

:30 TV PSA

<p>FADE IN TO CLIP OF A WOMAN (MID-20S) TEXTING WHILE WALKING THROUGH A SUPERMARKET THEN CUT TO A MAN (MID-30S) TEXTING WHILE WALKING OUTSIDE BOTH ACTIVELY ENGAGED IN THEIR PHONES AND ALMOST RUNNING INTO PEOPLE. (:08)</p>	<p>CUE BACKGROUND MUSIC: "STAYIN' ALIVE" COVERED BY CAPITAL CITIES</p> <p>NARRATOR: Welcome to the age of technology. We use our phones everywhere.</p>
<p>CUT TO CLIP OF TEENAGERS DRIVING TOGETHER LISTENING TO MUSIC. ZOOM IN ON DRIVER'S PHONE RECEIVING A TEXT MESSAGE NOTIFICATION. (:05)</p>	<p>MUSIC STILL PLAYING "STAYIN' ALIVE", TEENAGERS SINGING ALONG AND LAUGHING</p> <p>SFX TEXT ALERT</p>
<p>CUT TO CLIP OF TEENAGE GIRL LOOKING AT HER PHONE. CUT TO CLIP OF A VAN WITH A FAMILY OF FIVE INSIDE. CUT BACK TO THE TEENAGE GIRL TYPING A TEXT</p>	<p>NARRATOR: But sometimes we use them in the wrong place at the wrong time.</p> <p>SFX SLOW, POUNDING</p>

AND ABOUT TO HIT THE VAN  DRIVING THROUGH THE  INTERSECTION. (:06)    CUT TO BLACK. (:03)       CUT TO FUNERAL CLIP:  USING DRAMATIC BACK LIGHTING  FOR CONTRAST, PEOPLE IN BLACK  ARE MOURNING OVER THE LOSS  OF LOVED ONES AT A FUNERAL.  (:05)   PICTURE OF THE FUNERAL  FREEZE-FRAMED WITH THE  FOLLOWING SUPER: NATIONAL  HIGHWAY TRAFFIC SAFETY  ADMINISTRATION  DISTRACTION.GOV (:03)	HEARTBEAT, BUILDING IN VOLUME  AND SPEEDING UP  SFX CARS DRIVING   What happens when you look away for one second?  SFX HORN HONKING, CRASH   FADE IN BACKGROUND MUSIC:  SLOWED DOWN VERSION OF "STAYIN' ALIVE" BY CAPITAL CITIES.  NARRATOR:  Texting takes your eyes off the road for five seconds. One second is all it takes to take a life.   Want to stay alive? Don't text and drive.   A message from the National Highway Traffic Safety Administration.
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