

*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.

Final: March 8, 2010

ECHO PSA **Mass Evacuation**

[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]

In case of an emergency, are you prepared to evacuate your home?

[2]

Each year thousands of people must evacuate their homes due to floods, fires and accidents involving hazardous material.

[3]

Everyone should prepare an emergency kit that you can grab at a moment's notice.

[4]

You should also plan who to stay with if you had to leave your house.

[5]

For more information on how to prepare for a home evacuation, go to echominnesota-dot-org.

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