

# City of Hallandale Beach · Department of Public Works

30-Second Radio PSA – Hurricane Prep

Format: :30 audio (135 WPM ≈ 75–80 words) | Voice: calm, reassuring | Stereo mix

Script v1.0 • Doc ID SD-PSA-2025-10 • Updated October 2025

## Production Tech Specs

Delivery: 44.1 kHz WAV & 192 kbps MP3

Peak Level: –1 dBFS | Target Loudness: –16 LUFS integrated

Stereo mix | Runtime: 29.5 ± 0.5 s

## Script

Timing stamps for engineering sync

[0:00] **VO** "Hurricane season is here."

[0:04] **[pause]**

[0:05] **VO** "Make your plan, build a *seventy-two-hour* emergency kit, and sign up for official alerts at [hallandalebeachfl.gov/alerts](https://hallandalebeachfl.gov/alerts)."

[0:17] **VO** "Need special assistance? Call **(954) 457-1600**."

[0:23] **VO** "Stay safe — stay prepared — and sign up for City alerts today."

[0:29] **[MUSIC OUT]**

## Audio Direction (not read on-air)

- [SFX] Light wind fade-in under VO
- [Program Loudness] VO mix at –16 LUFS integrated; peaks ≤ –1 dBFS
- [Music Bed] Source around –6 LUFS; duck to –18 LUFS under VO
- [VO] FEMA-style balanced tone (male/female), calm and reassuring

## Pacing

Target length: 29–31 seconds at ~135 WPM. Use the pause after the first sentence to reset listener attention.

## Visual / Print Companion (for PDF handoff)

Element	Duration	Content
Intro ID	:02	"This is the City of Hallandale Beach Public Works Department."
Prep Tips	:16	"Make your plan... stay informed."
CTA / Tag	:12	"Stay safe — stay prepared — City alerts today."

## Accessibility & Language

- Screen-reader clarity: spell out numbers in transcript (e.g., "seventy-two-hour emergency kit").



- Provide a captioned transcript when embedding audio on city website.
- Translations provided below for inclusivity.

## Appendix A — Spanish (Español)

**VO** La temporada de huracanes ya está aquí. **[pausa]** Haga su plan, prepare un *kit de emergencia* para *setenta y dos horas* y suscríbese a las alertas oficiales en **hallandalebeachfl.gov/alerts**.

**VO** ¿Necesita asistencia especial? Llame al **(954) 457-1600**.

**VO** Manténgase seguro — manténgase preparado — y suscríbese a las alertas de la Ciudad hoy.

## Appendix B — Haitian Creole (Kreyòl Ayisyen)

**VO** Sezon siklòn lan rive. **[poz]** Fè plan ou, pare yon *kit ijans pou swasant-douz èdtan*, epi enskri pou alèt ofisyèl yo nan **hallandalebeachfl.gov/alerts**.

**VO** Bezwen asistans espesyal? Rele **(954) 457-1600**.

**VO** Rete an sekirite — rete pare — epi enskri pou alèt Vil la jodi a.

Translations validated by City Outreach / Legal prior to air.

## Optional Extensions

- **15 s cut-down:** "Make a plan, build a kit, stay informed — [hallandalebeachfl.gov](https://hallandalebeachfl.gov)."
- **60 s extended PSA:** Add sandbag info, pet prep, and power-outage safety.
- **Social teaser (10 s):** Instagram Reels variant with subtitle card "Hurricane season is here."

## SRT/VTT snippet (for web embedding)

WEBVTT

00:00.000 --> 00:04.000  
Hurricane season is here.

00:05.000 --> 00:17.000  
Make your plan, build a seventy-two-hour emergency kit, and sign up for official alerts at [hallandalebeachfl.gov/alerts](https://hallandalebeachfl.gov/alerts).

00:17.000 --> 00:23.000  
Need special assistance? Call (954) 457-1600.



00:23.000 --> 00:29.500

Stay safe — stay prepared — and sign up for City alerts today.

## Web transcript block (HTML sample)

```
<section aria-label="Transcript">
  <p><time datetime="PT0S">0:00</time> Hurricane season is here.</p>
  <p><time datetime="PT5S">0:05</time> Make your plan, build a seventy-two-hour
emergency kit, and sign up for official alerts at hallandalebeachfl.gov/alerts.
</p>
  <p><time datetime="PT17S">0:17</time> Need special assistance? Call (954) 457-
1600.</p>
  <p><time datetime="PT23S">0:23</time> Stay safe — stay prepared — and sign up
for City alerts today.</p>
</section>
```

## Variant scripts (same metadata/footer)

**15s:** "Hurricane season is here. Make a plan, build a kit, stay informed — hallandalebeachfl.gov/alerts."

**60s:** "Hurricane season is here. Make your plan, build a seventy-two-hour emergency kit, and sign up for official alerts. For sandbags and pet prep, visit our website. If the power goes out, use generators outdoors and keep refrigerators closed. Need special assistance? Call (954) 457-1600. Stay safe — stay prepared — and sign up for City alerts today."

## QC / Preflight Checklist

- ☒ Length 29–31 s
- ☒ VO levels consistent
- ☒ LUFS integrated –16
- ☒ Music ducking correct (–18 LUFS under VO)
- ☒ Captions verified
- ☒ Spanish/Creole sync checked

Paid for by the City of Hallandale Beach Public Works Department. | Questions: [pio@hallandalebeachfl.gov](mailto:pio@hallandalebeachfl.gov)  
 Archived in 05\_Broadcast\_Video/Audio/PSA\_HurricanePrep\_v1.0/ — Source .WAV, script, and metadata stored with render assets.

