

SAMPLE PSA RADIO SCRIPTS

:60 Second Radio Script

Roar of motor as car accelerates. Horn from a big truck blows.

Voice of Young Woman: Hey, what are you doing?
Voice of Young Man: I just had to get around that big truck. I couldn't see ahead.
Voice of Young Woman: OK, but you could be safer about it!
Voice of Young Man: What do you mean?
Voice of Young Woman: You need to leave more space when you cut in front of a big truck. The safety rule is one car length for every 10 miles of speed.
Voice of Young Man: Why so much space?
Voice of Young Woman: Because it takes tractor trailers longer to stop, twice the time as passenger cars. You could have caused an accident or gotten us killed.
Voice of Young Man: You're right. I really should pass more safely and leave more space when merging in front of a truck.
Voice of Young Woman: And, you'll save yourself from getting a ticket for aggressive driving.
Voice of Young Man: Whoa! Thanks for the tip. What was that safety rule again?
Voice of Young Woman: For safety's sake, when you merge in front of a big truck, be sure to leave one car length for every 10 miles per hour of speed.
Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.

:30 Second Radio Script

Voice of a man in a polite Southern accent.

Hey, all you four wheelers! I know you might get frustrated when you're behind a big truck on the highway and you may get anxious to pass. But think before you cut off a big truck. You need to leave more space when merging in front of a big truck. In fact, it's safer to leave at least one car length for every 10 miles of speed. If you don't, you could get a ticket for aggressive driving. Be safe around big trucks and leave us more space.

Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.

:15 Second Radio Script

Voice of trooper (authority sounding figure).

This is Trooper Rob Johnson. For safety's sake, you need to leave plenty of space when merging in front of a big truck. If you don't, you could cause a crash or even be killed. Avoid getting a ticket for aggressive driving. Always drive safe.

Voice of Announcer: This message brought to you by the Federal Motor Carrier Safety Administration, a part of the U.S. Department of Transportation.