ECHO PSA
Affordable Housing

[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]
If you are looking for affordable housing, there are some things you need to know.

[2]
You should try not to spend more than one-third of your monthly income for housing.

[3]
People who plan to rent should learn about their rights, responsibilities and leases.

[4]
People with low incomes may qualify to have some of the rent paid by the government.

[5]
People who plan to buy a home should take a class for new home-owners.

[6]
For more information on affordable housing, go to echominnesota-dot-org.

FINAL Draft: March 19, 2010

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.

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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