Host Guy: Welcome back! Our heroes have done a great job of fighting distracted driving, but our nemesis is still out there.

Host Gal: Distracted driving is everywhere, but we're here to keep it from spilling out into the streets.

Host Guy: If you think you're not going to get caught just because you're not breaking any other laws, think again!

Host Gal: With a permit or intermediate license, you can get pulled over for using your cell phone or ipod without breaking any other laws.

Host Guy: And the D-O-T will suspend your permit or intermediate license if you're caught using any electronics.

Host Gal (*interrupting*): Unless they're permanently installed in your car, like an On-Star device.

Host Guy (*interrupting*): Yeah, so get rid of the distractions...we're not the ONLY ones watching you.

monitors again
Circle swipe to black

Tony Stark driving around in sports car, and gets pulled over for texting while driving by a police woman.

Police Woman gives Tony Stark a warning ticket and walks away toward her vehicle

Tony Stark revs the engine and zooms off
Circle swipe to black

Cars at intersection – 1 car has teen driver fiddling with ipod as they go through.

Iron Man

Police siren sound fx

Sound fx of window rolling down

Tony Stark: Hey, how can I help you?

Police woman: Mr. Stark, you were texting while driving, you're not allowed to do that.

Tony Stark: Oh come on, that law's just for kids.

Police woman: No it's not Mr. Stark, the law that prohibits texting while driving applies to everyone, the law prohibiting electronic communication and entertainment devices is only for teens with less than a full license. And ALL drivers must have their vehicles at a complete stop, off the travel portion of the roadway, to send or read text messages. That means you too.

Tony Stark: *(teasing voice)* Are you sure it includes Iron Man?

Police Woman: Well, anyone can use a permanently installed device to TALK while driving...so I guess if your texting is permanently installed in your Iron Man suit, you would be OK to use it while flying. But as Tony Stark, driving around MY city...don't text and drive, it's dangerous.

Tony Stark: *(slightly mocking)* Yes ma'am.

Police Woman: Drive safely, Mr. Stark.

Sound fx of tires squealing

X-Men

Typical traffic noise, hear music change, as ipod changes songs

CU as ipod is blasted into pieces from red laser ray

WS see other cars going past with Cyclops standing outside car with ipod driver stops. Wolverine and Storm are dealing with other teen drivers on cell phones (1 texting, 1 talking) in the background.

MS Teen driver in car

WS Storm & Wolverine joining Cyclops at this vehicle

CU Teen driver

Zoom out to see Wolverine leaning in the teen's window

WS Cyclops pulls Wolverine back and motions for teen to move on
Circle swipe to black

Kid texting while driving with friends in the car. Car comes to a sudden stop. Cut to shot of Superman's hand denting the car.

Everyone piles out of the car

Blasting sound fx

Teen driver: You blew up my ipod!

Cyclops: If a police officer caught you with your ipod while driving, your intermediate license would have been suspended. Now you don't have it as a distraction.

Teen driver: But you blew up my ipod, and they can't pull me over just for using my ipod when I'm driving.

Storm: Yes they can. For young drivers, the new law is a primary law, so officers can pull you over just for talking or texting on your phone or for using a handheld entertainment device...like your former ipod.

Teen driver: That's not fair!

Wolverine: Life ain't fair kid. But at least until June 30, 2011, you'll only get a warning, not a ticket.

Cyclops: Get on your way kid. We have other teen drivers to protect.

Superman

Superman: Is everybody okay?

Driver: What did you do to my car?!? Why?

Superman: You were texting while driving.

Driver: What, I can't text while I drive?

Superman: Not anymore. The new law says you can only text when your vehicle is at a complete stop AND off the road, or when the message contains safety related

GFX: x-ray of phone showing real text

Superman flies off to fight another day
Circle swipe to black

Batman, in his cave, in front of monitors,
looking for people breaking the law while
driving

Robin enters to join Batman

information.

Driver: I was checking the traffic...

Superman: I don't think so...you were asking someone named Becky "whazzup"...

Driver: What? No, I...how do you know that?

Superman: X-ray vision.

Teen 1: Cool!

Superman: Well, if I were a law enforcement officer, your ticket would be fifty dollars plus court costs and a criminal surcharge.

Driver: How much are court costs and the criminal surcharge?

Superman: Seventy-seven fifty – so you would owe one hundred twenty-seven fifty total. It's not considered a moving violation, but if it causes serious injury or death...you'll have more criminal fines and you will get your license suspended.

Teen 1: Wow, that's a lot.

Superman: Yes it is. OK kids, be on your way, and be safe.

Batman

Batman: ...that's 5,6,7,8 out of 10 teens using their cell phones while driving. My findings back up the safety research report that says 82percent of teens admit to texting while driving.

Robin: Ya' know, Most of my friends worry about getting into a crash but practice distracting actions like texting or talking on

OTS shot of “Sheldon” on the monitors dressed in a Batman costume
Batman shakes head...
Circle swipe to black

Two hosts in costume in front of green screen with videos of each of the superheroes in the background. Gal host starts to put back on street clothes over her costume.

Video on green screen goes away and they're just in the studio in front of a blank green screen

the phone anyway.

Batman: Would you say more than 60 percent?

Robin: Hmmm...yes.

Batman: That isn't smart, car crashes are the leading cause of death among teenagers.

