



NHTSA/Click It or Ticket  
:30 Radio  
“Crack of Dawn”

ANNCR: From the crack of dawn ...

SFX: MORNING MUSIC AND A BIRD CHIRPING.

ANNCR: to late at night ...

SFX: CRICKETS, NIGHT SOUNDS AND AN OWL HOOTING.

ANNCR: cops are on the lookout for seat belt violations.

SFX: ROCKING MUSIC KICKS IN.

ANNCR: It doesn't matter when or where you drive, wear a seatbelt - or  
you will get a ticket.

Cops are cracking down like never before. So, remember,  
always buckle up or you will get caught – day ...

ANNCR: and night ...

ANNCR: Click it or ticket.  
Paid for by the U.S. Department of Transportation