



“It’s Beginning”

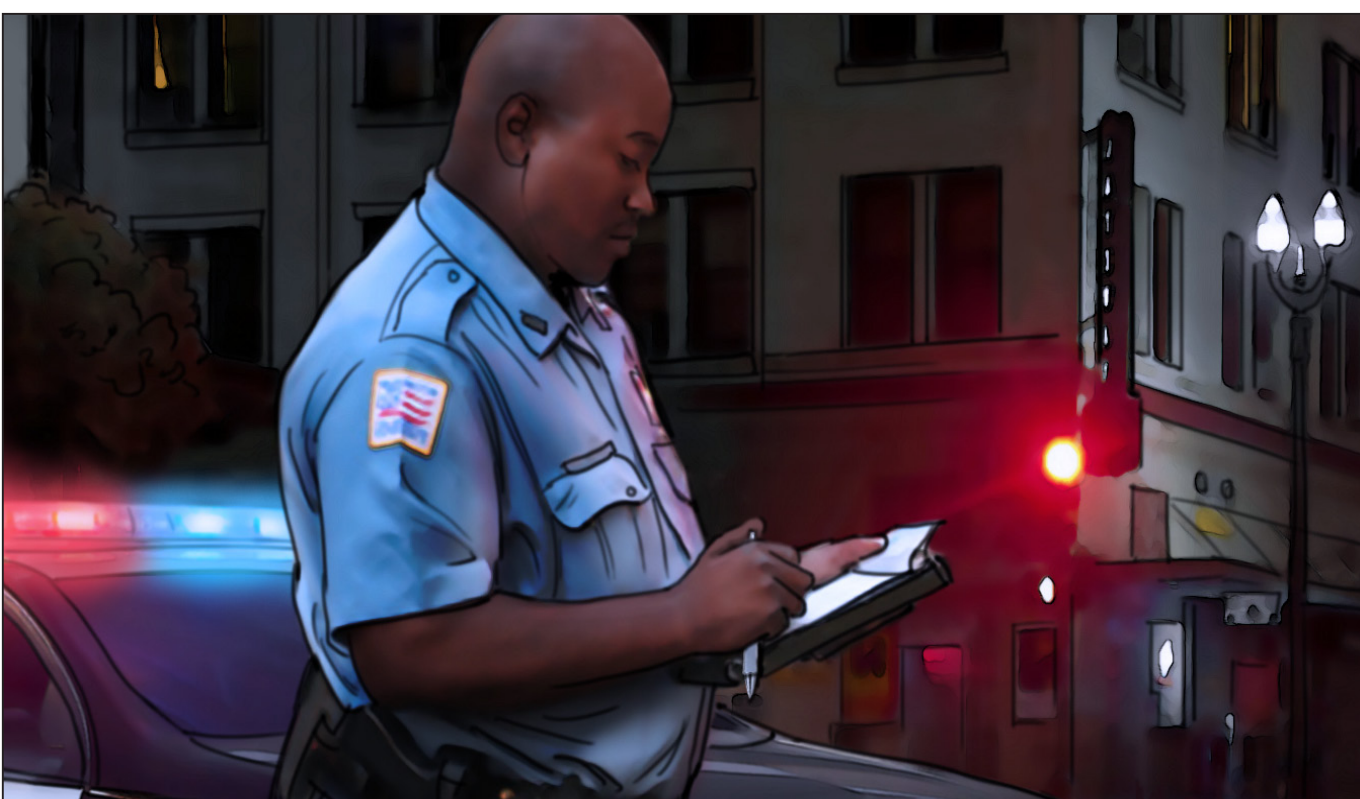
Open on a car full of guys driving in a suburb at night. Something catches one of the passenger’s eye – graffiti on a wall that reads “It’s beginning.” Police cars race by mysteriously.

VO: Cops are out in force, it’s beginning...

An unbuckled guy sees a cop pulling over someone. From the backseat his daughter says ***“it’s beginning.”***



An unbuckled guy in his car at a light absent-mindedly clicks his pen then it catches his attention and he clicks it slowly as if realizing something.



Cut to a cop clicking a pen as he writes the guy a ticket.

VO: The click it or ticket mobilization is here.

“It’s Beginning”



The cop gives the ticket to the driver.



Cut to a reporter in a helicopter who flies over the area to see several policemen writing tickets.

Reporter: *There’s someone getting a ticket now. I mean, they are literally everywhere...*



We pan from the helicopter view and the suburb is literally aglow with flashing police lights.

VO: *If you don’t buckle up all day and even at night, the cops will find you.*



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“It’s Beginning”

Rural Version

