

*Provide separate script for each item.  
Please check one.*

- ☒ Radio PSA (60-80 wds)
- ☒ Phone PSA (100-125 wds)
- ☒ TV PSA (144 characters)
- ☐ Print (trans. provided by you.  
Unlimited word count).
- ☐ Print (trans. provided by ECHO.  
Unlimited word count).

### TIPS when WRITING FOR TRANSLATION

- Keep it brief. Most messages DOUBLE in length when translated.
- Keep it simple. Text should be at a **6<sup>th</sup> grade level** or lower.
- Keep it clear. Any ambiguity causes difficulties in translation.
- Break it down by sentences (*as shown below*). The longer the paragraph, the more complicated the translation process for multi-media use.

Draft 2: May 7, 2010

## **ECHO PSA**

### **Prevention of Kitchen Fires**

**[Note to translator: Be sure to translate the PSA title (above) into your language. Replace the English text below with your translated text. Thank you.]**

**[Note to reader: Be sure to read the website names slowly and clearly. Remember only 59 seconds of recording time is available.]**

[1]

The next time you cook a meal, remember this: The majority of home fires start in the kitchen.

[2]

Always pay attention while you are cooking, and never leave the room.

[3]

Keep flammable objects away from burners – like towels and clothing.

[4]

Always have your lid nearby, which you can put over a burning pot.

[5]

If a fire starts or it gets too smoky – get outside and call 9-1-1.

[6]

For more information, go to [www.echominnesota.org](http://www.echominnesota.org).

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