

# **CASTING CALL!**

## **for Transit Workers Music Video shoot for TWU Local 100's Public Service Announcement**



### **Rapping up Safety!**

Today, at our Lobby Day, you are invited to participate in Local 100's public safety campaign to reduce the number of 12-9's in the subways. As members, you will star in our upcoming music video called 'Stand Back!'

We will be filming a portion of the music video/ public service announcement – that thanks to you – will include nearly 1,500 transit workers.

You will be helping us with the chorus for a refrain in the beat and lyrics we're using for the production (based on Fat Joe's Lean Back).

We will brief everyone on what to do in the convention center at breakfast at the Empire State Plaza.

**See reverse for more information**







**The MTA has reacted (kicking and screaming) to our campaign with its own public awareness outreach.**

We've all seen the posters inside the cars and on bulletin boards in stations that have them. We've also heard the recorded messages in stations and on trains, and Conductors are delivering the messages as well.

The public is squarely behind Local 100 in this campaign. The press has given it wide coverage, especially our Metro(death)Card with the Grim Reaper.

If we all participate in the video, it will definitely be a viral hit on the internet, and may well be picked up by local stations.

**So warm up the pipes, and get ready to rap for safety.**

