

PUBLIC SERVICE ANNOUNCEMENTS

HURRICANE WARNING:

SUPPLIES FOR YOUR CAR: 30 SECONDS

STORING EMERGENCY SUPPLIES IN THE TRUNK OF YOUR CAR IS A GOOD IDEA. INCLUDE A BATTERY-POWERED RADIO, FLASHLIGHT AND PLENTY OF EXTRA BATTERIES. YOU NEED WATER STORED IN PLASTIC SOFT DRINK BOTTLES. YOU ALSO NEED FOOD LIKE CANNED GOODS -- AND A CAN OPENER. PACK A FIRST AID KIT, EMERGENCY FLARES, BLANKETS, EXTRA CLOTHING AND RAIN GEAR IN YOUR CAR. THEY CAN MAKE A BIG DIFFERENCE.

FAMILY COMMUNICATIONS WHEN DISASTER STRIKES: 30 SECONDS

WHEN DISASTER STRIKES, YOUR FAMILY NEEDS A PLACE TO PHONE AND A PLACE TO MEET. NOT ALL FAMILY MEMBERS WILL BE AT HOME TOGETHER WHEN IT HAPPENS. THAT'S WHY YOU SHOULD DECIDE IN ADVANCE HOW TO STAY IN TOUCH. CHOOSE SOMEONE TO CALL OUT-OF-STATE TO REPORT YOUR LOCATION. IN SOME DISASTERS, LOCAL PHONE LINES GO DOWN, BUT YOU CAN STILL CALL OUT-OF-STATE. MAKE SURE YOUR KIDS HAVE THAT PHONE NUMBER. NEXT, PICK A MEETING PLACE AWAY FROM HOME IN CASE YOUR NEIGHBORHOOD IS BLOCKED OFF... THE HOUSE OF A FRIEND OR RELATIVE. REMEMBER...A PLACE TO MEET AND A PLACE TO CALL.

HURRICANE WATCH AND HURRICANE WARNING: 30 SECONDS

A HURRICANE WATCH MEANS A HURRICANE IS ABOUT 36 HOURS AWAY FROM SHORE. A HURRICANE WARNING MEANS A HURRICANE WILL MAKE LANDFALL IN 24 HOURS. HURRICANES ARE UNPREDICTABLE. THEY CAN GET MUCH STRONGER IN A MATTER OF HOURS. BE READY TO EVACUATE. GET YOUR SUPPLIES TOGETHER, SECURE YOUR HOME -- AND LISTEN CLOSELY TO BROADCASTS FOR INFORMATION FROM YOUR LOCAL OFFICIALS. REMEMBER, IT'S EASIER IF YOU MAKE YOUR TRAVEL PLANS NOW -- BEFORE A STORM. AND GET YOUR EMERGENCY SUPPLIES TOGETHER NOW -- BEFORE A STORM.

Newspaper Public Service Announcement Examples

John McDonough, Karen Egolf



Newspaper Public Service Announcement Examples:

News & Media Handbook Mr. Gopi Sathya Srinivas, 2024-06-23 This book serves as a handbook reference on News Media for school and graduation students It covers fundamental to intermediate concepts in journalism providing a comprehensive understanding suitable for educational purposes *Volunteer Coordinator's Handbook* United States. Internal Revenue Service, 1999 *EPA National Publications Catalog* United States. Environmental Protection Agency, 2003 **Public Information Activities for State and Area Agencies on Aging** National Clearinghouse on Aging, 1976 *Communicating Professionally* Catherine Sheldrick Ross, Kirsti Nilsen, 2013-07-17 The new third edition of *Communicating Professionally* is completely revised with new sections outlining the opportunities offered by contemporary communication media

Guidelines for Local Governments on Solid Waste Management National Association of Counties Research Foundation, 1971 Volunteer Leadership Enhancement Series, 1996 **The Prevention Pipeline**, 1996 *Reality Check*, 1997 Environmental Communication. Second Edition Richard R. Jurin, Donny Roush, K. Jeffrey Danter, 2010-07-20 Environmental professionals can no longer simply publish research in technical journals Informing the public is now a critical part of the job Environmental Communication demonstrates step by step how it is done and is an essential guide for communicating complex information to groups not familiar with scientific material It addresses the entire communications process from message planning audience analysis and media relations to public speaking skills a good communicator must master for effective public dialogue Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner This book will certainly help produce the skills for environmental communications sorely needed for industry government and non profit groups as well as an informed public Sol P Baltimore Director Environmental Communications and Adjunct faculty Hazardous Waste management program Department of Chemical Engineering College of Engineering Wayne State University Detroit Michigan All environmental education professionals agree that the practice of good communications is essential for the success of any program This book provides practical skills for this concern Ju Chou Associate Professor Graduate Institute of Environmental Education National Taiwan Normal University Taipei Taiwan **Human Services and the Media** Edward Allan Brawley, 1995 This practical guide demonstrates how to work with newspapers magazines radio and television to promote social programs and to shape public policy It includes numerous examples of how cooperative efforts with the media have improved the public's understanding of the helping profession educated the community about social problems and spread preventive messages An informed and supportive public at large is critical to the success of programs promoting health and mental health and the mass media are the most powerful means of reaching the public Yet few human services professionals know how to tap into this power *Trump University Marketing 101* Don Sexton, 2006-06-27 *Trump University Marketing 101* combines the biggest name in business with the 40 year teaching experience of one of the most well known marketing thinkers in academia

