



Let's Talk About Traffic Stops: Positive Marion County LEO PSA for Facebook and Community Group Distribution

Officers On Camera: Major Tara Woods, Ocala Police Department, Sgt. Daniel Trammell, Marion County Sheriff's Office and FHP Trooper (To be determined)

Estimated Duration: 2:15-2:30

{**TRIPLE LOGO GRAPHIC INTRO WITH UPBEAT MUSIC**}

{**SCRIPT SHOULD BE READ WITH A PLEASANT TONE OF VOICE**}

{**OFFICERS ON CAMERA**}

{**TRAMMELL**}

FOR ALL OF US IN LAW ENFORCEMENT, CONDUCTING TRAFFIC STOPS ARE JUST PART OF OUR WORK DAY.

{**FHP**}

HOWEVER, FOR *MOST* CITIZENS, GETTING PULLED OVER IS A RARE—AND SOMETIMES STRESSFUL— EVENT...

{** WOODS **}

THERE IS NO SUCH THING AS A ROUTINE TRAFFIC STOP IN OUR PROFESSION, BUT WE WOULD LIKE TO SHARE SOME TIPS WITH YOU TO ENSURE YOUR TRAFFIC STOP EXPERIENCE GOES SMOOTHLY.

{**VIDEO OF TRAFFIC STOP TO MATCH SCRIPT**}

{**WOODS- OFF CAMERA**}

WHEN AN OFFICER IS ATTEMPTING TO PULL YOU OVER, REMAIN CALM. FIND THE NEAREST—AND SAFEST— PLACE TO PULL OVER AND **PARK** YOUR CAR SO THE OFFICER CAN MAKE CONTACT WITH YOU.

{**FHP- OFF CAMERA**}

PLEASE STAY IN YOUR CAR UNTIL YOU RECEIVE FURTHER INSTRUCTIONS FROM THE OFFICER. KEEP YOUR HANDS ON YOUR STEERING WHEEL AND IN THE OFFICER'S VIEW AT ALL TIMES, SO THE OFFICER FEELS SAFE.

{**TRAMMELL- OFF CAMERA**}

WE APPRECIATE THAT MOST PEOPLE WOULD LIKE TO HAVE THEIR LICENSE, REGISTRATION AND PROOF OF INSURANCE READY FOR US

WHEN WE APPROACH THEIR VEHICLE---BUT SWIFT MOVEMENTS CAN RAISE SAFETY CONCERNS FOR THE OFFICER. JUST RELAX AND WAIT FOR INSTRUCTIONS. THE OFFICER WILL BE WITH YOU SHORTLY.

{***WOODS- OFF CAMERA***}

IF YOUR DOCUMENTS ARE OUT OF REACH, LET THE OFFICER KNOW WHERE THEY ARE BEFORE YOU REACH FOR THEM. ALSO, PLEASE INFORM THE OFFICER IF YOU HAVE A WEAPON IN THE VEHICLE SO HE OR SHE IS AWARE.

{***FHP- OFF CAMERA***}

PLEASE PUT AWAY ANY MOBILE DEVICES AND TURN OFF YOUR RADIO DURING THE TRAFFIC STOP. GIVE YOUR FULL ATTENTION TO THE OFFICER TO MAKE SURE EVERYONE COMMUNICATES EFFECTIVELY AND EFFICIENTLY.

{***TRAMMELL- OFF CAMERA***}

MOST IMPORTANTLY, THE OFFICER AND THE CITIZEN SHOULD BE COURTEOUS AND COOPERATIVE WITH EACH OTHER, BUILDING MUTUAL RESPECT AND LEADING TO A BETTER DIALOUGE BETWEEN ALL INVOLVED.

{***BOTH WOODS, FHP AND TRAMMELL BACK ON CAMERA***}

{***TRAMMELL***}

CONDUCTING TRAFFIC STOPS ARE AN ESSENTIAL PART OF A LAW ENFORCEMENT OFFICER'S DUTY TO SERVE AND PROTECT OUR COMMUNITY.

{***FHP***}

REMEMBER, A TRAFFIC STOP CAN NOT ONLY A STRESSFUL SITUATION FOR YOU, BUT IT IS ALSO ONE FOR THE OFFICER.

{***WOODS***}

THROUGH GOOD COMMUNICATION AND COOPERATION, A TRAFFIC STOP CAN BE A POSITIVE EXPERIENCE FOR EVERYONE.

THANK YOU.

{***GRAPHIC***}

HAVE A COMPLAINT, QUESTION OR COMPLIMENT?

MARION COUNTY SHERIFF'S OFFICE- CONTACT INFO

OCALA POLICE DEPARTMENT- CONTACT INFO

FLORIDA HIGHWAY PATROL- CONTACT INFO

PLEASE SEND US YOUR COMPLIMENT OR COMPLAINT WITHIN A REASONABLE AMOUNT OF TIME FOLLOWING YOUR TRAFFIC STOP OR ENCOUNTER.

{***ENDING GRAPHIC***}

***OPD, FHP AND MCSO- SERVING AND PROTECTING OUR COMMUNITY
TOGETHER.***