

Department of Transportation

Run Dates:

*September 20 – October 25, 2004
(and ongoing)*

Contact:

*Linda Crabill (408) 277-4499
Community Relations Manager*

TRT:

30 seconds

Believe it!
(Pedestrian Safety PSA)

[Words underlined for emphasis]

Here in the Bay Area, we're all in a hurry. Whether we're driving, walking or bicycling, we want to get to our destination quickly. But don't be tempted to cross the street mid-block. Instead, always walk to the intersection. Drivers don't expect to see people in the middle of the street, and you are more likely to get hit, if you cross there.

You may think that jaywalking is no big deal. Believe it - it is. Making a decision to cross mid-block could cost you your life. And that would be a very big deal. So be Street Smart - and only cross at intersections.

A message from the City of San José.

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Department of Transportation

Run Dates:

*September 20 – October 20, 2004
(and ongoing)*

Contact:

*Linda Crabill (408) 277-4499
Community Relations Manager*

TRT:

45 seconds

Believe it!

(Pedestrian Safety PSA)

[Words underlined for emphasis]

Let's face it. Here in the Bay Area, we're all in a hurry. It's a way of life. Whether we're driving, walking or bicycling, most of us want to get to our destination as quickly as we can. But don't be tempted to cross the street mid-block. Instead, always walk to the intersection. Drivers don't expect to see people in the middle of the street, and you are more likely to get hit if you decide to cross there.

You may think that jaywalking is no big deal. Believe it - it is. Making a decision to cross mid-block could cost you your life. And that would be a very big deal. So be Street Smart - and only cross the street at intersections.

This message brought to you by the City of San José Street Smarts program.

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Department of Transportation

Run Dates:

*September 20 – October 20, 2004
(and ongoing)*

Contact:

*Linda Crabill (408) 277-4499
Community Relations Manager*

TRT:

60 seconds

Believe it!
(Pedestrian Safety PSA)

[words underlined for emphasis]

Let's face it. Here in the Bay Area, we're all in a hurry. It's a way of life. Whether we're driving, walking or bicycling, most of us want to get to our destination as quickly as we can. But don't be tempted to cross the street mid-block in order to save time. Instead, always walk to the intersection. Drivers don't expect to see people in the middle of the street, and you are more likely to get hit if you decide to cross there.

You may think that jaywalking is no big deal. But, believe it - it is. Making a decision to cross mid-block could cost you your life. And that would be a very big deal. So be Street Smart - and only cross the street at intersections. Remember whenever you cross the street, to make eye contact with drivers of oncoming vehicles, to be sure they see you.

This important message brought to you by the City of San José Street Smarts program - on the air, because we care about your safety.

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