

Sample PSA for SCOM PR Writing

Hose Company No. 4
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PUBLIC SERVICE ANNOUNCEMENT

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For immediate release

45 seconds: Fire has destroyed thousands of homes in California. Work with our Harrisonburg fire departments to prevent devastation in our community. Having a working smoke detector is a simple way to start. Let your smoke detector save you and your family. When you change your clocks on November fourth, check the batteries in your smoke detector. Hose Company Number Four provides free smoke detectors and installs them your home. These local firefighters also offer fire prevention classes. Fire extinguisher training is available, too. For more information, call 540-434-7681 or check out www.hc4fd.com.

30 seconds: Fire has destroyed thousands of homes in California. Let your smoke detector save you and your family. When you change your clocks on November fourth, check the batteries in your smoke detector. Hose Company Number Four provides free smoke detectors and installs them in your home. These local firefighters also offer fire prevention classes and fire extinguisher training. For more information, call 540-434-7681 or check out www.hc4fd.com.

- more -

PSA – Fire Prevention, Add 1

15 seconds: Fire has recently destroyed thousands of homes in California. Let your smoke detector save you. When you change your clocks on November fourth, check the batteries in your smoke detector. Hose Company Number Four gives out free smoke detectors. For more information, check out www.hc4fd.com.