

NY ALERT

30 second PSA

VIDEO	AUDIO
<p>(Scene #1: Mom and Dad in front yard with kids leaving to join their friends.) NEW</p>	<p><u>MOM:</u> Our Family's safety is important to us.</p>
<p>(Scene #2: Firefighter in Firehouse in full gear) KEEP</p>	<p><u>DAD:</u> Which means staying informed.</p>
<p>(Scene #3: Businessman in coffee shop holding a newspaper) KEEP</p>	<p><u>FIREFIGHTER:</u> And the best way to get the emergency information you need: Sign up for NY Alert.</p>
<p>(Scene #4: Two College kids on campus sitting on stone wall) KEEP</p>	<p><u>BUSINESSMAN:</u> So whether it's a storm, traffic or possible power outage, New York Alert. It's first. And it's free.</p>
<p>(Scene #5: Dad and Mom in front of house) NEW</p>	<p><u>STUDENT #1 (female):</u> It can reach you on your cell phone, blackberry, PDA. (looks at other student)</p>
	<p><u>STUDENT #2 (male):</u> Your computer...fax... you name it.</p>
	<p><u>MOM:</u> So Sign up for NY Alert Today.</p>
	<p><u>DAD:</u> Visit w-w-do-n-y-alert-dot-gov</p>
	<p>New York Alert. Be prepared.</p>
	<p><u>MOM:</u> Be informed.</p>