Public Service Announcement: Don’t Text and Drive

Video

Open with shot of teenage girl driving at night dancing and singing along with the radio (camera looking through the windshield point of view).

Close up of cell phone sitting in the passenger seat; phone lights up, “NEW MESSAGE”.

Shot back to girl, she looks down at phone, back at road, picks up the phone and reads message; starts texting back.
  ➢ While teen is driving and texting; she finally looks up from phone.

Medium shot of a deer in the car headlights.

Back to teen; extreme close on her face.

Medium shot as girl swerves car to miss the deer.

Long shot of the deer walking away.

Blackout.

Slowly fade in, close up of cell phone open on the ground surrounded by broken glass; phone lighting up and vibrating.
  ➢ In the background, flashing red and blue lights and car smashed into a tree.

Zoom in on phone message: “Wat r u doing l8r?” Fade to black

Words on screen: (fade in) “Nothing”

Audio

Car radio playing in the background.

Teen singing along with the radio.

New text message alert sounds.

Quiet clicking of cell phone buttons.

Outdoor ambient sound: Crickets

Tires screeching on blacktop; girl screams.

Crashing sound.

Silence.

Sirens sounding quietly in the background.

Silence until the end.