

*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 **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.

CO/Smoke Alarm PSA

Video Instructions
(use only for TV PSA)

English and Spanish

[1-2]

[video –shots of home and/or family]

[3] [shot of smoke alarm]

[4] [shot of CO alarm]

[5] [people getting out of house]

[6] [person checking alarm]

[7] [ECHO logo]

Script Text

[Note to reader: Be sure to read the website names slowly and clearly.]

1] Is your home as safe as it can be?

2] There are two simple devices for your home that could one day save *your* life, or the life of someone in your family.

3] One is a smoke alarm,

4] The other is a carbon monoxide alarm.

5] Both these alarms can warn you when you need to get out of your house—before it's too late.

6] Make sure you have working smoke and carbon monoxide alarms throughout your home—they're lifesavers.

7] For more information, go to www.echominnesota.org.

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CO/Smoke Alarm PSA

Video Instructions
(use only for TV PSA)

Somali, Hmong

- [1]
[video –shots of home and/or family]
- [2a] [shot of smoke alarm]
- [2b] [shot of CO alarm]
- [3] [people getting out of house]
- [4] [person checking alarm]

Script Text

[Note to reader: Be sure to read the website names slowly and clearly.]

1] Did you know there are two simple devices for your home that could one day save *your* life, or the life of someone in your family?

2] A smoke alarm, and a carbon monoxide alarm.

3] Make sure you have working smoke and carbon monoxide alarms throughout your home—their loud warning sounds could save your life.

4] For more information, go to www.echominnesota.org.