



:30 Script
Public Service Announcement
Battery-Powered Radio

Storm season is coming—are you prepared?

You might think you are, but where's your radio?

No, not the one in your car or the one on your bedside table.

What you need is a radio that's portable and runs on batteries.

Storms can cause power outages and other emergencies.

A portable, battery-powered radio can provide you with crucial, life-saving information.

Before the next storm hits, make sure you and the people important to you are safe.

The Department of Homeland Security recommends keeping a battery-powered radio handy, in order to stay updated on conditions in your area.

So get a portable, battery-powered radio and fresh batteries, and keep them in a place you can find them, even in the dark.

Portable, battery-powered radios save lives. Get one for your home now.

This message provided courtesy of Arbitron Inc., prepared in conjunction with the study *Riding Out the Storm: The Vital Role of Local Radio in Times of Crisis*, available at www.ArbitronRadio.com.