

# City of Hallandale Beach · Department of Public Works

60-Second Radio PSA — Capital Projects Update

Delivery: 44.1 kHz WAV + 192 kbps MP3 | Stereo | Peaks  $\leq$  -1 dBFS

Loudness: -16 LUFS integrated | Music bed source  $\approx$  -6 LUFS, duck to -18 LUFS under VO

Target: :60 (59.0–60.5 s) at ~135 WPM

Doc ID: SD-PSA-CP-2025-10 • Updated October 2025 • Next Review: April 2026

Pronunciation helper (for VO): Hallandale (HAL-uhn-dale) Beach

## File Delivery

Deliver WAV 44.1 kHz 16-bit and MP3 192 kbps CBR

Head/tail: 250 ms digital black at start and end

Peaks  $\leq$  -1 dBFS after limiting

ISCI/Cart ID: HB\_PSA\_CP\_60\_V1

Rights: Music licensed for municipal PSA use; no commercial resale.

## Script (clocked & cued)

[0:00] **vo** This is the City of Hallandale Beach.

[0:03] **vo** We're investing in reliable water, wastewater, and stormwater systems —

[0:08] **vo** safer streets and lighting — and well-maintained public facilities.

[0:13] **vo** Want to know what's happening near you?

**[brief pause]**

[0:15] **vo** View project maps and timelines at [hbfla.gov/projects](http://hbfla.gov/projects),

[0:19] **vo** and sign up for email or text alerts at [hbfla.gov/alerts](http://hbfla.gov/alerts).

[0:24] **vo** If you see our crews on your street, please slow down in work zones

[0:28] **vo** and follow posted detours. Your caution keeps everyone safe.

## Audio Direction (not read on-air)

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

Loudness target applies to the program (VO + bed), not the bed alone; normalize final print to -16 LUFS integrated.

## Pacing

Target 59.0–60.5 seconds at ~135 WPM. The brief pause at 0:13 resets listener attention.



[0:32] **vo** Have questions about service impacts or permits in the right-of-way?

[0:36] **vo** Visit [hbfla.gov/projects](http://hbfla.gov/projects) or call (954)

**457-1600** (read as "nine-five-four, four-five-seven, sixteen-hundred").

[0:40] **vo** These improvements make our city stronger — block by block.

[0:44] **vo** Together we're building a resilient, well-maintained Hallandale Beach.

[0:48] **vo** Stay safe — stay informed — sign up today at [hbfla.gov/alerts](http://hbfla.gov/alerts).

[0:53] [MUSIC hold] (fade out 1.0 s linear)

[0:57] **VO (legal)** Paid for by the City of Hallandale Beach Public Works Department.

[1:00] [MUSIC OUT]

## Timing Table (engineer view)

Segment	In	Out	Notes
Intro ID	0:00	0:03	City identifier
Benefits	0:03	0:13	Water/WW/SW, streets/lighting, facilities
How to stay informed	0:13	0:24	Maps/timelines + alerts URLs
Safety	0:24	0:32	Work-zone slow, detour follow
Help/Permits	0:32	0:40	Web + phone
Resilience tag	0:40	0:48	"Block by block"
CTA	0:48	0:57	Alerts sign-up
Legal	0:57	1:00	Paid-for line

## Accessibility & Language

- Screen-reader clarity: spell out abbreviations and numbers where needed.
- Provide a captioned transcript when embedding audio on city website.



- Use speakable URLs on-air ([hbfla.gov/projects](#), [hbfla.gov/alerts](#)) while linking canonical pages in print/PDF.

## Appendix A — Spanish (Español)

**vo** Esta es la Ciudad de Hallandale Beach. Estamos invirtiendo en sistemas confiables de agua, aguas residuales y aguas pluviales, calles y alumbrado más seguros, y instalaciones públicas bien mantenidas. ¿Quiere saber qué sucede cerca de usted? **[pausa breve]** Vea mapas y cronogramas de proyectos en [hbfla.gov/projects](#) y suscríbase a alertas por correo electrónico o mensajes de texto en [hbfla.gov/alerts](#). Si ve a nuestras cuadrillas en su calle, por favor reduzca la velocidad en las zonas de trabajo y siga los desvíos señalizados. ¿Tiene preguntas sobre impactos en el servicio o permisos en el derecho de paso? Visite [hbfla.gov/projects](#) o llame al **(954) 457-1600**. Estas mejoras fortalecen nuestra ciudad, cuadra por cuadra. Juntos estamos construyendo una Hallandale Beach resiliente y bien mantenida. Manténgase seguro — manténgase informado — suscríbase hoy en [hbfla.gov/alerts](#). (Patrocinado por el Departamento de Obras Públicas de la Ciudad de Hallandale Beach.)

