



Below are on-air scripts provided by Greater Public for station use in Public Media Giving Days promotional efforts.

1. Content with Substance (NEWS day 1:45 day 2:55)

Hi I'm [HOST NAME] I know you value what you hear on [WXYZ]... But have you thought about sharing it with others? Sure, we send pet photos, life hacks and recipes to our friends... but what about content with substance? Content that teaches and connects? And, because it's here on [WXYZ]... content that is funded by listeners.

Today, I'm asking you to make a donation at [WXYZ.ORG] and ask your friends to join you in your financial support. Reach out with an email, text, or post, with hashtag Public Media Giving and let them know where your mind is at. Let's get the word out about how valuable this non-profit service really is! (Thanks!)

2. Happens All the Time (MUSIC/NEWS either day :57)

It happens all the time... you discover something on [WXYZ] and it brightens your world. Maybe it's an inspiring song, an in-depth interview or a news report that brings you a fresh perspective. That's what public radio excels at. And it's probably why you listen. But why keep those discoveries to yourself? Your friends and family can enjoy them too.

Right now, during "Public Media Giving Days", [WXYZ] is asking you to share those discoveries and encourage others to find out what they're missing! Take a moment to post on social media with hashtag PUBLIC MEDIA GIVING, email, text or just call and share what you've discovered on [WXYZ].

Public media relies on community support and Public Media Days are all about letting everyone know how important that is... and how they can get involved. Do your part today by spreading the news and by giving at [WXYZ.ORG].





2a. Happens All the Time (MUSIC/NEWS) :30

It happens all the time... you discover something captivating on [WXYZ]. That’s what public radio excels at. And, probably why you listen... But why keep those discoveries quiet?

Today, during “Public Media Giving Days”, [WXYZ] is asking you to donate and share these discoveries with friends and family! Take a moment to post, email, or text and share what you love about [WXYZ].

Public media relies on community support. Do your part now by supporting YOUR public media station: [WXYZ].

3. Sharing (NEWS Day 1) :45

There are many reasons you listen to [WXYZ], but there’s always one that turned you into a loyal fan. Something that made you want to hear more, learn more...even do more. Whatever that is... today is a great day to share it!

That’s because this is the first day of “Public Media Giving Days”, a nationwide event recognizing the importance of independent public media and inviting new listeners to discover it for themselves. You can do your part by giving to your local public media station. On day 2, you can do your part by texting, email or posting about your favorite [WXYZ] story, program, or inspiring moment. Use the hashtag PUBLIC MEDIA GIVES and let others know what they might be missing! Share your reasons and your public media fandom today!

4. Storytelling (NEWS day 1 :45, day 2 :58)

Storytelling is an essential part of every society. It’s a way to teach, enlighten and connect with each other. It shares wisdom and fosters new ideas.

At [WXYZ] we’re storytellers, too. Providing trusted, accurate news and information to our community is at the core of what we do. But not everyone realizes how important that is. That’s why we’re asking you to tell that story: the vital importance of a free and independent news source here in [city region] and around the country during “Public Media Giving Days”. You can be the motivation for someone else, by sharing what inspires you on [WXYZ]. Text, call, or post with hashtag PUBLIC MEDIA GIVES and share your favorite stories with everyone!

(Add in for day 2) You can ask others to not only join you in listening to [WXYZ], but also join in your generous support of this vital service at [WXYZ.ORG]





5. Beyond the Expected (MUSIC day 1 :45 day 2 :55)

Independent music programming that goes beyond the expected and into the sublime is not only worth your support, but also worthy of your advocacy. Particularly when it’s provided by [city/region]’s own non-profit [classical/jazz/AAA] station: [WXYZ].

You can be an advocate right now! Today is part of “Public Media Giving Days”, which means it’s your chance to do more than enjoy the music on [WXYZ], you can share it. Take two minutes and text, post, or email three people you know would love [WXYZ] and ask them to join you in supporting it! You can use the hashtag PUBLIC MEDIA GIVES when you do and let them know why YOU support independent public media, like [WXYZ].

