

# Eye on ECHO

ECHO Minnesota's Monthly Newsletter



December 2011



## "Understanding Snow Emergency" airing in 8 languages this December!

December has arrived and Twin Cities' residents are gearing up to deal with the approaching months of snowfall and what that means for their day-to-day lives. To help them do this, a new ECHO television program is taking measures to ensure that all residents, including those who speak limited English or may not speak English at all, understand the rules of a Snow Emergency – why it is declared, what it means for their vehicles, the rules of parking, and the consequences if parking regulations are not followed.

"Understanding Snow Emergency" has been created in partnership with the Cities of Minneapolis and Saint Paul, and Minnesota Medical Response System (MMRS). The program will air on Twin Cities Public Television ([schedule](#)) and is available for online streaming [here](#). To request free DVD copies, email [olson@echominnesota.org](mailto:olson@echominnesota.org). To view and print translated fliers promoting the program, click [here](#).

## This Month on...



Check the *tptMN* and *tptLIFE* channels (Comcast Channels 17 and 243). [PBS listings](#), or watch online by clicking the links below.

- [Getting Your Child Ready for Kindergarten](#)
- [Understanding Snow Emergency](#)
- [Winter Safety](#)



888.883.8831

- [Stay Home if You're Sick](#)
- [Extreme Cold Safety](#)

## New PSAs Available

Public Service Announcements (PSAs) are a great way to reach people with a short, but important message. ECHO has been busy in the studio creating some new PSAs, view them online or request DVD copies by emailing [olson@echominnesota.org](mailto:olson@echominnesota.org).

- [Shelter In Place](#) (7 languages)
- [Mass Evacuation](#) (7 languages)
- [Extreme Heat](#) (4 languages)
- [Emergency Sirens](#) (4 languages)

## ECHO's role in the first-ever nationwide test of the Emergency Alert System (EAS).

ECHO played an important part in the November 9 test of the EAS. Jim du Bois, president and CEO of the Minnesota Broadcasters Association said,

*"ECHO played a key role in educating Minnesota's diverse communities about the first-ever nationwide test of the Emergency Alert System (EAS). Ensuring that the public understood the importance of the test and did not become alarmed required a major public awareness campaign. ECHO and the Minnesota Broadcasters Association collaborated to produce a series of radio and TV Public Service Announcements (PSAs) in a variety of languages. As a result, Minnesotans were well informed and well prepared on test day."*



## Now Seeking Interns/Volunteers

Click to read more:

[Communications and Marketing Intern](#)

[Español Facebook & Events Intern](#)

## Coming Soon!

A new ECHO program, "Secondhand Smoke in Our Communities," will be airing on tpt and online in January. Look for more information in the coming weeks!

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## **New Cultural Fact Sheets Available**

ECHO has been working to create a directory of cultural information sheets that can be used by organizations and service providers to gain some insights on the different cultures that they work with.

Seven "at-a-glance" cultural fact sheets are available and they contain information on common cultural norms, values, and traits in the areas of familial structure, religion, communication styles, personal space, gender roles, traditional beliefs, and more.

Take a look [here!](#)

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Thank you for reading the December "Eye on ECHO!"