

PSA writing for radio

30-second PSA

(sfx: spooky ghost sound, sounds of wind, eerie music)

YOUR HOME IS **HAUNTED!** HAUNTED WITH “PHANTOM POWER.” BUT YOU CAN FIGHT THESE PHANTOMS WITH THE KILL-A-WATT DEVICE. FIND OUT HOW MUCH POWER YOUR ELECTRONICS ARE USING WHEN NOT IN USE AND UNPLUG THEM WHEN NOT IN USE.

KILL THE PHANTOMS IN YOUR HOME WITH THE KILL-A-WATT DEVICE AVAILABLE FROM THE EUGENE WATER & ELECTRIC BOARD FOR CHECKOUT AT THE EUGENE PUBLIC LIBRARY.

15-second PSA

(sfx: spooky ghost shrieking sound)

WOMAN: (very frightened) OH NO! THERE’S A PHANTOM IN MY HOME!

NARRATOR: PHANTOM POWER IS SUCKING THE LIFE OUT OF HOMES BY COSTING MILLIONS OF DOLLARS IN UNUSED ELECTRICITY. USE THE KILL-A-WATT DEVICE TO KILL THE PHANTOMS IN YOUR HOME.

WOMAN: (Supposed to sound 1950s corny.) TAKE THAT PHANTOMS! THANKS EWEB!

(sfx: zapping sound, spooky ghost fade out)