Without an MBA in marketing how can today's entrepreneurs and business owners stay on top of what's happening in marketing? How can they find the best new ideas and avoid those tactics that don't work or just lead to trouble? Trump University Marketing 101 presents all the basics of a marketing MBA. Each chapter focuses on one key marketing idea and explores it in a straightforward, non-academic manner with exercises and examples that show the idea in action. But more than basic instruction, Sexton also includes his own methodologies for making vital marketing decisions, the same methodologies major corporations pay top dollar to have him teach their employees. Don Sexton is Professor of Business at Columbia University and principle of The Arrow Group Ltd, a marketing consulting and training firm whose clients have included GE, Citigroup, IBM, and Pfizer among many others. He has taught at Columbia for more than 35 years, is a recipient of the Business School's Distinguished Teaching Award, and has written numerous articles on marketing and branding issues. He is often quoted in prominent media such as The New York Times, Business Week, and Beijing's China Economic Daily.

In the News, 3rd edition William Wray Carney, Colin Babiuk, Mark Hunter LaVigne, 2019-04-09. Now in its third edition, *In the News* is the standard Canadian textbook on media relations used across the country. The authors provide an introduction to media relations grounded in both communications theory and hands-on day-to-day experience. Whether you need to promote your issues to the nation or reach small, targeted groups, this book is your step-by-step guide. *In the News* is perfect for communications students, media relations practitioners in the private, public, and voluntary sectors, and anyone who wants to break a story.

Risk Communication Regina E. Lundgren, Andrea H. McMakin, 2013-05-17. A fully updated handbook on effectively communicating environmental safety and health risks. Written by two well-known risk practitioners with over twenty-five years' experience in the field, this fully updated Fifth Edition of *Risk Communication: A Handbook for Communicating Environmental Safety and Health Risks* offers sound scientific research with practical, hands-on advice for those in the public and private sectors. Highly accessible and easy to understand, this must-read includes real-life examples of such headline-making events as the tsunami and radiation release in Japan in 2011, the BP oil disaster in the Gulf of Mexico in 2010, and extreme weather events, along with the lessons learned from them. It offers new chapters on public health campaigns and on the use and effectiveness of social media for risk communication purposes. *Risk Communication* is divided into five self-contained parts. Part I provides background information for understanding the basic theories and practices of risk communication. Part II explains how to plan a risk communication effort. Part III describes how to put risk communication into action. Part IV discusses how to evaluate risk communication efforts, including techniques for measuring success. Part V highlights special cases in risk communication, including disasters and other emergencies, international risk communication, and public health campaigns. An ideal introduction to the field, this book is also a welcome reference for those involved in communicating environmental safety and health risks in government, industry, and academia.

In the News William Wray Carney, 2002-02. This book introduces the concepts surrounding media relations and explains current media and

communications practices from both theoretical and practical perspectives Midwest **Conservation Education and Outreach Techniques** Susan Kay Jacobson, Mallory D. McDuff, Martha C. Monroe, 2015 A new updated edition of this popular guide to conservation education concentrating largely on techniques and discussing why when and how to develop education materials and implement effective programs Choose Health America!, 1987 Abstract This packet of materials is designed to assist in the planning promotion implementation and evaluation of hypertension education activities associated with a yearlong campaign to control high blood pressure These materials focus on lifelong adherence to therapy including pharmacological and nonpharmacological approaches to hypertension control Information is provided about weight loss exercise reducing intake of sodium fat and calories and other lifestyle changes to encourage cardiovascular health These materials also stress the importance of personal responsibility for the management of high blood pressure *Creating Community* California Park and Recreation Society, 2008 Creating Community will help you position your department to increase your budget and reposition it as a key player in the community You ll learn to implement a VIP action plan as created by the California Park Recreation Society You ll also learn to make a case for your programs by communicating your plan to policy makers and others **Teen Drinking Prevention Program** Center for Substance Abuse Prevention (U.S.), 1995 **The Advertising Age Encyclopedia of Advertising** John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world s leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert

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