

*Note: The following PSA may be used as a guideline when writing your own PSA on winter storm kits for distribution in December and January.*

## PUBLIC SERVICE ANNOUNCEMENT

### **Winter Storm Kit 45-second PSA**

**CONTACT: [chapter contact]  
[phone number]  
[email address]**

Since winter weather is often unpredictable, the CPCU Society [chapter name] Chapter encourages consumers to assemble a Winter Storm Kit for emergencies. The kit should include:

- Warm clothing, gloves or mittens, hat, and water-resistant boots for each member of your household.
- Extra blankets.
- A first-aid kit with essential medications.
- A battery-powered weather radio.
- Flashlights.
- Plenty of extra batteries.
- Canned food and a can opener.
- Bottled water. Plan on a minimum of one gallon of water per person per day for three days.
- Candles and matches.

This message is brought to you by the CPCU Society [chapter name] Chapter. CPCUs are certified experts in the property-casualty insurance industry.

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### **About the CPCU Society**

*The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org).*