

PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements, or PSAs, are short announcements that radio stations broadcast between programs, free of charge. To increase the chance your PSA will be played, keep it short and simple. Between 15 and 30 seconds is the recommended length, with 60 seconds the maximum. Radio announcers want scripts written in capital letters for easy reading. Here are some examples:

SUPPLIES FOR YOUR CAR: 30 SECONDS

STORING EMERGENCY SUPPLIES IN THE TRUNK OF YOUR CAR IS A GOOD IDEA. INCLUDE A BATTERY-POWERED RADIO, FLASHLIGHT AND PLENTY OF EXTRA BATTERIES. YOU NEED WATER STORED IN PLASTIC SOFT DRINK BOTTLES. YOU ALSO NEED FOOD LIKE CANNED GOODS -- AND A CAN OPENER. PACK A FIRST AID KIT, EMERGENCY FLARES, BLANKETS, EXTRA CLOTHING AND RAIN GEAR IN YOUR CAR. THEY CAN MAKE A BIG DIFFERENCE.

FAMILY COMMUNICATIONS WHEN DISASTER STRIKES: 30 SECONDS

WHEN DISASTER STRIKES, YOUR FAMILY NEEDS A PLACE TO PHONE AND A PLACE TO MEET. NOT ALL FAMILY MEMBERS WILL BE AT HOME TOGETHER WHEN IT HAPPENS. THAT'S WHY YOU SHOULD DECIDE IN ADVANCE HOW TO STAY IN TOUCH. CHOOSE SOMEONE TO CALL OUT-OF-STATE TO REPORT YOUR LOCATION. IN SOME DISASTERS, LOCAL PHONE LINES GO DOWN, BUT YOU CAN STILL CALL OUT-OF-STATE. MAKE SURE YOUR KIDS HAVE THAT PHONE NUMBER. NEXT, PICK A MEETING PLACE AWAY FROM HOME IN CASE YOUR NEIGHBORHOOD IS BLOCKED OFF... THE HOUSE OF A FRIEND OR RELATIVE. REMEMBER...A PLACE TO MEET AND A PLACE TO CALL.

HURRICANE WATCH AND HURRICANE WARNING: 30 SECONDS

A HURRICANE **WATCH** MEANS A HURRICANE IS ABOUT 36 HOURS AWAY FROM SHORE. A HURRICANE **WARNING** MEANS A HURRICANE WILL MAKE LANDFALL IN 24 HOURS. HURRICANES ARE UNPREDICTABLE. THEY CAN GET MUCH STRONGER IN A MATTER OF HOURS. BE READY TO EVACUATE. GET YOUR SUPPLIES TOGETHER, SECURE YOUR HOME -- AND LISTEN CLOSELY TO BROADCASTS FOR INFORMATION FROM YOUR LOCAL OFFICIALS. REMEMBER, IT'S EASIER IF YOU MAKE YOUR TRAVEL PLANS NOW -- BEFORE A STORM. AND GET YOUR EMERGENCY SUPPLIES TOGETHER NOW -- BEFORE A STORM.

HURRICANE PREPAREDNESS BEFORE THE STORM: 60 SECONDS

THE BEST TIME TO PREPARE FOR A HURRICANE IS RIGHT NOW. HERE'S WHAT TO DO... **ONE:** LEARN THE LOCAL EVACUATION ROUTES -- AND BE READY TO EVACUATE WHEN ADVISED BY LOCAL OFFICIALS. KNOW WHERE YOU ARE GOING TO GO IF YOU NEED TO LEAVE RIGHT AWAY... THE HOUSE OF A FRIEND OR RELATIVE...OR A HOTEL... **TWO:** PACK EMERGENCY SUPPLIES IN YOUR CAR. INCLUDE A BATTERY-POWERED RADIO, FLASHLIGHT AND EXTRA BATTERIES. PACK FOOD THAT WON'T SPOIL -- LIKE CANNED GOODS. AND DON'T FORGET THAT CAN OPENER... STORE WATER IN PLASTIC BOTTLES AND BE SURE TO INCLUDE EXTRA CLOTHING AND RAIN GEAR. MAKE SURE YOU HAVE A CREDIT CARD HANDY AND SOME CASH... **THREE:** PROTECT YOUR PROPERTY. INSTALL STORM SHUTTERS...OR HAVE PLENTY OF PLYWOOD ON HAND TO PROTECT WINDOWS... REMEMBER, BE READY TO EVACUATE, PACK EMERGENCY SUPPLIES IN YOUR CAR AND PROTECT YOUR PROPERTY BEFORE YOU LEAVE. BE READY FOR THE NEXT HURRICANE. TO LEARN MORE CALL YOU LOCAL EMERGENCY MANAGEMENT OFFICE.