

## PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements, or PSAs, are short announcements that radio stations broadcast between programs. The Federal Communications Commission requires that stations air PSAs. PSAs are free. Radio stations often look for material to fill air space and are glad to run PSAs. To increase the likelihood of your PSA being played, keep it short and simple – between 15 to 30 seconds is recommended; 60 seconds is the maximum. Radio announcers typically prefer scripts to be written in capital letters for easy reading.

### **TORNADO ALLEY: 20 SECONDS**

MORE TORNADOES STRIKE TEXAS THAN ANY OTHER STATE. IT'S IMPORTANT TO KNOW WHAT TO DO WHEN WARNINGS ARE ISSUED. IF YOU'RE AT HOME, GO THE LOWEST FLOOR AND SEEK A WINDOWLESS ROOM IN THE CENTER OF YOUR HOUSE LIKE A BATHROOM OR CLOSET. PROTECT YOUR HEAD WITH A PILLOW. IF YOU LIVE IN A MOBILE HOME, GO OUTSIDE AND LIE DOWN IN A DITCH OR LOW SPOT. COVER YOUR HEAD WITH YOUR ARMS.

### **TORNADOES ON THE ROAD: 20 SECONDS**

IF YOU'RE DRIVING DURING A THUNDERSTORM, REMEMBER THAT A TORNADO COULD FORM. IF YOU SEE A TORNADO, LEAVE YOUR CAR IMMEDIATELY AND TAKE SHELTER INSIDE THE NEAREST BUILDING. IF NO BUILDING IS NEARBY, LIE FLAT IN A DITCH AND COVER YOUR HEAD WITH YOUR ARMS. NEVER TRY TO ESCAPE A TORNADO IN A CAR.

### **TORNADO WATCH OR TORNADO WARNING: 20 SECONDS**

WHAT'S THE DIFFERENCE BETWEEN A TORNADO WATCH AND A TORNADO WARNING? A TORNADO WATCH MEANS WATCH THE SKY. WEATHER CONDITIONS ARE RIGHT FOR TORNADOES. A TORNADO WARNING MEANS A TORNADO HAS BEEN IDENTIFIED ON RADAR OR SIGHTED ON THE GROUND. TAKE COVER IMMEDIATELY. REMEMBER, A TORNADO WATCH MEANS WATCH THE SKY. A TORNADO WARNING MEANS TAKE COVER!

### **WHEN LIGHTNING STRIKES: 20 SECONDS**

MORE AMERICANS ARE KILLED BY LIGHTENING THAN TORNADOES AND HURRICANES. ON AVERAGE, SIX PEOPLE DIE FROM LIGHTNING STRIKES IN TEXAS EVERY YEAR. IF YOU'RE CAUGHT OUTSIDE IN A THUNDERSTORM, GET DOWN FROM HILLTOPS AND AVOID OPEN FIELDS. IF YOU'RE AT THE BEACH OR IN A SWIMMING POOL GET OUT OF THE WATER. IT'S BEST TO GO INSIDE A BUILDING, BUT IF YOU MUST STAY OUTDOORS, KEEP AWAY FROM METAL OBJECTS AND TREES.