



NHTSA/Buckle Up America  
:30 Radio  
Play-by-Play

SFX: cheering crowds, the ambience of a major sporting event.

Chuck:

Jim, is too much to say that today's match could be a classic?

Jim: Well, young Jason's face is up against one of the toughest windshields in the business.

SFX: we hear the sounds of a car crash, windshield breaking, etc - but everything is in slow motion and distorted.

Chuck:

There's the crash, and we're underway ..

Jim: It's a head-on collision, Chuck

Chuck:

And of course Jason is not wearing his seat belt ...  
Now his face is hitting the windshield ...

Jim: Just look at that distortion.

Chuck:

You only get that with a serious skull fracture.

Jim: Is there another kind?

Chuck:

Oooh, now I think both cheek bones are broken.

Jim: Hard to tell with all that blood, Chuck.

Chuck:

We have an update now from Erica down on the sidewalk.

SFX: change in ambience as we cut from the announcers' booth to street level

Erica: Guys, we've just learned that Jason has cracked five ribs against the steering wheel, and one of them has punctured a lung.

SFX: change in ambience as we cut back to the booth

Chuck:

Doesn't matter because his neck just snapped. Jason is dead.

Jim: Oh, that's an automatic disqualification. Game over.

Chuck:

Well, that's it for today. We'll see you next time. And remember

Jim: If you'd rather not put your face through the windshield ...

Chuck:

Buckle up America. Every trip, every time.