

**NHTSA – THE REAL THREAT :30**

OPEN ON A SIDEWALK FROM A CHILD'S POV, AS HE'S BEING PUSHED IN HIS PRAM. AS THE VO STARTS, THE PRAM IS PUSHED PAST PEOPLE THAT THE VO IS TALKING ABOUT. MOM STEERS THE PRAM TO AVOID THESE PEOPLE.

**VO:** According to one study, the top 5 fears of American parents, are kidnapping...

WE SEE A HOMELESS LOOKING MAN GLARING AT THE CHILD. MOM TURNS THE PRAM AWAY FROM THE MAN.

**VO:** School snipers...

WE SEE A SCHOOL BOY WITH LONG, MESSY DARK HAIR, A LONG, DARK COAT AND HIS HANDS IN HIS POCKETS.

**VO:** Terrorists...

NOW THE PRAM IS CONFRONTED BY A MIDDLE EASTERN LOOKING MAN CARRYING A BOX. MOM TURNS THE PRAM TO AVOID HIM.

**VO:** Dangerous strangers...

AS THE PRAM TURNS AWAY FROM THE TERRORIST-LOOKING MAN SHE ALMOST HITS A GROUP OF 4

PEOPLE STANDING ON THE CORNER SUSPICIOUSLY EXCHANGING LITTLE BAGS OF SOMETHING.

**VO:** And drugs.

THE PRAM THEN TURNS THE CORNER AND STOPS AT A PARKED CAR.

**VO:** But the number one killer of children 3 to 14 is car crashes. And 75% of all child safety restraints are used incorrectly. So who's the greatest threat to your child?

MOM STEPS IN FRONT OF THE PRAM AND WE SEE HER FOR THE FIRST TIME AS SHE TAKES THE CHILD OUT OF THE PRAM TO PUT HIM IN HIS CHILD SEAT INSIDE THE CAR.

**SUPER:** TheRightSeat.gov



**NHTSA – IMPACT FORCE :30**

OPEN ON A BOY AROUND THE AGE OF 5. HE'S HAVING A PILLOW FIGHT WITH A FRIEND. WE SEE HIM GET WHACKED IN THE HEAD BY A PILLOW. WE FREEZE THE SHOT AT THE MOMENT OF IMPACT.

**SUPER:** 3.5 lbs of impact force

THE FILM SPEEDS UP AND WE SEE HIS HEAD TURN FROM THE BLOW AS HE LAUGHS.

CUT TO THE BOY IN GYM CLASS. HE GETS STRUCK IN THE BACK WITH A DODGEBALL. WE FREEZE THE SHOT AT THE MOMENT OF IMPACT.

**SUPER:** 19 lbs of impact force

THE FILM SPEEDS UP AND WE SEE HIM STUMBLE A BIT.

CUT TO THE BOY WALKING HOME FROM SCHOOL. A LARGE DOG JUMPS UP ON HIM. WE FREEZE THE SHOT AT THE MOMENT OF IMPACT.

**SUPER:** 120 lbs of impact force

THE FILM SPEEDS UP AND WE SEE HIM FALL TO THE GROUND.

CUT TO THE BOY BEING STRAPPED INTO HIS CAR SEAT BY HIS MOTHER. SHE GIVES HIM A QUICK KISS ON THE CHEEK AND WE FREEZE FRAME.

**SUPER:** .05 lbs of impact force

THE FILM SPEEDS UP AND WE SEE THE BOY SMILE.

AS THE MOM STARTS THE CAR AND PULLS OUT OF THE DRIVE, THE SCREEN FADES TO BLACK AS SHE DRIVES AWAY. THEN ALL OF A SUDDEN WE HEAR THE HORRIFIC SOUNDS OF A CAR CRASH.

**SUPER:** 2,600 lbs of impact force

**VO:** Are you sure your child is in the right car seat? If not, the forces against your child surviving a crash are great. Visit [TheRightSeat.gov](http://TheRightSeat.gov) today and be sure you're sure.

**SUPER:** [TheRightSeat.gov](http://TheRightSeat.gov)



**NHTSA – KNOW-IT-ALLS :30**

OPEN ON A BUSY PLAYGROUND. A GROUP OF MOTHERS, FATHERS AND CARE GIVERS HAVE GATHERED FOR AN AFTERNOON PLAYGROUP.

**DAD: (WITH A BABY BJORN)** Did you know that babies are more stimulated by black and white than color?

**MOM:** Yes, but did you know that kids should play outside for 2 hours a day?

**NANNY:** Yes, and did you know that the school cafeteria isn't selling organic milk?

**MOM 2:** Yes, but did you know that the public library still has lead paint.

SUDDENLY, FROM A PARK BENCH NEARBY A WOMAN CHIMES IN WHILE WATCHING HER CHILD PLAY. SHE LOOKS LIKE A FRIENDLY, APPROACHABLE PERSON.

**MOM 3:** And did you guys know that 9 out of 10 people think they have their child in the right car seat, but most of them don't?

THE GROUP FALLS SILENT. THEY ALL EMBARRASSED TO REALIZE THAT THEY DON'T KNOW ENOUGH ABOUT CAR SEAT SAFETY.

**VO:** Parents who REALLY know it all, know for sure that their child is in the right seat. Visit [TheRightSeat.gov](http://TheRightSeat.gov) today and see just how much you know about child safety.

CUT BACK TO THE PLAYGROUND. THE GROUP OF PARENTS IS NOW ON THEIR PHONES AND IPADS RESEARCHING CAR SEAT SAFETY. WE SEE A MOM LEADING HER SON OUT OF THE PLAYGROUND.

**MOM:** Glenn! We need to leave now. Mommy needs to check something.

**SUPER:** [TheRightSeat.gov](http://TheRightSeat.gov)

