

- **Approach** - I took to shortening my PSAs was reading out loud. After, I noticed some redundancy and chose to cut things out rather than make a new PSA. I scrapped my entire blog post and received a lower grade because I did not have to change much.
- **Suggestion** – My GE suggested I avoid repetitive words such as “also.”
- **Suggestion** – There are some numerical values that can be interpreted as scare tactics. The point is to make a serious connection to your audience but not scare them.
- **Change** – The change I made was to cut down a huge portion of supplies and include main ones.
- **Change** – I had quite a few sentences that were more than 15 words. I had to erase those and use proper wording with less sentences.

Client: Oregon Office of Emergency Management

Time: 60 seconds

Preparing College Students for an Earthquake

Hey ducks, you love to experience a variety of things: studying, social gatherings, traveling. Well, scientists want you to plan for the experience of a possible earthquake hitting Oregon. This is something you don't often think about that could happen any time. Experts predict an 8.0 magnitude earthquake hitting between now and the next 50 years. A quick jump on gathering items is a good way to kick things into gear. A keen idea for you can be to assemble a to-go bag with necessities that will help in advance. When packing, it's important to store food, water, first aid and batteries for everyone. I know it's a lot, but three days' worth is highly recommended. Grabbing over-the-counter medicine is also a great place to start. Having everything you need such as identification, is better than not. To learn more, please visit www.oregon.gov. You have the chance of being better safe than sorry.

30 seconds

You're in Eugene, so you camp, hike, or travel. Well, scientists want you to plan for a possible earthquake. This is something you don't think about. Early preparation helps you more in the long run. It's a keen idea for you to assemble a to-go bag with essentials. When packing, be sure to store food, water, first aid. Also, batteries are recommended for in case you experience loss of power. To learn more, please visit www.oregon.gov. The

Prepare To Be Aware

Time: 60 seconds

Parents, you take a trip to the beach, go hiking or camping to enjoy your days. Well, what if you took time to prepare for an earthquake? According to experts, it's the time for you to be prepared. Experts have predicted a quake with a magnitude of 8.0 to hit Oregon. It's important for you to be prepared in case this happens. It is helpful to pack a go-bag full of essentials for you and your kids. We know that safety is key and that is why experts are advising you to prepare. We don't know when it will happen. Therefore, a jumpstart is a good place to start. You can begin by storing food, water, and first aid. It's also helpful to include identification. Collecting batteries in case of power outages can be keen to your packing guide. Visiting www.oregon.gov for more information could help you in the future.

Time: 30 Seconds

Parents, you enjoy taking time off to go camping. What if you took time off to prepare for an earthquake? According to experts, an earthquake is expected to hit Oregon in the next 50 years. In case this happens, it's helpful to pack a go-bag full of essentials. A good place to start is packing enough food and water for everyone. Grabbing any first aid, over-the-counter medication and batteries is a keen idea. For more information, visit www.oregon.gov. This could help you in the end.