NHTSA
:30 TV
"BAM!"

SFX: CELL PHONES RINGING

MOM: Yeah, I just picked her up. We should be there in twenty minutes…

GIRL 1: Oh, it's him.

GIRL 2: Where is he?

MAN: Yeah, I know…

MOM: Hold on…

SFX: CRASH!

MOM: *screams*

GIRL 1: *laughs*

ANNCR: We're stepping up enforcement to save lives. Talking or texting while driving is against the law.