

## Radio Public Service Announcements

*The following public service announcements serve as a sample campaign the Town of Nantucket can use to deliver messaging to different groups: Residents, Businesses, and Visitors. This campaign can begin in spring 2021 and conclude the following winter, or as the Town may see fit. The PSAs are sorted by season, topic and sample messaging content.*

### Spring Campaign - Resident and Business Focus

#### Signs and Advertisements

Sandwich boards, banners, “post-covid” sign policy (allowed to advertise reopening, grace period to remove thereafter), merchandise displays, umbrellas with logos.

#### *Sample:*

- *As the world slowly goes back to normal after the effects of COVID-19, Nantucket seeks to return to its traditional island life. As such, a sign bylaw grace period will begin on [date] and last for two weeks. After that, things like sandwich boards, banners, umbrellas with logos and outdoor merchandise displays will be expected to be taken down to bring back the quaint Downtown atmosphere we all know and love.*

## Summer Campaign - Tourist and Visitor Focus

### Beach Etiquette, Dogs on leashes

Litter on beaches, beach parties, illegal driving on beaches, trampling dunes, leash laws.

*Sample:*

- *Nantucket has gone through many changes this year. Some things that haven't changed are the customs and conventions we all hold dear to preserve what makes our home special. Please remember to throw all trash and recycling into the appropriate receptacles and clean up after yourself before leaving. When driving on permitted beaches, remember to let air out of your tires, watch out for endangered piping plover nesting sites and stay off the dunes! Also, please remember to keep your furry friend on a leash when out and about!*

### Bike and Bike Path Etiquette

No biking on sidewalks, follow bike paths and street signs, do not bike the wrong way on one way streets, no motorized electric devices on sidewalks.

*Sample:*

- *Nantucket is a very bike-friendly island - after all, it's home to over 50 miles of bike trails. But, please remember to keep bikes, skateboards, electric scooters off of the sidewalk, and follow all traffic signs! Never bike the wrong way on one-way streets. If you're confused if you are biking in an allowed area, it's always safer to walk your bike until it's clear! Be sure to stop at one of the many scenic overlooks on our bike paths and enjoy the beautiful view!*

### Parking and Driving Reminders

No parking on private property, following street signs, speeding, horn honking

*Sample:*

- *Driving on Nantucket may not be as stressful as driving in New York \*horn honks sound clip\* but it is certainly something to be careful with. Please remember to follow all traffic and directional signs, and stay below the marked speed limit to protect pedestrians. Please only honk your horn when truly necessary. If you do take a car into town, please only park in designated parking spaces, and stay off private property. If you are confused about the validity of a spot, it's always safer to move! Alternatively, try parking away from downtown and enjoy a nice walk through the Nantucket scenery on your way to town!*

### Memorial Day Weekend and Fourth of July

Responsible gathering, consumption of alcohol and social etiquette

*Sample:*

- *[Memorial Day, Fourth of July] is a great time to relax and pay tribute to the brave men and women who fought for this country. Though we all need some time to put our feet up, please remember to gather and celebrate responsibly, and observe mask and social distancing guidelines. Please be courteous to your neighbors and be sensitive to light and noise restrictions.*

### Fall Campaign - Resident and Shoulder Season Focus

Fall Events

Cranberry Festival, Veterans Day weekend, Halloween

*Sample:*

- *As the summer season winds down, we're looking forward to some of Nantucket's most beloved and traditional events, like the Cranberry Festival. During these events, please remember to gather and celebrate responsibly, and observe mask and social distancing guidelines. Please be courteous to your neighbors and be sensitive to light and noise restrictions. We all have to support our culture and traditions safely and responsibly.*

## Winter Campaign - Resident and Winter Event Focus

### Winter Events

Stroll, New Years, open container law, drinking and gathering responsibly

#### *Sample:*

*One of the most exciting times of year on Nantucket is approaching, with Nantucket Noel and New Year's celebrations on their way. It is important to emphasize the value of spending this time with family and appreciating traditions like these that make the island special. Please remember to gather and celebrate responsibly this winter, and take time to slow down and appreciate the family-friendly culture of Nantucket.*