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.


[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.


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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.

Draft 2: May 7, 2010

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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).

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