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.