



DRAFT 9-30-03

Public Service Announcement (PSA) Scripts

TITLE: Did you know

LENGTH: 60

LIVE READ RADIO PSA.....

Did you know the ozone you breathe in the air can actually cause redness and swelling on the surface of your lung airways, that is much like a sunburn on the skin? Particles in the air can lodge in your lungs and cause serious damage. Did you know you can protect your health daily from this kind of air pollution?

Now you can.

The Air Quality Index gives you good, local forecast information. It lets you guard your health and your family's health.

Here's how it works:

Anytime you hear the Air Quality Index forecasts is at levels Orange, Red or Purple, you know the air quality is potentially unhealthy. You can cut your exposure – either by reducing the time you spend exercising or by making your exercise less intense.

For example, you can take a walk instead of a jog when the Air Quality Index is forecast to be at unhealthy levels. You can also plan strenuous outdoor activities when air quality levels are better.

Want to know more? Check out the Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.



DRAFT PUBLIC SERVICE ANNOUNCEMENTS

TITLE: Breathing Year-Round

LENGTH: 60

LIVE READ RADIO PSA

Heart disease claims millions of lives.

Asthma impairs the health of so many children and adults.

Air pollution, especially particles, aggravates heart disease and lung disease. In fact, it can be deadly for some people. And it can be damaging for older adults, and children.

Particle pollution tracking and Air Quality Index forecasts are now available every day throughout the year. It's one of the most effective ways for you to manage your health year-round.

The Air Quality Index is now a "forecast to breathe by."

Want to know more? Check out Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.



DRAFT PUBLIC SERVICE ANNOUNCEMENTS

TITLE: Expanded Air Quality Index Has Huge Impact

LENGTH: 60

LIVE READ RADIO PSA

Air pollution can affect everyone. And it's especially important if you have heart or lung disease, such as asthma, are an older adult, are a child, or if you spend a lot of time at outdoor physical activities.

That's why the expanded Air Quality Index forecasts are so important. Daily forecasts for particle pollution are available year-round. Until now, air quality forecasts have been available primarily for ozone during the summer months.

Air quality forecasts give us information to help plan our daily activities and, most importantly, to protect our health – and the health of our families.

Look for the daily Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.



DRAFT PUBLIC SERVICE ANNOUNCEMENTS

TITLE: Did you know

LENGTH: 30

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Did you know the ozone you breathe in the air can actually cause redness and swelling on the surface of your lung airways, that is much like a sunburn on the skin? Particles in the air can lodge in your lungs and cause serious damage? Did you know you can protect your health daily from this kind of air pollution?

Now you can. Here's how it works:

Anytime you hear the Air Quality Index forecasts at levels Orange, Red or Purple, you know the air quality is potentially unhealthy.

Want to know more? Check out the Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.

TITLE: Expanded Air Quality Index Forecasts

LENGTH: 30

LIVE READ RADIO PSA.....

Air pollution can affect everyone. And it's especially important if you have heart or lung disease, such as asthma.

That's why the expanded Air Quality Index forecasts is so important. Daily forecasts for particle pollution are available year-round. Until now, air quality forecasts have been available primarily for ozone during the summer months.

Air quality forecasts give us information to help plan our daily activities and, most importantly, to protect our health – and the health of our families.

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DRAFT PUBLIC SERVICE ANNOUNCEMENTS

TITLE: Did you know

LENGTH: 15

LIVE READ RADIO PSA.....

Did you know the ozone you breathe in the air can actually cause redness and swelling on the surface of your lung airways, that is much like a sunburn on the skin? Particles in the air can lodge in your lungs and cause serious damage? Did you know you can protect your health daily from this kind of pollution?

To get in the know, check out the Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.

TITLE: Expanded Air Quality Index Forecasts

LENGTH: 15

LIVE READ RADIO PSA.....

The expanded Air Quality Index forecasts are now available for both ozone and particle pollution.

It gives us information to help plan our daily activities and, most importantly, to protect our health – and the health of our families.

Look for Air Quality Index forecasts on your local television weathercasts, radio stations, and newspapers, and at this Web site at: www.epa.gov/airnow.