

Andrea Ko
JMC 3063
Professor Johnson
Package Assignment

PACKAGE INTRO

<p>SLUG: Red Light ANCHOR: Andrea CU: Red light camera Writer: AK</p>	<p>(ANDREA)</p> <p>WHILE RED LIGHT “ROBOCAMS” ARE HUGELY UNPOPULAR WITH DRIVERS, NEWLY RELEASED STATISTICS HAVE SHOWN THAT THEY ARE EFFECTIVE.</p> <p>CAMERAS INSTALLED AT EIGHT DIFFERENT INTERSECTIONS MORE THAN HALVED THE NUMBER OF WRECKS AT THESE INTERSECTIONS.</p> <p>ANDREA KO REPORTS.</p>
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PACKAGE BODY

<p>SLUG: Red Light pkg Writer: AK</p> <p>VO: SHOW CLIPS OF CAR NEAR-MISSES CHYRON: Tucson. AZ</p> <p>VO: SHOW CLOSE-UP OF GREEN ARROW LIGHT TURNING RED</p> <p>SOT TRT: 15 CHYRON: Tucson Driver</p>	<p>(VO)</p> <p>THESE ARE JUST SOME EXAMPLES OF THE MANY NEAR-MISSES THAT ROBOCAMS INSTALLED AT TUCSON INTERSECTIONS HAVE CAUGHT ON CAMERA.</p> <p>THESE CAMERAS PROVED TO BE EFFECTIVE IN LOWERING THE NUMBER OF ACCIDENTS OCCURRING. HOWEVER, SOME DRIVERS ARE NOT HAPPY WITH THEM.</p> <p>(SOT)</p> <p>“NOW WHEN I SEE THE LIGHT THAT’S GETTING CLOSE TO RED, I STOP, EVEN IF IT’S STILL KIND OF GREEN... BECAUSE I’M AFRAID TO GET RED LIGHT. TWO YEARS AGO, I GOT TWICE</p>
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<p>VO: SHOW CLOSE-UP OF HAND ON COMPUTER MOUSE, CUTTING TO PRESS PLAY ON VIDEO</p> <p>SOT TRT: 15 CHYRON: Sgt. Steve Culbertson Tucson Police Department Traffic Division</p> <p>VO: SHOW CLOSE-UP OF COMPUTER SCREEN CLIP WHERE A CAR TURNS LEFT AT RED LIGHT</p>	<p>IN ONE MONTH, UH, UH... TICKET.”</p> <p>(VO) TUCSON P-D TRAFFIC DIVISION’S SARGEANT STEVE CULBERTSON SAID THAT THE CAMERAS HAVE MADE PEOPLE DRIVE SAFER AND BE MORE AWARE OF ABIDING BY THE LAW.</p> <p>(SOT) “THEY ARE A LITTLE BIT MORE SAFE, IT’S OBVIOUS WHEN THE, THE LIGHT STARTS TURNING TO YELLOW THAT CARS START SLOWING, THEY START SLOWING AND COMING TO A COMPLETE STOP WHEN, WHEN THE LIGHT STARTS CYCLING FROM YELLOW TO RED.”</p> <p>(VO) HE ALSO SAID THAT BEFORE CAMERAS WERE INSTALLED, CARS WOULD SPEED UP AND MAKE TURNS WITHOUT STOPPING INSTEAD.</p>
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PACKAGE TAG

<p>SLUG: Red Light OTS: Traffic Intersection WRITER: AK</p> <p>VO: SHOW GREEN CAR PULLING OUT OF GAS STATION</p> <p>VO: SHOW CLIP OF COMPUTER PULLING UP VEHICULAR INFORMATION</p> <p>TRT: 1:45</p>	<p>(VO) OTHER DRIVERS INTERVIEWED SAID THAT THEY WOULD PREFER A REAL-LIFE MOTORCYCLE COP ON A CORNER THAN DEALING WITH A ROBOT CAMERA ANY DAY. HOWEVER, AFTER A DEMONSTRATION OF THE EASE AT WHICH LICENSE PLATE NUMBER AND VEHICLE REGISTRATION COULD BE CAPTURED, IT’S EASY TO SEE WHY ROBOCAMs ARE TUCSON PD’S SOLUTION TO ERRANT DRIVERS.</p>
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