Robin: And I see every night how distracted driving leads to crashes.

Batman: Texting on the road is our new worst enemy...

Robin: Look Bruce, that guy is dressed like you!

“Sheldon”: I am Batman!

Batman: “Not again...”

Close

Host Guy: In the end our heroes were able to save all these people from the brink of a texting nightmare.

Host Gal: Ok, I think we're done with the super hero gig...

Host Guy: (*interrupting*) You're my sidekick!

Host Gal: Dream on cape boy, you were MY sidekick, and now we're back in the real world. The reality is, super heroes can't save you from a ticket or suspended license.

Host Guy: And those tickets are expensive! Fifty bucks plus the court costs and criminal surcharge...it ends up being \$127.50. I'm gonna go save more teens from distracted driving!

Gal rolls her eyes and walks off, guy grabs his cape, gets into character and “flies” off screen
Circle swipe to black

Host Gal: Or you could go take the quiz like the normal human being that you are.

Host Guy: Can I win the Batmobile?

Host Gal: Ummm...no! You CAN win a Ford Focus from Charles Gabus Ford, the Iowa Traffic Safety Alliance and Fox 17.

Host Guy: Sweet!

Host Gal: Have fun...

BH

Sweet ride contest quiz questions:

1. What is the main cause of death for American teens ages 14 to 18?
 - a) Sports-related injuries
 - b) Car crashes
 - c) Cancer
 - d) Murder

2. According to a highway safety research report, what percentage of teens worry about getting in a crash, but still admit to practicing distracting or harmful actions while driving?
 - a) 40 percent
 - b) 50 percent
 - c) More than 60 percent

3. According to a highway safety research report, what percentage of teens report using cell phones while driving?
 - a) 40 percent
 - b) 82 percent
 - c) 90 percent
 - d) 23 percent

4. Iowa has a new law on cell phone use when driving. According to the law, when can a driver (adult or teen) send or read a text message?
 - a) While operating a vehicle.
 - b) While the vehicle is at a complete stop off the travelled portion of the roadway or when the message contains safety related information including emergency, traffic or weather alerts.
 - c) At a stop light or stop sign

5. Will a ticket for texting affect my driver's license?
 - a) Yes, it will result in a 30-day suspension of a restricted driver's license.
 - b) No.

6. I have a school permit and my car has OnStar, does the new law allow me to talk using that while I'm driving?
 - a) Yes. Anyone, including a young driver, may use "talk" on a vehicle's permanently installed communication device.
 - b) No. A young driver is not allowed to talk on any device while driving.

7. I'm 16 and have an intermediate license. Can a police officer pull me over just because I'm using my cell phone?
 - a) Yes. You don't have to be breaking another law for an officer to pull you over for using your cell phone or any other handheld electronic device.

- b) No. The officer must suspect that you are breaking another law before you can be pulled over.
8. I'm 17 and have an intermediate license. How much will the ticket be if I'm caught texting or talking on my phone or using my iPod?
- a) \$50, plus a criminal surcharge and court costs, for a total of at least \$127.50
 - b) \$25 plus court costs for a total of \$52.75
 - c) \$200 plus court costs for a total of \$350.40
 - d) \$50 plus court costs for a total of \$150.27
9. Can I get a ticket now for texting while driving under the new law?
- a) Yes. Tickets are being issued now
 - b) No. Warnings are being issued through June 30, 2011. Tickets will be issued beginning July 1, 2011.
10. I have a minor's school license. Can my license be suspended for a cell phone or entertainment device violation under the new law?
- a) No, a cell phone violation doesn't count as a violation of the restrictions on your license.
 - b) Yes. Upon conviction, your license will be suspended for 30 days. If convicted of two violations: your license will be revoked for one year; you must provide SR22 insurance for two years; and you must pay a civil penalty of \$50, plus a license reinstatement fee.
11. If I have an instruction permit or an intermediate license, is there any limit to the number of passengers I can have in the vehicle while I am driving?
- a) No. there is no limit. You can have as many passengers as you can squeeze in.
 - b) Yes, there is a limit. The number of passengers cannot exceed the number of passenger safety belts in the vehicle.
12. If I have an instruction permit or an intermediate license, do all of my passengers (front seat and back seat) have to wear a safety belt while I am driving?
- a) Just the little ones.
 - b) Just the front seat passengers.
 - c) All of the front seat passengers and any back seat passenger that are under age 18 must wear a safety belt and use a safety restraint system.

Mail your quiz answers to:

Tracey Bramble
Iowa Department of Transportation
800 Lincoln Way
Ames, IA 50010



Congratulations and thank you for completing the www.sweetridecontest.com teen driver safety quiz sponsored by the Iowa Traffic Safety Alliance, KDSM Fox 17 and Charles Gabus Ford. To complete your entry into the contest, please print this form, complete all the fields and mail to:

Tracey Bramble
Iowa DOT
800 Lincoln Way
Ames, IA 50010

First and last name: _____

Mailing address: _____

City: _____

Zip: _____

Phone number: _____

E-mail address: _____

Date of birth: _____

If under 18, please provide one of your parents first and last name:

Please call or e-mail me if you have any questions.

Tracey Bramble
Iowa DOT
515-239-1314
tracey.bramble@dot.iowa.gov