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Broadcast Media  
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## PSA Script

Scene 1: [TEXT] Bike Safety by Caleb Reese

Scene 2: [TEXT] You need to wear a helmet to be safe when riding your bike.

Scene 3: [PHOTO] A kid wearing a helmet the right way

Scene 4: [TEXT] You can get seriously injured if you hit you head and you are not wearing a helmet

Scene 5: [PHOTO] A kid wearing a helmet that fell on the ground [TEXT] 818 bicyclists died on US roads in 2015. Helmet use is estimated to reduce head injury by 50%.

Scene 6: [PHOTO] A bent bicycle on the ground [TEXT] Always pay attention when riding your bike and know your surroundings

Scene 7: [TEXT] 97% of people who died while bike riding were not riding a bike.

Scene 8: [PHOTO] The bike signals people use [TEXT] These are the signals you can use to be safe on the streets

Scene 9: [PHOTO] Person on bicycle that is using hand signals

Scene 10: [TEXT] Always be aware of your surroundings. [PHOTO] a biker riding their bike in the bike lane.

Scene 11: [PHOTO] another person riding their bike on the sidewalk.

Scene 12: [TEXT] Always ride in the bike lane or on the sidewalk. If you are a experienced rider then you should ride in the bike lane.

Scene 13: [PHOTO] A street light with a biker right next to it. [TEXT] Know the rules of the road, if the light is green then you can go but watch for cars!

Scene 14: [TEXT] Remember to always look before you cross the roads and always, always wear a helmet.

Scene 15: [TEXT] For more information go visit <https://www.nhtsa.gov/road-safety/bicyclists>.