"Understanding Snow Emergency" airing in 8 languages this December!

December has arrived and Twin Cities' residents are gearing up to deal with the approaching months of snowfall and what that means for their day-to-day lives. To help them do this, a new ECHO television program is taking measures to ensure that all residents, including those who speak limited English or may not speak English at all, understand the rules of a Snow Emergency – why it is declared, what it means for their vehicles, the rules of parking, and the consequences if parking regulations are not followed.

"Understanding Snow Emergency" has been created in partnership with the Cities of Minneapolis and Saint Paul, and Minnesota Medical Response System (MMRS). The program will air on Twin Cities Public Television (schedule) and is available for online streaming here. To request free DVD copies, emailolson@echominnesota.org. To view and print translated fliers promoting the program, click here.
New PSAs Available

Public Service Announcements (PSAs) are a great way to reach people with a short, but important message. ECHO has been busy in the studio creating some new PSAs, view them online or request DVD copies by emailing olson@echominnesota.org.

- Shelter In Place (7 languages)
- Mass Evacuation (7 languages)
- Extreme Heat (4 languages)
- Emergency Sirens (4 languages)

ECHO's role in the first-ever nationwide test of the Emergency Alert System (EAS).

ECHO played an important part in the November 9 test of the EAS. Jim du Bois, president and CEO of the Minnesota Broadcasters Association said,

"ECHO played a key role in educating Minnesota’s diverse communities about the first-ever nationwide test of the Emergency Alert System (EAS). Ensuring that the public understood the importance of the test and did not become alarmed required a major public awareness campaign. ECHO and the Minnesota Broadcasters Association collaborated to produce a series of radio and TV Public Service Announcements (PSAs) in a variety of languages. As a result, Minnesotan’s were well informed and well prepared on test day.”
New Cultural Fact Sheets Available

ECHO has been working to create a directory of cultural information sheets that can be used by organizations and service providers to gain some insights on the different cultures that they work with.

Seven "at-a-glance" cultural fact sheets are available and they contain information on common cultural norms, values, and traits in the areas of familial structure, religion, communication styles, personal space, gender roles, traditional beliefs, and more.

Take a look here!

Thank you for reading the December "Eye on ECHO!"