

PSA -- "Teen Driver Math"

A white screen.

VOICEOVER: Take one teenage driver.

DING! A single teenager in a disembodied car seat pops onto the screen, holding a steering wheel.

VOICEOVER: Add one teenage passenger.

DING! A second teenager pops up in a disembodied car seat next to the teen driver -- yapping away and yelling, "WOO!" and blasting some music and talking on a cell phone and trying to hand that cell phone to the driver.

VOICEOVER: You just doubled the driver's chances of getting in a fatal crash.

TITLE: "2x DEATH RISK"

VOICEOVER: Add three teenage passengers.

DING! Two more teen passengers pop up in disembodied back seats -- creating even more of a ruckus.

VOICEOVER: You just *quadrupled* their chances of getting in a fatal crash.

TITLE: "4x DEATH RISK"

VOICEOVER: Do you like those odds?

The teenagers stop and look at the camera after this question, interrupted by the thought of dying.

POP POP POP! The three teenage passengers disappear. DING! A responsible parent now appears in the passenger seat, perhaps pointing various unseen road distractions to the teen.

VOICEOVER: For the first six months after a teen gets a driver's license, no passengers under the age of 25 should be allowed in the car.

Now we see a floating odometer scrolling to 1,000 miles underneath the teen.

VOICEOVER: Newly licensed drivers should get 1,000 miles of road experience before picking up their first teen passenger.

Once the odometer hits 1,000, DING! A teen passenger appears in the car in place of the parent. And the teen passenger is very calm.

The screen goes black.

VOICEOVER: Do the math.

TITLE: "Do the math."

VOICEOVER: Save a teen driver's life.

TITLE: "Save a teen driver's life."

[END]