

Transcript – Texting behind the wheel.



- Visual We open on a young woman called Sarah, she is sitting on her couch watching her favourite reality TV show. It's a pivotal moment in the show. We see her mobile, which is sitting on the couch near her, receive a message. Sarah doesn't flinch as this pivotal moment has her full attention.
- Voice Over: Well Sarah, obviously paying attention here.
- Visual: We cut to a traffic signal changing from red to green.
- Visual: We then change POV to Sarah's vehicle in a line of traffic. POV change again to Sarah behind the wheel of her car. She's at the lights but misses the light signal change, because her eyes are on her phone after receiving a text message. Car behind her beeps, and she waves apologetically.
- Voice Over: But not so much here.
- Visual: We now cut back to Sarah's face as she continues to concentrate on her show. She's eating from a bowl, but still won't take her eyes off the screen.
- Voice Over: Ah here we have it.
- Visual: We cut back to inside Sarah's car as she looks at her phone while driving.
- Voice Over: Here we don't.
- Visual: We cut back to Sarah on the couch, wiping away a tear in response to what she's seeing on TV. She still won't take her eyes off the screen.
- Voice Over: This is good.
- Visual: We cut back to inside Sarah's car. She laughs at what she reads on her phone – while driving.
- Voice Over: This is bad.
- Visual: We cut back to Sarah on the couch, embroiled in her show. She won't take her eyes off the screen, even though her phone is beeping.
- Voice Over: Your favourite show.
- Visual: We cut to see an elderly man crossing the road, pushing a shopping trolley in front of Sarah's car. Her car hits the trolley, its contents thrown over her car. We then cut to Sarah's face, who looks up after hearing a thump. She comes to a stop and fearfully looks back over her shoulder, to see if the elderly man was okay. Her mobile phone is still in her hand.

Voice Over: And that was his favourite trolley.

Visual: We cut to an external POV of the elderly man, standing at the edge of the road in a state of shock.

We then cut back to Sarah in the car, mouthing 'sorry' to the man. Looking ashamed.

SUPER: Two seconds on your phone is 33 metres driving blind.

Voice Over: How about you drive with the same attention you give your favourite show, Sarah.

Visual: Fade to black: SUPER Authorised by the State Government, Perth. Spoken by S. Curry.

Voice Over: Authorised by the State Government, Perth.