



NHTSA/Click It or Ticket
:30 Radio
"Car Talk"

SFX: Car door opens, dinging "door open" indicator
SFX: Door closes, ding goes off.
SFX: Car starts

ELECTRONIC VOICE:
(Calm. Matter of fact) "Seatbelt ... On."

SFX: Car pulls out. Road Sounds. A few seconds pass.

ELECTRONIC VOICE:
(Agitated) "Seatbelt ... ON"

SFX: Driving sounds continue

ELECTRONIC VOICE:
(exasperated) Look ... I can't put it on for you. And you know the cops are out there, right? If you don't wear your seatbelt, you get a ticket. Don't be an idiot.

SFX: * click *

ELECTRONIC VOICE:
Who's a smart driver?

ANNCR:
All across the country, cops are cracking down. Click it, or ticket. Day and night.

Paid for by the National Highway Traffic Safety Administration.