

2011 Click It or Ticket Sample Public Service Announcement Scripts

10 Seconds:

As a Law Enforcement Officer, there are lots of things I get called on to do-one of them is to enforce traffic laws-including seat belt laws. I'm here to tell you that I will write the ticket, no excuses, no warnings. Click It or Ticket-Day and Night.

15 Seconds:

With the cost of gas these days, can you really afford a couple of traffic tickets? It's Click It or Ticket time, and if you're breaking the law, you will get a ticket-not wearing a seat belt? That's another ticket. I know you'd rather keep that money in your pocket, so just take my advice-obey all traffic laws and buckle up. Click It or Ticket.

30 Seconds:

Trying to get the bucks to fill up the pick up? How about you buckle up and save the money the tickets will cost ya? It's Click It or Ticket time and if you get stopped for a traffic violation, that's one ticket-if you're not wearing your seat belt-make that two tickets. Law enforcement across the state and nation will be out enforcing traffic laws in May day and night, and if you're one of the 20 percent of Virginians that doesn't buckle up, we're gonna be looking particularly at your seat belt use. Did you know that you're four times more likely to die outside your truck than inside? That big truck isn't gonna protect you if you're out on the asphalt-trust me. So, for the 80 percent of you that already buckle up, thanks and for the rest of you-be on the lookout because law enforcement will be. Click It or Ticket-Day and Night.

60 Seconds:

So you think it's never gonna happen to you, you're bullet proof, right? Those things happen to other people, not me. You've heard those things and probably thought them yourself. Here's the deal, it's Click It or Ticket time and we're here to tell you that law enforcement will be all over the place enforcing all traffic laws. If you're pulled over for breaking the law, you're gonna get a ticket. If you're not wearing a seat belt-that gonna get you another ticket. I know what you're thinking-what's the big deal? The big deal is, seat belts are designed to keep you inside the vehicle and keep you from being thrown out. You're four times more likely to die outside your vehicle than inside it. You may not care what happens to you, but you're mom and dad? Trust me, they do. How about your wife, girlfriend, kids? Bet they care too. Look it's not that hard to do-so just buckle up. Hey, you can even take the money you'll save from not getting tickets to take someone that loves you out somewhere special! C'mon-do the right thing-Click It or Ticket-Day and Night.