

2015 Click It or Ticket Sample PSA Scripts

10 seconds

This is (Your name and rank/title) with (Your Agency) to let you know that if you're breaking the law and not wearing a seat belt, that's two tickets. It doesn't matter where you are or what time it is. Click It or Ticket – day and night.

15 seconds

Virginia Law Enforcement and (Your Agency) want you to know that whether you're driving in the daytime or at night, we're out there enforcing traffic laws throughout Virginia and that means seat belts and child safety seats. Breaking the law and not wearing a seat belt? That's two tickets. Click It or Ticket – day and night.

30 seconds

You've heard the message – Click It or Ticket – but are you buckling up? We hope so, because the (Your agency) along with Law Enforcement around Virginia and the nation are on the roads enforcing all traffic laws, particularly the seat belt one. If we stop you for a traffic violation and you're not wearing a seat belt, we're talking two tickets. We'll be out there 24-7 in an effort to cut down on the number of people who are killed or seriously injured because they aren't buckled up. Thanks to the almost 80 percent of Virginians who already got the message and buckle up. As for the rest of you? Be on the lookout...we are looking for you. Click It or Ticket – day and night.

60 seconds

Hi. This is (Your name and rank/title) and I want to thank the almost 80 percent of you in Virginia who already wear your seat belts. While that is certainly good news, there were still hundreds of people who died last year who were not restrained at the time of the crash; this represents almost half of all motor vehicle deaths in Virginia last year. Seat belts are designed to protect you from being ejected. If you're in a crash and are thrown from the vehicle, you have a 75 percent chance of being killed. Seat belts hold drivers and passengers in place, helping the driver to maintain control during a collision. The shoulder belt keeps the driver from pitching forward into the steering wheel, dashboard and windshield, and keeps passengers from being ejected and from flying around the vehicle injuring others. We want to do everything we can to reach those who don't buckle up so we can save their lives. So, for the rest of you who haven't gotten the message yet, here's the deal: if you're pulled over for a traffic violation, you'll get a ticket. If you're not wearing a seat belt, you'll get another ticket. This is not our idea of fun, and we don't do this because we have nothing better to do. It's our way of telling you we think your families love you and want you around for years to come. (Your agency) along with Law Enforcement from around Virginia will be out on the roads 24-7 enforcing all traffic laws, particularly seat belt violations. Do the right thing. Click It or Ticket – day and night.