

Radio Copy

Client: TAC VICTORIA
Product: Driver fatigue
Title: Speaking for everyone
Job No: TACR015
Duration: 30 seconds
Date Typed: 26/3/07
Date Revised:

**SFX: OF DRIVING ON THE OPEN ROAD, CARS
PASSING BY ETC.**

LITTLE GIRL: (YAWN)... Bit tired...Feels like I've been driving forever. Stuff pulling over... it's only another three hours (YAWN)...and the family's asleep. If I really try...I should get there before dark. I'll just crank up the air con a bit.

MVO: Next time you tell yourself you can keep driving, remember you're speaking for everyone else in the car. If you're tired, take a powernap.