

HIGHWAY CODE PUBLICITY: NEWS REELS

SHOT

COMMENTARY

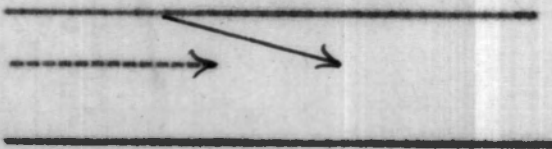
- 1. Pedestrian stepping off footpath in order to get round an obstruction on the footpath, i.e., a lamp post or slow moving pedestrians, etc.

Carelessness such as this - not glancing round at oncoming traffic - contributes to 17,600 accidents a year.

Shots in Oxford Street or Old Bond Street where pavement is narrow.

- 2. Pedestrians crossing at angle without looking.

Contributes to 23,000 accidents a year.



Drivers

- 3. Drivers opening offside doors without looking.

Contributes to 2,600 accidents a year

- 4. Misjudging clearance, distance or speed.

" " 12,000 " " "

- 5. Crossing without due care at road junctions.

" " 11,600 " " "

- 6. Inattention or attention diverted.

" " 11,000 " " "

- 7. Turning right without due care

" " 13,200 " " "

- 8. Overtaking improperly

" " 7,800 " " "

Cyclists

- 9. Misjudging clearance, distance or speed.

" " 2,200 " " "

- 10. Crossing without due care at road junctions.

" " 2,200 " " "

- 11. Inattention or attention diverted

" " 5,000 " " "

- 12. Turning right without due care

" " 4,400 " " "

- 13. Overtaking improperly

" " 900 " " "

Children

nearly half of all accidents.

- 14. Running into road

contributes to 7,600 " " "

- 15. Running into road masked by stationary vehicle

" " 4,300 " " "

(Children cannot be seen by an oncoming vehicle when they cross by stationary vehicles)

Passengers

COMMENTARY

16. **Boarding or alighting from moving vehicles**

Contributes to 7,500 accidents a year

These shots might be shown in groups or separately over a period, with a commentator saying "Have you bought your copy of the new Highway Code which teaches safety on the road?"

Examples of people not giving traffic time to pull up at a Zebra Crossing.

People dither at Zebra Crossing.

POINTS FROM THE CODE

Crossing the road carelessly contributes to 23,000 accidents a year.

The Code says:
Before you cross the road, stop at the kerb, look right, look left, and right again. Do not cross until the road is clear; then cross at right-angles, keeping a careful look-out all the time. If there is a refuge, stop on it and look again. On oneway traffic roads, stop and look towards oncoming traffic before you cross.

Going too fast contributes to 7,500 accidents a year.

The Code says:
Never drive at such a speed that you cannot pull up well within the distance you can see to be clear. Always leave yourself enough room in which to stop. At night, always drive well within the limit of your lights.

Getting on or off public vehicles without due care contributes to 7,500 accidents a year.

The Code says:
Do not get on or off a bus or tram while it is moving, or when it is not at a recognised stopping place. If you want to get on a bus or tram at a request stop, give a clear signal for it to stop and do not step into the road until it has stopped.

Overtaking improperly and misjudging clearance, distance or speed, contribute to 20,000 accidents a year.

The Code says:
Do not overtake at or near

- a corner or bend
- a road junction
- a pedestrian crossing

Do not overtake when approaching the brow of a hill
a hump-back bridge

Do not overtake where the road narrows or when to do so would force other vehicles to swerve or to reduce speed.

Drivers crossing road junctions carelessly contribute to 11,000 accidents a year.

Turning right without due care contributes to 12,000 accidents a year.

Inattention or diverted attention contributes to 11,000 accidents a year.

Negligence when reversing and turning round in the road contributes to 5,000 accidents a year.

The presence of dogs and other animals in the carriageway contributes to 4,000 accidents a year.

Alcohol or a drug contributes to 800 accidents a year.

Vehicle and Mechanical defects contribute to 7,500 accidents a year.

109328-1
The Code says:

When approaching a road junction where there is a "slow" sign, slow down and be ready to stop when you get there.

Where there is a "halt" sign, you must stop at the major road ahead even if there is no traffic on it.

At a road junction, look right, then left, then right again. Do not go on until you are sure that it is safe to do so.

At a road junction, give way to traffic on the major road. If in doubt, give way.

The Code says:

If you intend to turn right, signal in good time and take up a position just left of the middle of the road.

The Code says:

Do not reverse from a side road into a main road. To turn round in a main road, reverse into a convenient side road, preferably one on your left, and make sure that the main road is clear before you re-enter it.

The Code says:

Keep your dog under control when you take it for a walk or in your car. Do not let your dog stray.

The Code says:

Alcohol, even in quite small amounts, makes you less safe on the roads. Be sure you are fit to use them.

