

Lights, camera, action: An inside look at OTS video shoot

OTS is rolling out a new "Go Safely California" brand campaign that will be our state's official traffic safety rally cry. Part of this effort is producing video spots that address a variety of safety issues we face every day on roadways, and what we can do together to make traveling safer for everyone.



The two-day shoot took place Aug. 22 and 23 blocks from the Capital building, as well as East Sacramento. OTS was on set for behind-the-scenes look into how a

video shoot unfolds. It started with developing a vision and message for the project, and finding a director, cast and crew who could carry out that vision on screen.

The idea behind "Go Safely California" is that it is a busy world out there and we are all in it together. As such, it is up to everyone to take a step back from the rush of life, stop, and think about how we interact with one another. The four spots addressing pedestrian safety, distracted and impaired driving will be released in November, when the "Go Safely California" campaign officially kicks off.

September is California Pedestrian Safety Month

The number of pedestrians killed on roadways remains a growing traffic safety concern. September is officially recognized as Pedestrian Safety Month in California, and OTS will continue the "Pedestrians Don't Have Armor" public awareness campaign, which is aimed at both drivers and pedestrians alike to be aware of each other and share the road responsibly.



The campaign shows pedestrians wearing car parts as body armor, with the theme being that pedestrians are no match for vehicles. First introduced in 2016, the 2018 campaign takes a fresh approach to addressing the issue in a fast-paced, technologically advanced world where distractions pose dangers for drivers and pedestrians.

The campaign will reach a wide variety of audiences listening to the radio, watching television on streaming services, and on social media. Whether behind the wheel or on foot, we must work together to get where we need to go safely.

LOOKING AHEAD

Sept. 23-29 Child Passenger Safety Week
Sept. 29 National Child Seat Check Up Saturday