

DEI: Post-Emergency Scrips (News)

News, volume 2

When disaster Strikes, we each make a difference When disasters such as Hurricane Katrina occur, it's inspiring and uplifting how the country has stepped forward to help. In times of need, whether it's your neighborhood, your church, or your family, you know you can be counted on. But it's not just you. It's all of you together making a difference. It's the same with membership drives. Maybe you think you can't afford to give or your one contribution doesn't matter. It's really not how much you give; it's about pitching in. It's your support we know we can count on. Please give whatever you can, and if you're in a position to give a little more, now is the time. Call [NUMBER] or join online at [WEBSITE]. Thank you.

Just like 9-11, fact-based non-sensational coverage Many of you started listening to public radio after 9-11. And now once again you find yourself turning to [STATION] during the largest natural disaster this country as seen. It's during these times, when you are insatiable for news. You depend on [STATION] to provide fact-based, non sensational news you really can't find anywhere else. That's why you listen. You also have heard us say that listeners are our most important source of income, because we have no income from commercials. Not only do you provide a direct financial resource for the station, but you also send a message that you believe this is an important service worth paying for. Call [NUMBER] or join online at [WEBSITE]. Thanks.

Bricks and mortar

Many stations in the Gulf Coast area that were hit during Hurricane Katrina, were severely damaged and off the air. Same in New York, with the radio towers on 9-11. It's a reminder that behind the content that you hear everyday is bricks and mortar, equipment, and tapes that are needed in order for you to hear us each day. And that's what your membership pays for. It's as simple as that. Call [NUMBER] or join online at [WEBSITE]. Thanks.

Radio connects people together-During times of disaster on the scale of Hurricane Katrina, we find ourselves connected by our humanity. You rely on [STATION] as a conduit, in order to feel connected, no matter how many miles away you are from New Orleans or the other Gulf States affected. It's important to feel connected. You have a greater need than usual. Especially now as you hear about so many lives who have been disconnected from their homes, family, work, and community. Now there's another important connection to make right now. And that's to [STATION].

Your financial support will keep you connected to events when you need it. Call [PHONE], or join online at [WEBSITE].

The Politics of Disaster- You turn to [STATION] to get accurate , non-sensational , day-by-day accounts as the aftermath of Hurricane Katrina as it continues to plague the south. I'm sure many of you will agree that the coverage of Hurricane Katrina has been both complete and compassionate. It managed to straddle an extremely difficult set of circumstances without becoming either maudlin or distanced. Listeners have said that this is among the best reporting of a domestic story ever heard on radio. This also came with unanticipated costs. Not only

does your membership help offset these costs, but also it's a direct way to acknowledge the hard work that goes in to providing you with the high caliber of news you expect from [STATION]. Please join, renew, or give an additional gift today. Call [PHONE], or join online at [WEBSITE]. Thanks.

Ability to examine the wide ranging impact - It's when a national disaster of the scope of Hurricane Katrina hits that you appreciate the true scope of public radio. Your membership dollars pays for experienced, specialized reporters that can address the far ranging impact of this disaster from health, politics, economics, environmental, to cultural and social with a depth and expertise you've come to expect. [STATION] also provides local angles of Hurricane Katrina's impact on our community. It's why you listen, and what your dollars pay for. Now it's time to do your part. Call [PHONE], or join online at [WEBSITE].

Emotional Stories/intimacy of radio - [STATION] can't cover Hurricane Katrina without covering the personal stories and their reactions to the aftermath of Hurricane Katrina -- how individuals are coping and putting their lives back together again. The intimacy of radio delivers these stories to you in a powerful, meaningful way that can paint a vivid picture in your mind. It's the power of radio. And that happens with the power of your one call. Have you made your call yet? Call [PHONE], or join online at [WEBSITE]. Thanks.

All the news- We know you're tuning in for important news of the day, including the continued coverage of Hurricane Katrina as a community and region struggles to rebuild and the long-range impact for everyone. During this membership drive you will not miss any significant news stories, whether it's what's happening in Washington, New Orleans, Iraq or your own community. It's during these news-laden times that you know the unquestionably know the value of [STATION], so please call [PHONE] or join online at [WEBSITE]. Thanks.

Memorably stories, Multiple perspectives-Just like with any story, [STATION] has covered Hurricane Katrina from all perspectives: from a national and government level, a regional level, and a personal level. Just a few examples are a story about displaced New Orleans residents as they contemplate whether to move back to the city; and a group of friends who flew a private helicopter to New Orleans to assist with evacuation efforts, or the story about Brian French, a rookie cop, who stayed in New Orleans to rescue storm victims. You probably have stories that have stuck with you as well. During this membership, we don't really have to tell you the value of your membership, because these are just a few examples that stand before you. The only thing that's left to do is pick up the phone and become a member, renew your membership, or give an additional gift to offset the costs of this coverage. The number to call is [PHONE], or join online at [WEBSITE].

Public Radio is there when you need it. It's always during unexpected tragedies that you can really appreciate the fact that wherever you are, you can turn on your radio and be in the heart of the what's happening.

On 9-11 where did you turn to? You immediately turned on [STATION] and chances are you left it on. Whether it's for solace, or for information, you know you're going to find what's not being covered by

other news sources...in a meaningful way, an analytical way, and a heartfelt way.

Just like [STATION] is here for you when you need it, we know we can count on you for the dollars it takes to keep this station on the air. Please join today. Call [PHONE], or join online at [WEBSITE]. Thanks.

