



Client: Destination Safe  
Title/ISCI: Public Service Announcement  
Length: :30  
Title: "One Time"



## Video

*Image: Cut to head shot –Kevin*

*Image: Cut to head shot – Erica*

*Image: Cut to medium shot of Kevin*

*Image: Cut to medium shot of Erica*

*Image: Cut to longer shot of Kevin in wheelchair.*

*Image: Cut to longer shot of Erica in wheelchair.*

*Image: Cut to black. Bring in graphic "One Chance. One Choice. One Life."*

*Image: Still photo of several injury victims in wheelchairs.*

## Audio

Dialogue: (Kevin speaking) I was just texting ONE of my friends.

Dialogue: (Erica speaking) I only had ONE drink.

Dialogue: (Kevin) It was the ONE time I didn't think about wearing my seat belt.

Dialogue: (Erica) I had only been caught speeding ONE time before.

Dialogue: (Kevin) It was the ONE crash I didn't walk away from.

Dialogue: (Erica) I should have taken ONE extra second to buckle my seat belt.

Sound effect: car crash - brakes squealing, metal crashing, glass breaking

Narrator: ONE decision can change your LIFE forever. Use your brain to keep your body safe.