



NHTSA/Buckle Up America
:30 Radio
Ribs & Skull

ANNCR:

Radio is all about sounds.
Here's one you may never have heard...

SFX: snapping sound – a few times in quick succession

ANNCR:

That's the sound of ribs cracking...
Happens a lot in car accidents when you're not wearing
a seat belt and you get thrown forward.

And this one...

SFX: dull crack, with a squishy fluid sound

ANNCR:

...is your skull fracturing and pressing into your brain.

If you think that's gross...you should hear it from the inside.

Buckle Up America.
Every trip. Every time.