Treatments

Video 1

*Rapid alternating shots of two people getting ready.*

**1** Driver picks shirt. **2** Cyclist sinches shoes. **3** Driver checks watch, groans, while brushing teeth.

**4** Cyclist puts on helmet. **5** Driver grabs keys. **6** Cyclist shoe clicks into pedal. **7** Keys turn in ignition.

*Hitting the road*

*Location: curvy country road Farm Rd. 193 off east Sunshine*

**1** As driver backs out of driveway. From the back seat, driver is on the phone, “Yeah... I’m running a little late….Okay...Bye.”

**2** Tripod pan from side of the road as car passes. We hear the doppler effect as it whooshes by.

**3** Truck bed mounted steadicam shot pans up from road to see cyclist riding towards camera. Sounds of the bike and breathing. Cyclist is smiling, looking right past the camera, enjoying his ride.

**4** GoPro shot mounted to the bike of foot pedaling and of thumb changing the gear.

**5** GoPro of thumb changing gears.

*The approach*

**6** Returning to the steadicam shot, we can see the car approach and a reverse shot shows the brake lights come on as it slows down.

**7** Shot from passenger seat of driver, grumbling and checking watch again.

**8** Steadicam: cyclist looks over shoulder. VO (voice over) of his thoughts, “Man that guy’s close.” He looks back towards the camera, “Can’t see around that corner, either. Please don’t pass me guy.”

**9** Passenger seat shot of impatient driver, “Come on man, let me buy. I’m late.”

Tight shot of driver’s face as he strains to see around corner. VO of thought, “What are the chances…” Out loud, a sigh. VO: “Better wait.”

**10** Aerial (drone) shot: You can see both cyclist and the late driver, but also around the corner and past the hill to see another car coming the opposite way.

**Alternate:** Quick pan from one car to the other.

**11** Interior shot of that car, just a simple tight shot of a hand tapping the steering wheel to the music.

**12** Back to late driver, checking watch again. Groaning one last time, he sighs in a screw it kind of way and we hear him accelerate.

**13** Steadicam shows late driver coming up beside cyclist, who takes a hand off one handlebar in an are-you-serious gesture. They are now in a dip in the road and the aerial shot again shows the other car, much closer, just on the other side of the hill.

**14** Shot from back seat of late driver’s car shows new car suddenly appear and we see late driver jerk steering wheel to the right (cyclist is not there, and shot is cropped so that we can’t see that fact).

**15** Quick tight shot of new car driver’s hand slamming the horn.

**16** Separate shot aimed out the passenger window of late driver shows car moving towards cyclist, who swerves towards the edge of the road.

**17** Low tripod shot of cyclist going off road and as it passes to the left of camera and out of screen we cut to black and just hear the sound of the crash and groan.

(Working message, to appear on black screen or slow zoom out from ghost bike on Kimbrough)

**Impatience can kill.**

**All wheels created equal.**

(+interlocked bike and car wheels)

**A reminder to share the road from A&B Cycle.**

(+logo)

Credits.

Video 2

In Progress, a similar story to show how cyclists can endanger drivers. Featuring a cyclist swerving unpredictably and a car getting forced off the road. Or a cyclist riding without lights and causing a driver to swerve into oncoming traffic.

Video 3

Video three will be a series of tips, filmed beautifully and with animated text and VOs detailing how to safely share the road with an occasional tongue-in-cheek bit of humor. These tips were collected from an interview with David Hutchison, a traffic engineer for Springfield who has been heavily involved in and is responsible for much of Springfield’s cycling planning.

1. **Scan actively.**

VO: The wise cyclist is always scanning ahead and planning accordingly.

Visual: Tight of a cyclist’s eyes scanning ahead. Then a POV shot with handlebars visible and arrows pointing to a car coming to a stop, a pothole, and a pedestrian.

1. **Be visible.**

VO: a bike is much smaller than a car, and that makes you harder to see. So make sure you have reflectors either on your clothing or your bike. If you go out at night, don’t even think about leaving your lights at home.

Visual: Cyclist showing reflective gear. At dusk, turning on front and tail lights.

1. **Be predictable and communicate.**

VO: Don’t go swerving around like a wild animal (even if you are one). Check behind you before changing course. And always signal your intent with the correct arm signals.

Visual: Cyclist doing the things in the VO.

1. **Riding on the sidewalk is risky in most places, and ILLEGAL in business districts.**

VO: Cars don’t expect anyone on a sidewalk to be as fast as you are on a bike, so if you pass through an intersection while taking the sidewalk, there’s a chance that traffic won’t be expecting you.

Visual: Interior car shot, from back seat. Driver uses signal and begins to turn right, only to have a bicycle fly out in front of them.

VO: NEVER ride on the sidewalk in a business district, with all those doors you’re bound to run into someone on their phone.

Visual: Cyclist coming down sidewalk, door opens, and out comes someone with arms full of papers. Quick zoom in to cyclist’s face and go to slow motion as their face contorts with panic and they slam on the brakes, skidding to a stop.

1. **Know when to take the lane and when to let traffic pass.**

VO: It can be tempting to always take as little space as possible when traffic is backed up behind you. But when you can’t see if there’s oncoming traffic then don’t encourage drivers to pass you. You could get forced off the road.

Visual: Cyclist in neighborhood with cars safely passing. Cut to cyclist riding near center lane on curvy farm road.

VO: When approaching intersections, safely weave yourself into the traffic stream. Never ride to the right of a car, as there’s a chance they’ll turn into you.

Visual: Tripod shot from the side of a cyclist approaching an intersection. Tight shot of cyclist checking over shoulder. Back to original shot to show a safe merging into traffic stream, and a perfect side shot as the cyclist comes to a stop behind the car in front of them. Shot from across the intersection as the light changes and traffic moves through and a pan with the cyclist as they pass the camera and then move back out of the traffic stream. Thinking of doing this at Cherry and Glenstone while westbound.