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Fade in:

A teenager (male or female) is standing on the side of the road. He/she has an arm sling, and shows other signs of injury. It's cloudy, and all is quiet. A white cross covered with flowers can be seen in camera view. Remnants from a long-ago accident are still present. Camera zooms in on the teen's face, as he/she looks up and somberly stares straight at the lens. Off-screen, the teen speaks:

"They say one decision can change a life forever."

White flash.

-All shots from this point onward are in reverse. Sounds of the cars and vocals are played normally, but faded with a slight echo.-

White flash to the backseat of a sedan looking out the windshield. The teenager from before is in the passenger seat, and his/her friend is the one driving. The driver has an open cellphone in his/her hands, texting, over the wheel.

The shot (black and white) is a freeze frame, with the center of the sedan inches from the front corner of a tractor trailer. Slowly, increasing in speed, the scene progresses backwards until the truck can be seen 20 yards away. The sound of brakes and a horn can be heard. The passenger at this point is pointing at the truck, and the sedan is in the middle of the road.

Camera switches to the passenger, with a frightened expression, pointing at the truck ahead. Her mouth moves in reverse, but we hear her faded echoey scream.

"Look Out!"

Time still reverses, and color is slowly starting to return to the scene. She reverses a double-take, and is no longer pointing. Her view is on the driver, with a concerned look. Background ambient sound should start building up until climactic point.

Camera is on the driver, who looks up from the phone after finishing a smirk. His mouth moves, and we can hear his faded voice:

"Amanda says 'hey'!"

The driver looks at the phone a moment, and presses a button and closes it.

Camera is on the passenger now, looking at the driver with a confused expression, then turning to face the road ahead.

The scene is almost back to full speed now, and color is almost fully returned, but it is still in reverse. Camera is on the two as the driver begins to put down the phone.

We can see between the two seats, eye-level close up on the phone as the driver places it between the two. All color is back, the scene is in normal time, and the phone buzzes/rings to signal a new text message.

Our view focused on the passenger, he/she suddenly turns and looks down at the phone, hesitant. Off-screen we hear their voice clearly:

"I made my decision."

Back in the scene, the passenger says:

"Let me get that. You shouldn't worry about it."

and reaches for the phone.

The passenger looks up and smiles. The driver smiles back.

Fade out.

With black (or Blue/White) screen, show possible NRSF logo on bottom with the words "Prevent Distracted Driving" or any variation thereof.

If possible, have the passenger's voice-over read these words.

For a 15 second option, have the entire pre-crash scene in a quick, unchanging reverse. Do not include the passenger's thoughts or the scene that takes place months later.