

*Tailor scripts to include
your city/department*

*Double-space PSA
scripts and copy onto
your letterhead*

*Send with a cover letter
to public service
directors immediately*

*Request that public
affairs directors air
PSAs **October 19 -
November 1** and
again from **March 1 -
March 14***

Radio / TV Public Service Announcements

:10-Second PSA

WHEN YOU CHANGE YOUR CLOCK BACK TO STANDARD TIME ON NOVEMBER 1ST, REMEMBER TO CHANGE THE BATTERIES IN YOUR SMOKE ALARMS AND CARBON MONOXIDE DETECTORS, TOO. A LIFESAVING MESSAGE FROM THE *CHANGE YOUR CLOCK CHANGE YOUR BATTERY*[®] PROGRAM, THE (CITY) FIRE DEPARTMENT, *ENERGIZER*[®], *MAX*[®] BRAND BATTERIES, THE INTERNATIONAL ASSOCIATION OF FIRE CHIEFS AND THIS STATION. (PLEASE SHARE A SIMILAR MESSAGE WITH YOUR COMMUNITY DURING THE SPRING TIME CHANGE ON MARCH 14, 2010 TO REMIND THEM TO CHECK THE BATTERIES IN THE SMOKE ALARMS, CARBON MONOXIDE DETECTORS AND EMERGENCY POWER KIT SUPPLIES.)

:30-Second PSA (Version 1)

SMOKE ALARM AND CARBON MONOXIDE DETECTOR BATTERIES NEED TO BE CHANGED AT LEAST ONCE A YEAR. SO WHEN YOU CHANGE YOUR CLOCK BACK TO STANDARD TIME ON NOVEMBER 1ST, REMEMBER TO CHANGE THE BATTERIES IN YOUR SMOKE ALARMS, TOO. AND, ONCE YOU'VE CHANGED THE BATTERIES, BE SURE TO TEST THE ALARMS. THIS SIMPLE ACT CUTS THE RISK OF DYING IN A HOME FIRE NEARLY IN HALF. A LIFESAVING REMINDER FROM THE *CHANGE YOUR CLOCK CHANGE YOUR BATTERY*[®] PROGRAM, FROM THE (CITY) FIRE DEPARTMENT, *ENERGIZER*[®], *MAX*[®] BRAND BATTERIES, THE INTERNATIONAL ASSOCIATION OF FIRE CHIEFS AND THIS STATION. (PLEASE SHARE A SIMILAR MESSAGE WITH YOUR COMMUNITY DURING THE SPRING TIME CHANGE ON MARCH 14, 2010 TO REMIND THEM TO CHECK THE BATTERIES IN THE SMOKE ALARMS, CARBON MONOXIDE DETECTORS AND EMERGENCY POWER KIT SUPPLIES.)

:30-Second PSA (Version 2)

AN AVERAGE OF THREE CHILDREN A DAY DIE EACH YEAR IN HOME FIRES. YOU CAN HELP TO PREVENT NEEDLESS FIRE DEATHS AND INJURIES BY REMEMBERING TO CHANGE THE BATTERIES IN YOUR SMOKE ALARMS WHEN YOU CHANGE YOUR CLOCKS BACK TO STANDARD TIME ON NOVEMBER 1ST. AND, ONCE YOU'VE CHANGED THE BATTERIES, BE SURE TO TEST THE ALARMS. THIS SIMPLE ACT WILL CUT THE RISK OF DYING IN A HOME FIRE NEARLY IN HALF. A LIFESAVING REMINDER FROM THE *CHANGE YOUR CLOCK CHANGE YOUR BATTERY*[®] PROGRAM, THE (CITY) FIRE DEPARTMENT, *ENERGIZER*[®], *MAX*[®] BRAND BATTERIES, THE INTERNATIONAL ASSOCIATION OF FIRE CHIEFS AND THIS STATION. (PLEASE SHARE A SIMILAR MESSAGE WITH YOUR COMMUNITY DURING THE SPRING TIME CHANGE ON MARCH 14, 2010 TO REMIND THEM TO CHECK THE BATTERIES IN THE SMOKE ALARMS, CARBON MONOXIDE DETECTORS AND EMERGENCY POWER KIT SUPPLIES.)

Need PSAs in Spanish? Please call the *Change Your Clock Change Your Battery*[®] hotline 314-727-5700, x108 or e-mail cycybb@blickandstaff.com.