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Client: Arkansas Attorney General's Office/Arkansas State Police
Project: "Drive Sober" PSA
Medium: Television
Length: 30-seconds
Date: May 2, 2008; REVISED May 13, 2008

Attorney General (on camera):

I'm Attorney General Dustin McDaniel...
Reminding you that drinking and driving is against
the law; it's deadly, and it's just plain stupid. Be smart. Don't drink
and drive.

VO Announcer:

It's your choice to drink and drive, or drive sober.
Drunk driving is not worth the risk.
Make the wise choice: Drive sober.

Colonel Phillips (on camera):

I'm Colonel Winford Phillips, director of the
Arkansas State Police, we're serious
about keeping roadways safe.
So do your part: Drive smart. Drive sober.