“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.
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._
“It’s Beginning”
Rural Version