

NOTICE OF PROPOSED GUIDANCE DOCUMENT

Radio Ads regarding “Buckle Up, Phones Down”

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on three radio ads supporting safety belt use, a proposed guidance document (ss. 347.48 and 346.89)

PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION

Comments may be submitted to the Wisconsin Department of Transportation for 21 days by:

1. Department’s website: <https://wisconsindot.gov/Pages/home.aspx>
2. Internet link:
<https://trust.dot.state.wi.us/act369/?id=OPA665&uri=file:W/Rob/2020/BOTS/BuckleUpPhoneDown/RadioAds.docx&division=OPA>
3. Mailing written comments to:

Office of Public Affairs
Wisconsin Department of Transportation
4822 Madison Yards Way
PO Box 7910
Madison, WI 53707-7910

WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT

The final version of this guidance document will be posted at wisconsindot.gov to allow for ongoing comment.

AGENCY CONTACT

DOTOPAGuidanceDocs@DOT.WI.GOV

NURSE AD #1

(MALE NARRATOR/SFX of a seat belt buckling)

The simple click of a seat belt can mean the difference between life and death. But don't just take it from me...(:06)

(FEMALE NURSE/SFX of a hospital room monitor beeping)

As a nurse for the last xx years, I've seen way too many people seriously hurt in crashes because they weren't wearing a seat belt.

Please – protect yourself. Spare your family and emergency responders from needless trauma.

Buckle up. Every seat, every trip, every time. (:19)

(MALE NARRATOR)

A life-saving message from the U.S. and Wisconsin DOTs. (:04)

NURSE AD #2

(SFX - fade in of hospital room sounds [beeping of medical equipment, breathing apparatus, etc.]

(FEMALE NURSE):

As a nurse, I've helped many patients recover from serious illnesses and injuries.

Sometimes, things happen in life that are beyond our control.

But there are many things we can control to help stay healthy and safe.

Such as wearing a safety belt and driving alert.

Every time you travel – please remember: buckle up, phones down.

Lives depend on it. (:25)

(NARRATOR):

A life-saving message from the U.S. and Wisconsin DOTs. (:04)

Emergency Medical Technician

(VOICE OF AN EMT)

As an Emergency Medical Technician, I hope motorists can remember these four life-saving words:

Buckle up. Phones down.

It means wear a safety belt – every seat, every trip. And when driving, stay focused on the road ahead.

Protect yourself. Spare your family - and emergency responders - from needless trauma. (:21)

(NARRATOR)

Do your part to help us move towards Zero Deaths on Wisconsin roads. A safety message from the U.S. and Wisconsin DOTs. (:08)