


Emergency Communications

Radio or Television PSA Template

This template can be used for radio or television in the first minutes after a wildfire occurs and when little is known.

- Please pay close attention. This is an urgent message from **[your local emergency management agency or public health agency]**.
- Emergency officials have detected a wildfire near **[describe location and time]** that **[poses a significant risk to your health, etc.]**.
- At this time, we do not know the cause of the wildfire or additional details.
- Local, state, and federal officials are working together to manage the situation and provide updated information as soon as possible.
- Stay informed and follow the instructions of emergency officials so you can protect yourself, your family, and your community from this wildfire.
- In the meantime, use the following tips:
 - » Use a NIOSH Approved N95 respirator to reduce your exposure to smoke during and after a wildfire.
 - » Choose a room, close it off from the smoky outdoor air, and use a portable air cleaner or filter to keep the indoor air clean.
 - » If you are unhoused, go to a safe shelter or community building.
- We will issue the next update **[specify time and method of communication]**.



When more information is known, add additional messages about what is happening, the actions people should take to protect themselves and others, and where to go for more information.

