

## Radio Copy

**Client:** Motor Accident Commission  
**Product:** Drug Driving  
**Title:** Pilot  
**Duration:** 30 Seconds

**SFX:** Sounds of jet engine drone from inside cabin.

**SFX:** “Bing, bing” of PA system,

**Pilot:** “Hi, this is your Captain speaking.”

**Pilot:** “We’re currently cruising at thirty three and a half thousand feet...”

**Pilot:** “And you might be interested to know that I’m cruising even higher – thanks to speed I snorted before takeoff...”

**Pilot:** “But there’s no need to panic as I can assure you I’m much more alert when I’m on speed.”

**Pilot:** “Oh. And so is my co-pilot!”

**Pilot:** “We hope you enjoy the flight, as much as we will.”

**MVO:** “You wouldn’t trust him on drugs, so why would you trust yourself? Don’t drive on drugs”

**MVO:** “A message from the Motor Accident Commission and the Government of South Australia”.