



Client: Destination Safe
Title/ISCI: Public Service Announcement
Length: :30
Title: "This is Jim"



Video

Image: Driver in rush hour traffic

Image: Vehicle cutting off traffic, tailgating, not using blinkers to make lane changes.

Image: From behind of angry driver slapping hands on steering wheel, turning steering wheel abruptly – driver heard saying "Come on, Come on!!" (angry voice)

Image: Fuzzy view fading into a final shot of a roadside cross.

Audio

Narrator: This is Jim.....

Narrator: Jim's in a hurry.....

Narrator: In a hurry to leave his mark on the world.

Narrator: Keep driving aggressively Jim....

Narrator: And you probably will....