

*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 **6<sup>th</sup> 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 Draft: March 19, 2010

### **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](http://echominnesota-dot-org).