Public Transport Authority

NOVA 93.7 creative

PTA160516A

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert:	MAT070915A plays … then pauses for Train to pass
VO:	We've got to stop here … because there's a train coming through.
Sfx:	A Perth Train suddenly runs through the commercial, which remains paused until the train passes
VO:	Make sure you always stop your car for trains, because they can't slow down in time for *you*. Authorized by the State Government, Perth
Insert:	MAT070915A resumes and plays to end.

Extra info:

Perth Trains stop for nobody. They can suddenly appear at any time ... even right in the middle of a random radio commercial ... and you have to wait until they pass.

We booked these Public Transport Authority spots as 45 sec commercials, and used a selection of real (current) on-air 30 sec ads, volunteered by some of our other various clients, to drive our 15 sec train through the middle.

This way the listener was always caught off guard by the train, as there was no way to predict when it would appear. We conducted a field recording of actual Perth trains to feature in the spots for maximum authenticity.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

NOVA 93.7 creative

PTA160516B

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: TBW130515D plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: TBW130515D resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

PTA160516C

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: FHL310316-R3 plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

PTA160516D

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: DVG290316-R1 plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

NOVA 93.7 creative

PTA160516E

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: DVG090516 plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

PTA160516F

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: DVG100516 plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

NOVA 93.7 creative

PTA160516G

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert:	HGWA2104A30 plays … then pauses for Train to pass
VO:	We've got to stop here … because there's a train coming through.
Sfx:	A Perth Train suddenly runs through the commercial, which remains paused until the train passes
VO:	Make sure you always stop your car for trains, because they can't slow down in time for *you*. Authorized by the State Government, Perth.
Insert:	FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	

Public Transport Authority

NOVA 93.7 creative

PTA160516H

TUE 31.05.16 to FRI 03.06.16

Train Interruption

Insert: HGWA2104B30 plays … then pauses for Train to pass

VO: We've got to stop here … because there's a train coming through.

Sfx: A Perth Train suddenly runs through the commercial, which remains paused until the train passes

VO: Make sure you always stop your car for trains,

because they can't slow down in time for *you*.

Authorized by the State Government, Perth.

Insert: FHL310316-R3 resumes and plays to end.

Writer	Garry Dean
Length	45 seconds
Sales Rep	Simon Mikulich
Aquira Number	121916
Voice Direction	
Production Notes	