The Treatment:

*Visual of two teenage girls walking side by side on a sidewalk. One is texting on her cell phone and the other (on the right) is putting on mascara in a hand-mirror with a cell phone cradled to her ear, all the while chatting with each other.*

*The girl on the right then walks straight into a utility pole, knocking her off her feet. She sits looking stunned while the other laughs loudly at her saying “Oh my God Sarah, that’s soooo funny! Ha ha ha ha etc.”*

Fade to black, girl still laughing.  
(in white words): 
“Funny.”

Fade in:

*Repeat visual of the girls doing exactly the same, except one is driving a car and the other is in the passenger seat.*

Fade to black and quiet.

*Sound of horrific crash, a few silent seconds, and girl frantically yells “Sarah? Sarah?!” (played in echoed voice and fades out to silence).*

Fade to black.

(in white words): 
“Not so funny.”

Words fade out then words fade in: 
“Sponsored by The National Road Safety Foundation (NRSF) and NOYS.

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