Fundación mapfre

# Massachusetts High School 2026-27 Road Safety PSA
## Script Template

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|---|---|
| SCHOOL | Sample High School (Example Only) |
| STUDENT NAMES | Jordan Example & Riley Sample |
| FACULTY ADVISER | Ms. Taylor Teacher |
| TITLE | The Empty Carton Crisis |

| AUDIO | VISUAL | TIMING |
|---|---|---|
| **SFX:** Ominous horror-movie music swells. | Dark kitchen at night. Slow push-in on a closed fridge. One flickering light. | 0:00–0:03 |
| **NARRATOR (V.O., movie-trailer voice):** "In a world… where someone is always thirsty…" | Extreme close-up: a hand slowly reaches for the fridge handle. | 0:03–0:06 |
| **SFX:** Fridge door creaks open. Heavenly choir: "AHHHH." | The fridge glows. A milk carton sits on the center shelf like a trophy. | 0:06–0:09 |
| **TEEN (excited):** "Cereal time!" | Teen in pajamas grabs the carton and tips it over a bowl of cereal. One sad drip falls out, in slow motion. | 0:09–0:13 |
| **SFX:** Record scratch. **TEEN:** "NOOOOO!" | Teen drops to their knees. Overhead shot from a step ladder as the camera spins. | 0:13–0:16 |
| **NARRATOR (V.O.):** "Every year, millions of empty cartons are put back in the fridge. Okay, we made that number up. But it feels like millions." | On-screen text: "MILLIONS*" with a tiny "*probably." In the background, a sibling tiptoes away, whistling. | 0:16–0:21 |
| **NARRATOR (V.O.):** "If it's empty, toss it. Don't leave it for the next person." | Sibling freezes mid-step. Teen points accusingly. Sibling sheepishly drops the carton in the recycling bin. | 0:21–0:26 |
| **NARRATOR (V.O.):** "The Empty Carton Crisis. It ends with you." **SFX:** Music hits a final dramatic note. | Cut to black. Bold white text: "EMPTY? TOSS IT." | 0:26–0:30 |

PSA Example

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