[add in for 2nd day]

You can also share that the best way to support this independent music service to make a contribution at [wxyz.org]!

6. First Time Music (JAZZ AAA day 1) :57

Think about the first time you listened to [WXYZ]... what grabbed your ears? What made you realize that this was your home for your music? Now is the time to share that experience with friends and family by introducing them to [WXYZ].

That’s because this is the first day of “Public Media Giving Days”, a nationwide event recognizing the importance of independent public media and inviting new listeners to discover it for themselves.

You can do your part by donating and letting others know what you’ve found here: musical variety, rare cuts, and deep dives into artist catalogs; all supported by listeners like you. It’s easy to do! Simply share the reasons you listen by posting to social (media) with the hashtag PUBLIC MEDIA GIVES. You can also text, email, or just talk to your friends! No matter how you do it, today’s the day to spread the word about what you’ve found on this publicly funded, listener-focused station: [WXYZ]. Share the love... and [WXYZ], today!

6a. First Time (JAZZ AAA day 1) :30

Think about the first time you listened to [WXYZ]... What grabbed your ears? Share that moment with friends and family by introducing them to [WXYZ] today during “Public Media Giving Days” a nationwide event promoting the importance of independent public media.

Do your part by sharing why you listen on social (media) or text, or email. No matter how you do it, spread the word about your public media station: [WXYZ] and give at WXYZ.ORG.





7. Music and Community (MUSIC either day) :56

Every day, [WXYZ] strengthens and supports our community by showcasing the depth, variety, and expansiveness of [classical/jazz/new] music. That happens because [WXYZ] is a community supported, public media service, dedicated to enriching the lives of everyone in [CITY/REGION]. But not everyone knows that! As a part of “Public Media Giving Days” [WXYZ] is asking you to spread the word! Share with friends, family, and co-workers why that dedication matters to you. It’s easy to do, just text, chat, or post on social media with hashtag PUBLIC MEDIA GIVES and encourage everyone to listen... and to support [WXYZ]. Your simple action today is an investment in the ability of music, ALL music, to inspire... connect... and even educate. Together we can make this public media service, and our community, even stronger. Thank you.

7a. Music and Community (MUSIC either day) :30

Every day, [WXYZ] strengthens our community by showcasing the depth and variety of [classical/jazz/new] music. That’s because [WXYZ] is a community supported, public media service, but not everyone knows that! As a part of “Public Media Giving Days” [WXYZ] is asking you to donate AND spread the word! Simply text, chat or post on social media and encourage everyone to listen... and support [WXYZ]. Together we can make our community even stronger. Thank you.

8. Share the Music (MUSIC day 1 :45 day 2 :56)

Hi, I’m [HOST NAME] I know you value the music you hear on [WXYZ]. But have you thought about sharing it with others? Sure, we share pet photos, life hacks and new recipes... but what about inspiration, artistry, and culture? That’s what you discover each day on [WXYZ]. And, because it’s here on [WXYZ], you know it’s funded by listeners like you.

Today, I’m asking you to share those discoveries with friends, family...everyone! Reach out with an email, text, or post with hashtag PUBLIC MEDIA GIVES and let them know where your mind, and your music, is at. Let’s get the word out about how valuable this non-profit music service really is! (Thanks!)

(Add in for day 2)

And, you can always make a generous donation at [WXYZ.ORG] [or call ###-###-####] and ask your friends to join you in your financial support of this station. Thanks!





9. Non-Profit Local Support (Generic) :15

Non-profit public media is a crucial part of our community. And because public media is here for everyone, everyone can get involved... Share why YOU support your local public station: [WXYZ] on social media today during “Public Media Giving Days”.

10. Thanks (Generic) :30

Thanks to everyone who joined us in celebrating and supporting [WXYZ] during “Public Media Giving Days”! Listeners came together to share why this independent resource is so vital to [region/city] and we heard them.

If you didn’t get a chance to share what you love about [WXYZ], it’s not too late to do so. And it’s never too late to share your support! You can give at any time at [WXYZ.ORG]