## Appendix B — Haitian Creole (Kreyòl Ayisyen)

**vo** Men Vil Hallandale Beach. Nou ap envesti nan sistèm dlo potab, egou, ak dlo lapli ki pi serye, lari ak ekleraj ki pi an sekirite, ak enstalasyon piblik nou yo byen mentni. Vle konnen sa k ap pase tou pre lakay ou? **[poz kout]** Gade kat pwojè ak delè yo sou [hbfla.gov/projects](#) epi enskri pou alèt pa imel oswa tèks sou [hbfla.gov/alerts](#). Si w wè ekip nou yo sou lari w la, tanpri pran prekosyon, ralanti nan zòn travay yo epi swiv devyasyon yo. Gen kesyon sou enpak sèvis oswa pèmi nan dwa-de-pase a? Vizite [hbfla.gov/projects](#) oswa rele **(954) 457-1600**. Amelyorasyon sa yo ap fè vil nou pi solid, blòk pa blòk. Ansanm n ap bati yon Hallandale Beach rezistan ak byen mentni. Rete an sekirite — rete enfòme — enskri jodi a sou [hbfla.gov/alerts](#). (Peye pa Depatman Travay Piblik Vil Hallandale Beach.)

Translations validated by City Outreach / Legal prior to air.

## Optional Variants & Web Companions

**:30 cut-down:** Benefits + maps/alerts + CTA.

**:15 teaser:** "See projects near you — [hbfla.gov/projects](#)."

## VTT snippet

WEBVTT

00:00.000 --> 00:03.000

This is the City of Hallandale Beach.



00:03.000 --> 00:13.000

We're investing in reliable water, wastewater, and stormwater systems – safer streets and lighting – and well-maintained public facilities.

00:13.000 --> 00:24.000

Want to know what's happening near you? View project maps and timelines at [hbfla.gov/projects](http://hbfla.gov/projects), and sign up for email or text alerts at [hbfla.gov/alerts](http://hbfla.gov/alerts).

00:24.000 --> 00:32.000

If you see our crews on your street, please slow down in work zones and follow posted detours. Your caution keeps everyone safe.

00:32.000 --> 00:40.000

Have questions about service impacts or permits in the right-of-way? Visit [hbfla.gov/projects](http://hbfla.gov/projects) or call (954) 457-1600.

00:40.000 --> 00:48.000

These improvements make our city stronger – block by block. Together we're building a resilient, well-maintained Hallandale Beach.

00:48.000 --> 00:57.000

Stay safe – stay informed – sign up today at [hbfla.gov/alerts](http://hbfla.gov/alerts).

00:57.000 --> 01:00.000

Paid for by the City of Hallandale Beach Public Works Department.

## Web transcript block (HTML sample)

```
<section aria-label="Transcript – English" lang="en">
  <h2>Transcript – English</h2>
  <p><time datetime="PT0S">0:00</time> This is the City of Hallandale Beach.</p>
  <p><time datetime="PT3S">0:03</time> We're investing in reliable water,
  wastewater, and stormwater systems – safer streets and lighting – and well-
  maintained public facilities.</p>
  <p><time datetime="PT13S">0:13</time> Want to know what's happening near you?
  View project maps and timelines at hbfla.gov/projects, and sign up for email or
  text alerts at hbfla.gov/alerts.</p>
  <p><time datetime="PT24S">0:24</time> If you see our crews on your street,
  please slow down in work zones and follow posted detours. Your caution keeps
  everyone safe.</p>
  <p><time datetime="PT32S">0:32</time> Have questions about service impacts or
  permits in the right-of-way? Visit hbfla.gov/projects or call (954) 457-1600.</p>
  <p><time datetime="PT40S">0:40</time> These improvements make our city stronger
  – block by block. Together we're building a resilient, well-maintained Hallandale
  Beach.</p>
```



```

<p><time datetime="PT48S">0:48</time> Stay safe – stay informed – sign up today at hbfla.gov/alerts.</p>
<p><time datetime="PT57S">0:57</time> Paid for by the City of Hallandale Beach Public Works Department.</p>
</section>

<section aria-label="Transcripción – Español" lang="es">
  <h2>Transcripción – Español</h2>
  <p>Vea la versión en español en el apéndice de este documento o publique aquí su transcripción completa si se usa en la web.</p>
</section>

<section aria-label="Transkripsyon – Kreyòl Ayisyen" lang="ht">
  <h2>Transkripsyon – Kreyòl Ayisyen</h2>
  <p>Gade vèsyon an kreyòl nan apandis la oswa afiche transkripsyon konplè isit la si li pral sou sit wèb la.</p>
</section>

```

## QC / Preflight Checklist

- Length 59.0–60.5 s
- LUFS integrated –16
- Peaks ≤ –1 dBFS
- Music ducking –18 LUFS under VO
- URLs/phone verified
- Transcript/captions posted
- Spanish/Creole checked

## Packaging Checklist

- HB\_PSA\_CP\_60\_V1.wav (master)
- HB\_PSA\_CP\_60\_V1.mp3 (distribution)
- HB\_PSA\_CP\_60\_V1.vtt (website captions)
- HB\_PSA\_CP\_60\_V1\_transcript.html (CMS)

## Station cover email (paste):

Subject: Hallandale Beach — 60s Capital Projects PSA (:60)

Body: Attached WAV/MP3 + cart ID HB\_PSA\_CP\_60\_V1. Air window Nov–Dec 2025. Contact pio@hallandalebeachfl.gov for questions.

Paid for by the City of Hallandale Beach Public Works Department. | Questions: [pio@hallandalebeachfl.gov](mailto:pio@hallandalebeachfl.gov)

Air window: Nov 1–Dec 31, 2025 · Rotation: 12x/week ROS.

Archived in 05\_Broadcast\_Video/Audio/PSA\_CapitalProjects\_v1.0/ — Source .WAV, script, and metadata stored with render assets.

