



Client: Destination Safe
 Title/ISCI: Public Service Announcement
 Length: :30
 Title: "Happy Anniversary"



<u>Video</u>	<u>Audio</u>
<p><i>A couple in their mid-fifties is the primary focus. He has salt & pepper hair, is wearing a dignified grey suit, and she has short blonde hair, wearing a pastel blue or green skirt and jacket. They are saying goodbye to friends at a nice restaurant, and you see a happy 30th anniversary card next to which he sets his empty rocks glass, with a few cubes of ice jingling as it settles, followed by her wine glass, stained red at the bottom. He escorts her out the door, with his hand at the small of her back.</i></p>	<p>Clinking glasses, distant "congratulations" and "happy anniversary" comments from male and female dinner guests. Soft dinner music plays, and then fades as they exit the restaurant.</p> <p>The scene is very dignified, and classy. Not a party night, just a nice evening of adults enjoying really good dinner and drinks.</p>
<p><i>He steps to the passenger side of their car a black Lexus, without any definitive marking and wishes her a happy anniversary, with a quick kiss, and shuts her door. The camera pans to them pulling out of their parking spot.</i></p>	<p>He says, "Happy anniversary, sweetheart," and the soft <i>pucker</i> sound of a kiss. The sound of the car door shuts, the engine starts, and as it pulls out, it's just the soft sound of an outdoor evening; very washed out sounds of cars and wind.</p>
<p><i>They're on the road, driving home [i.e. 435 west, heading back to their home in Overland Park], with a light sprinkle, and wed roads. A car crosses over into their lane just ahead of them, and he overcorrects the wheel just enough to hit the guardrail and send them into a spin. She grabs his hand and leans to the right to hit her head on the window, leaving her unconscious, with spots of blood on the window.</i></p>	<p>Classical music plays in the car, then a car horn erupts, muted by the car windows, and then the ever-recognizable sounds of a crash – a quick squeal of the tires, and the sound of metal hitting concrete.</p> <p>The music is off now, and you hear the 'beep' of a cell phone dialing 911, followed by the man's voice: "There's been an accident. My wife is hurt."</p>
<p><i>The camera pans out to an empty highway, and you hear him on his cell phone to 911 saying they've had an accident.</i></p> <p><i>The screen fades to Black with white letters: "You don't have to be drunk to take a cab."</i></p>	<p>The message closes with soft background noises of cars driving down a wet road – no engines revving, just the soft, even <i>whoosh</i> of vehicles on a wet road.</p>