

Lindsay Zaccaro

Arrive Alive

The best way to combat drinking and driving is this: show teenagers and adults the truth. Think about the making of your own life. It isn't too simple to sum up in a few words. The entire purpose to my commercial is to show people the perplexity of life. There is so much to lose in just one momentary lapse in judgment. Life was not made in a day, and it was also not meant to be taken away in one minute.

The idea that I have thought up is to have a commercial that the entire nation can relate to. To put a stop to drinking and driving, we must reach the heart and soul of television viewers.

The majority of victims in these terrible tragedies are teenagers; therefore, these teenagers must be intimately connected to the fight against destructive decisions.

The entire point of the commercial would be to capture the life of a teenager. I know it sounds simple, but teenagers don't need a high-tech robot telling them they shouldn't drink and drive. What catches the eyes of a teen is seeing someone just like them. They can see a teen in a commercial having a good time—like they have experienced themselves at one point, and then in one moment that teen could have their life taken away. The result would be terrorizing to viewers. Teenagers everywhere would connect to the teenager, and realize how easily their lives could be ended if they stepped into the car of an intoxicated person. This single lapse in judgment would put an ugly end to their wonderful life's journey.

The commercial would portray a girl in her last year of high school. She is *drinking*, laughing and having fun with her friends. Throughout the entire course of the party, viewers see flashbacks of "Tiffany's" life. We see her playing with her Barbie, and then smiling in the arms of her mother. When she turns five she blows out the candles on her cake and wishes for a best friend. She starts kindergarten in the fall, and when a girl asks her to help paint a picture, Tiffany smiles with joy. Suddenly the commercial cuts back to the outside of the party where Tiffany and her intoxicated friends walk to the car. It is dark and murky out, and Tiffany notices her friends stumbling over their own feet. Tiffany is now nine in her flashback. She hugs her dad and then cries at the loss of her pet dog, Chester.

The point so far is to create a connection with the viewer. Everyone has had a birthday, and everyone has had a first day of school. Life happens for everyone, and this dramatization also helps to develop Tiffany's character. Tiffany could be anyone. She could be a classmate, your neighbor, or even you.

Tiffany blushes at the age of 12 when Andrew Keeton holds her hand. She practices basketball night and day in the cold and rain. She has an incredible drive in life and wants to get a scholarship to any university that she can. She wants to succeed, and she makes

the most of everything that she does. Life throws her twists and turns, and she fights back by looking danger in the eye with a solemn smile.

Life has brought her heartbreak, joy and perseverance, but suddenly she gets into the passenger's seat of her friend's car. Jessica, the driver, is intoxicated and laughing. They live only a few miles away so the drive will be short enough. Jessica takes a left turn while she is joking to Tiffany. Tiffany shrieks, and the commercial cuts to a vision of Tiffany in her graduation robe hugging her parents. Then the viewers can see *the lights* of an oncoming car and see a flash of Tiffany in her wedding gown. What can be seen next is Tiffany's scared face—the very last time she is seen alive. The camera cuts to a shot of the car being hit on the passenger's side by a pickup truck.

There is no way that the driver in this truck could have anticipated such a reckless turn, and with that—a life has been taken away. Tiffany was not as infallible as she believed she was. Her heart failed her with a loss of blood when she was only seventeen. She was not even an adult.

All Tiffany would have had to say is “no thanks.” She then could have found a sober ride home, or called a taxi or just walked. Now everything is over. All of her hard work, heartbreak, love and happiness were all in vain. Now her parents, friends, teachers and relatives are faced with a loss that is untimely, tragic, and incomprehensible.

Parents should never have to bury their own children. Tiffany's coffin is lowered into her grave, and people dressed in black cry and stand in grim silence. Jessica's face is pale. Her eyes are filled with guilt. Suddenly the viewers see Tiffany standing outside the car as her friends get in after the party. “No thanks. I'll walk,” are the powerful words that she speaks.

This commercial would be the most complete and useful way to prevent drunk driving. Teenagers around the nation would think twice before making the tragic decision of driving drunk. Tiffany was able to make two decisions in this commercial—but everyone knows that in reality, life doesn't give you a second chance.