CLIENT: ODOT – Transportation Safety

PROJECT: :30 Radio – Work Zone, “Orange”

DATE: July 31, 2019 – As Produced

**Orange:** Hey, it’s me, the color orange.

 I’m kind of an extrovert – some might even call me “loud.”

 It’s true, I do like to be the center of attention. Especially in a work zone.

It’s my job to give you the heads-up to drive with caution.
That means follow the signs, slow way down and give yourself plenty of space.
And, of course, it’s no place for distractions like your phone.

Because work zones mean more potential dangers for a deadly crash.
They also mean it’s double the fine if you see my friends, Red and Blue.
*(SFX: Police Siren)*

Respect the Zone. It’s the Way to Go.
A friendly reminder from ODOT.