The Pedestrian Safety Board 

Public Safety Building

Morgantown, WV 26505

October 4, 2018

CONTACT: Cassidy Lego

Public Relations Consultant

412-860-9002

PUBLIC SERVICE ANNOUNCEMENT cl0003@mix.wvu.edu

Start date:

Stop date:

**NEW TECHNOLOGY IN MORGANTOWN IMPLEMENTED TO BENEFIT PEDESTRIAN SAFETY**

How often do you find yourself checking your phone while walking to class? Or listening to music while crossing the street? It’s important to be cautious while walking around campus, especially with the installation of new traffic signals.

All around us, technology is constantly expanding. It’s not just our smartphones upgrading, but technology all throughout our campus as well. New technology has been installed that we all should be aware of regarding our safety. The city of Morgantown has implemented two new traffic systems -- Concurrent and Exclusive.

Now you’re probably wondering what that even means?

In traffic heavy areas, the “concurrent” system is used to keep the flow of traffic by allowing cars to turn even when the pedestrian walk signal is in place.

In an “exclusive” system, after the pedestrian alerts the crosswalk signal, all traffic lights change to red and stop all traffic in that intersection for the pedestrian to cross.

You’ll see these new systems in place in intersections along High Street, Spruce Street, Willey and their 90 degree connectors.

With these new changes around campus, it’s especially important to practice pedestrian safety while we adjust to the technology being implemented.

This has been a public service announcement brought to you by the Morgantown Pedestrian Board always reminding you to be safe, seen, and sure.

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October 3, 2018 Contact: Cassidy Lego

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Start date: <Oct.. 3>

Stop date: <Dec. 6>

**EYES UP  DISTRACTIONS DOWN CREATING A SAFER ENVIRONMENT FOR PEDESTRIANS AND DRIVERS**

Reading time: 30 seconds

<Song fades in,radio blaring in the background>

Medium shot of driver in the front seat driving their vehicle. Singing along with the music.

<Music playing from headphones>

Closeup of the pedestrian putting in headphones. When they put in the headphones, music begins to play.

<Music playing from headphones>

Close up on pedestrian’s feet walking on the sidewalk.

<Radio blaring in the background>

Medium-Close up of the driver’s steering wheel. One hand on the wheel, one hand turning up the music.

<Texting keyboard noises>

Extreme close up of the pedestrian texting while walking.

<Radio in the background, slurping noises from     drink>

Medium shot head on of the driver taking a sip of drink and peering off.

<Music playing through headphones>

Pedestrian bumps into someone while walking.

<Phone rings, stops music>

Close up of the driver talking on the phone while operating vehicle.

<Music playing through headphones, keyboard noises>

Wide shot of pedestrian crossing the street while texting and listening to their music. Vehicle in the background turning right at the crosswalk where the pedestrian is crossing and coming at the individual.

<Brakes screeching and horn blaring>

Fades to a black screen.

Title Screen - “In the age of technology it’s no longer just the drivers fault. More and more people are walking distracted and have heightened the risk for tragedies.”

“Both are responsible. Both face the consequences”

Screen fades to black - Morgantown Pedestrian Safety Board Logo appears.

“Safe. Seen. Sure.” written under the logo.

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**:09** Soundbite Promo:  Up next we have the Morgantown Pedestrian Safety Board with some vital new information on how to keep us all safe while walking the streets of Morgantown.