The Code says:

Vehicles badly maintained may lead to an accident. Check your lights, brakes, steering and tyres.

HIGHWAY CODE: NEWS NEWS

WRITING SCRIPT

IN PRINCIPAL DISPLAY ROOM ON GROUND FLOOR.

- (1) Long shot of Minister beginning his opening remarks

Camera comes in to close up of Minister.

"something which the Highway Code warns us against" to

- (2) Cut in after "~~drivers, pedestrians and cyclists alike~~" to

- (3) Shot

Working model of fast car overtaking bus at road works.

Commentary by Minister

Road accidents are brought about mostly by carelessness. For instance, overtaking improperly and misjudging clearances, distance or speed, contribute to 20,000 accidents a year.

Here you see what happens when a fast car overtakes a bus where the road is too narrow.

- (4) Working model of car allowing bus to proceed.

This is what should happen - the fast car lets the bus proceed and overtakes later when the road is clear.

- (5) Close up of Code

You will find a section devoted to overtaking on pages 7 and 8 of the new Code.

Reaction testing room

- (6) Cyclist on machine

Turning right without due care contributes to 12,000 accidents a year.

- (7) Close up to screen

Here you see the wrong and right way of turning right.

There are extra rules for pedal cyclists on page 9 of the Code.

Magnetic table

- (8) Pedestrians crossing at right angles.

25,000 accidents a year are caused by crossing roads carelessly.

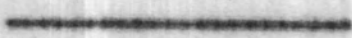
- (9) Pedestrian at Zebra crossing

Special rules about Pedestrian crossings are given on page 5 of the Code.

- (10) Policeman in control at Zebra crossing

But do remember you have ^{to} right of way when a police officer is controlling traffic.

- (11) Cut back to close up of Minister for final commentary at "..... That is why....."





CAMERAMAN'S DOPE SHEET

Print all names. Attach Press Clippings or other material.
If the story looked good to you, say so, if it didn't, say so too.

SUBJECT NEW HIGHWAY CODE 55-24

PLACE OFFICE DATE 28 - 3 - 55

Cameraman RUDKIN Recordist — Footage Shot 80

WHO ELSE COVERED
Say if sound or silent

LIST OF SHOTS
SHOTS OF HIGHWAY CODE

BOULET. PAGES TURNING ETC

Empty lined area for notes or additional information.

Was there anything unusual about the story?
If you were assessing it editorially, what would you say?

10P328-01

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SCHOOL ROAD,
LONDON.
N.W.10.

TELEPHONE:
ELGAR 4030 (6 LINES)

THE EYES AND EARS OF THE WORLD

17th March, 1956.

With Compliments from Mr. F.J. Partington.

Please excuse this form of letter but have no staff
to-day - not even a typist.

I would warn you that the Minister deviated from the
script, therefore do not take it as read.

F. J. Partington

10P328-4

CAMERA

FORM NO. 5.

BOX NUMBER

CAMERAMAN'S CAPTION SHEET

OLYMPIC KINEMATOGRAPH LABORATORIES, LTD.

DATE MAILED

BRITISH PARAMOUNT NEWS DEPT.

SCHOOL ROAD, LONDON, N.W.10

17/3/55

CAMERAMAN L.H. Hawkins SOUNDMAN R. Hubbard
 STORY COVERED Minister of Transport on 'The Highway Code' LENGTH EXPOSED 700 ft.
 PLACE OF EVENT London HOW SHIPPED:
 STOCK USED 100-20 EMULSION NUMBER PAPER NO. 1/700

VERY IMPORTANT! Write Plainly—Spell Names Correctly—Use Typewriter if Possible

SCENE NUMBER

COMPLETE DESCRIPTION OF SCENES

Sound camera.

1. At the H.Q. of the Royal Society for the Prevention of Accidents the Minister of Transport Mr. Boyd Carpenter takes a look around and speaks to camera.
 2. Longer lenses during speech with large close up for important part.
 3. The last part of the speech with repeat different lens because of fluff.
- Note. The Minister did not keep to the script word for word.
4. One of the models working to show accident causes and with the Minister's voice running through.
(Had a bit of trouble here as the model did not work very successfully)

Second roll, sound camera.

This is wildtrack only for commentary to run over the models. Three models in all. No. 1 being the same as on sound camera, No. 2 to illustrate bad by bicycle riding and No. 3 the use of zebra crossings.

Silent camera.

1. General view of the bicycle riding test machine which has an illuminated screen in front of rider to show bad and good riding. (This is difficult to show as the light on the screen is killed as soon as extra lighting is used for photographing)
2. Other shots to try to show the screen
3. A model of a road intersection with zebra crossings --a child crosses not on the crossing, is hit by van and then the zebra being used without and with policeman. (All theses for voice to be run over)

WHICH OTHER SOUND NEWS REELS COVERED STORY

.. .. SILENT ROTA