

August 2016 Drive Sober or Get Pulled Over Sample PSA Scripts

15 seconds

This is (Your name and rank/title) with (Your Agency) to let you know that if you're breaking the law and driving while impaired, that's a serious offense. It doesn't matter where you are or what time it is. Drive Sober or Get Pulled Over.

15 seconds

Virginia Law Enforcement and (Your Agency) want you to know that whether you've had one drink or way too many, we practice zero tolerance for impaired drivers. Driving while impaired could end your life. Drive Sober or Get Pulled Over.

30 seconds

You've heard the message – Drive Sober or Get Pulled Over – but are you still driving while impaired? The (Your agency) along with Law Enforcement around Virginia will be out there 24-7 in an effort to cut down on the number of people who are killed or injured by drunk drivers. Thanks to those Virginians who already got the message and always designate a sober driver before the party starts. As for the rest of you? Be on the lookout...we are looking for you. Drive Sober or Get Pulled Over.

60 seconds

Hi. This is (Your name and rank/title) and I want to thank those of you in Virginia who always designate a sober driver before the celebration starts. While we really appreciate your efforts, there were still 241 people who died last year in alcohol-related crashes; this represents 35 percent all motor vehicle deaths in Virginia. Decreasing overall traffic deaths in Virginia starts with preventing drunk driving. Not doing something as simple as choosing a sober driver could result in severe injury and even death. Take that one moment to think ahead, which could save your life and others' lives. There is never an excuse to drink and drive. Use a designated driver, call a cab or a friend, or use public transportation. For those of you who haven't gotten the message yet, here's the deal: if you drive impaired, we will arrest you. This is not our idea of fun, and we don't do this because we have nothing better to do. It's our way of telling you we think your families love you and want you around for years to come. Do the right thing. Always drive sober.