

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

- ☒ Radio PSA (60-80 wds) :60
☐ Phone PSA (100-125 wds)
☒ TV PSA (144 characters) :60
☐ 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 **6th 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.
- Translate the title!

Tornado Safety

[1-2]

[3]

[4]

[5]

[6]

[7]

Script Text

[Note to reader: Be sure to read the website names slowly and clearly. If the script is too long when read aloud, cut numbers 4, 5, and/or 7.]

1] In the Midwest, where we live, tornados can appear suddenly during spring and summer, so you must know what to do if one is coming.

2] A tornado is a very dangerous, powerful storm with strong winds that can rip up trees, destroy homes and kill people.

3] If you hear that there is a tornado “warning” in your area, it means someone has already seen a tornado near you, and you must take shelter immediately.

4] Most cities have loud sirens to warn people of a tornado.

5] You may have only a few moments to get to a safe place.

6] Go to the basement. If you don’t have a basement, go to an inner room—like a bathroom, hallway or closet—that has no windows.

7] Stay under heavy furniture, like a desk or table.

8] If you see a tornado coming when you are outside, run to the basement of the nearest building, or simply lie down on the lowest part of the ground and protect your head and neck with your arms.

9] For more information on healthy living, go to www.echominnesota.org.