

RADIO BROADCAST COPY

	Client:	Montana Department of Transportation
	Job #:	MDT-12801
	Spot #:	
	Date:	July 31, 2012
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	Title:	Watch for Motorcycles: Law Enforcement vs 2

:30 Radio for Summer 2012 — Watch for Motorcycles — MDT Motorcycle Awareness Campaign

Law Enforcement Officer:

Now is the time to look for motorcycles on our streets and highways.

This is [Officer/Sheriff/Deputy _____ of the _____].

Think about this:

If you are involved in a crash with a motorcyclist, no matter who is at fault, the motorcyclist is likely to be seriously injured or killed. Motorcycles have the same right to the road—and much less protection. WATCH FOR MOTORCYCLES—share the road; check mirrors and blind spots before changing lanes, turning or entering an intersection.

Tag:

A message from this station, local law enforcement and MDT.

:30 Radio for Summer 2012 — Watch for Motorcycles #2 — MDT Motorcycle Awareness Campaign

Law Enforcement Officer:

Think about this: a *collision* between your vehicle and a motorcycle is very likely to result in severe injury or death for the motorcyclist.

This is [Officer/Sheriff/Deputy/Captain _____ of the _____].

Wherever you travel, WATCH FOR MOTORCYCLES—search the roadway ahead and behind BEFORE you make your move.

Tag:

A message from this station, local law enforcement and the Montana Department of Transportation.