



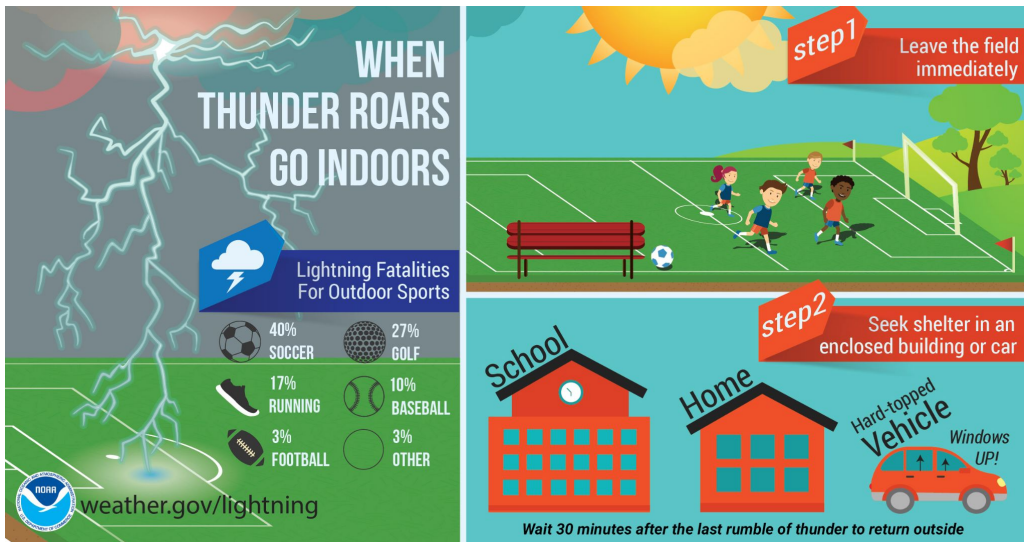
# Communicate about Droughts & Floods



Name \_\_\_\_\_ Class \_\_\_\_\_

**Public Service Announcements (PSAs)** can be video or audio messages that inform people on how to protect themselves in difficult situations. Here is an example of a weather PSA about lightning: [https://www.youtube.com/watch?v=vic3fnCV\\_gA](https://www.youtube.com/watch?v=vic3fnCV_gA)

**Infographics** are frequently used by the National Weather Service. They are visual messages that can be shared with local media, on websites and on social media. They can tell people what to do in various weather conditions or during dangerous weather. Here is an example about lightning:



**Floods** affect people in all 50 states and all over the world. There are many reasons floods happen, such as: a lot of rain, melting snow, storm surge, dam and levee failures and burn scars. Flash floods are floods that occur suddenly. Learn about flooding events and hazards in your state: <https://www.weather.gov/safety/flood-map>



**Drought** is a prolonged period of less than normal precipitation. Droughts can last months or years. Droughts can affect agriculture, hydroelectric power, vegetation and ecosystems, and water availability for communities. You can see current drought conditions in the US here: <https://www.drought.gov/current-conditions>

**It's your turn!** You are going to make a message for the public. Research either floods or drought and think of something the public should know.



# Communicate about Droughts & Floods



## How can you communicate?

You can choose to make an infographic, video PSA or audio PSA. First, you need to plan.

### How are you going to communicate?

Infographic

Audio PSA

Video PSA

### What will you communicate about?

Floods

Drought

You need to make your message short, and easy to remember. Think about the main message you want to tell people.

**What do you want people to know about floods or droughts?** Write your message in 3-4 sentences. Think of a catchy take-home for people to remember!

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**Add more to your message.** If you're making an infographic or video PSA you need visuals. If you're making an audio PSA you need music or sound effects. What can you add? Sketch some visuals or write audio effects you can add.

**Now it's time to communicate your message!** We would love to see or hear your work. You can email your communication to [noaa.boulderoutreach@noaa.gov](mailto:noaa.boulderoutreach@noaa.gov)