Ability to mobilize quickly- Due to the nature of the medium, radio is extremely portable; it's compact and often only requires one person. This enables reporters to get to a story quickly and have access to people and places more easily, whether it's a boat in New Orleans or a war zone in Iraq. Even from a studio you have access to experts by phone to talk to anywhere in an instant. When national disasters strike unexpectedly, such as Hurricane Katrina, you can count on [STATION] to instantly respond. But it does come with an added cost from transportation, mobile units, satellite phones, reporters and logistic personnel. This is where your membership dollars go. Please help offset these costs and join [STATION]. Call [PHONE], or join online at [WEBSITE]. Thanks.

Web/Podcasts Auxiliary News Sources -Even though you may be listening to the radio right now, you also often hear us during membership drives and other times invite you to go to [STATION's] website. Not only can you make a financial contribution online, but it's is a useful auxiliary news source. With Hurricane Katrina, you can find on our website, pictures, blogs, and podcasts, along with additional direct resources for help. You have access 24/7 to streaming, archives and expanded broadcast stories. Because you've found this is useful and adds value to your listening, please add value to your membership now. Consider giving a little extra to get a lot extra. Call [PHONE], or join online at [WEBSITE]. Thanks.

Covering the loss of a dream In addition to the covering the day to day physical realities and the politics that go along with a disaster such as Hurricane Katrina, [STATION] has been able to capture the heartfelt emotional and cultural impact on one of the most unique cities in the world ... the anger, sadness, sorrow, terror and guilt and even hope. From musicians, restaurants, the city's joie de vivre, the history, architecture and culture, we've heard stories as New Orleans struggles to survive and revive. [List stories you've aired recently - such as -

- a. We've heard from local resident, poet and commentator Andrei Codrescu;
- b. Nick Spitzer, host of American Routes, based in New Orleans;
- c. and a poignant and heartrending replay of Eliza Gilkyson's "Requiem" that she wrote for the Tsunami victims;
- d. in addition to many of those who either live in or love New Orleans.

We need the stories. They put us in touch with our own feelings and emotions associated with this city and this disaster. And again it's what makes [STATION] unique and a very good reason to support it. Please join today. Call [PHONE], or join online at [WEBSITE]. Thanks.

The need to act. Often it takes disasters like Hurricane Katrina to wake us up from the doldrums of everyday life to be moved to action, to

help, to make a difference, no matter where we live. And you've not only seen that, chances are have done that yourself in the past several months. We hope during this pledge drive, that you again recognize the need to act, to help, to make a difference. Each individual contribution makes a huge difference to [STATION]. [XXX PERCENT] of its operating income comes from listener dollars. Because you depend on [STATION] during disasters and beyond, you will want it to be there for tomorrow. Please join today. Call [PHONE], or join online at [WEBSITE]. Thanks.

The time it takes. Because [STATION] doesn't have commercials, it has the time to air long-form documentaries that you can't find anywhere else on the radio.

[Cite example of lengthy story such as Daniel Zwerdlings' "Hurricane Risk" produced in 2002 for the documentary unit, American Radioworks that provided warnings that have since played out. And now, in the wake of Hurricane Katrina, Zwerdling is asking the hard questions of "What went wrong". For more than 20 minutes he and Laura Sullivan jointly reported on the sequence of terrible events. They showed how heroism was overwhelmed by a combination of incompetence and bad luck to produce the disaster that unfolded.]

This is just one example of how [STATION] can take the time needed to tell the story. And because we don't have commercials, we rely on membership dollars to pay for these kinds of programs. To become a member call [NUMBER] and join online at [WEBSITE]. Thanks.

Opinions - Hurricane Katrina has unleashed a storm of opinions about how it could have been avoided, about the swiftness and amount of relief, race and class gap, and about the media coverage itself such as the controversy over the word "refugee" and "evacuee". Another unique feature of public radio is it puts itself right in the middle of the debate. With the weekly letters as well as local and national talk shows you can hear listener's response to coverage...what they like and don't like and the role the media plays in shaping opinion of this disaster.

This is an important role public radio plays that you don't see anywhere else. Pledge Drives are another way you can let your voice and opinion matter. Please join today. Call [PHONE], or join online at [WEBSITE].

Thanks.

Human Stories- Some of what [STATION] does best, partly because of the intimacy of radio, is telling human stories. And Hurricane Katrina has had more of these stories, because of the sheer volume of lives affected. These stories provide a need to make this horrific disaster real so we not only can understand but also empathize with what's happened and then know what you individually can do. [STATION] can bring these stories, no matter how far away, right into your home, which is where it needs to be. Then it's not just about them, but also about all of us. That's what membership to [STATION] is too. Your dollars provide these stories not just for yourself but also for everyone. And you are not alone. You are part of a community of listeners who feel the same.

That's how it works. Please call [NUMBER] or join online at [WEBSITE]. Thanks.

Non-Commercial- During crisis news coverage, like with Hurricane Katrina, it's nice not to have the distractions of frequent commercials interrupting the coverage. It also provides an opportunity for longer stories, such as documentaries that can provide clarity to the complexity. But it says more about the philosophy of public radio and the mission upon which its founded, which is to provide a public forum and debate that serves the community first, rather than commercial interests. And because of this, they also declared that it would get its funding from listeners. Radical 35 years ago. Radical today. But it's working because listeners like you have come forward, and now public radio is one of the most trusted and listened to news services in the country. It's time for the next generation to inherit these values and choose to become a member. That's what these pledge drives are for. So just pick up the phone and call [NUMBER] or pledge online at [WEBSITE].
Thanks.

Both sides- You listen to [STATION] because you get both sides to the story. [STATION] provides you with a sensible way to the pro's and con's of an issue, so you can think for yourself and draw your own conclusions. Often, as in the case of Hurricane Katrina, it's starts to take on multifaceted dimensions of issues. And [STATION] provides as many voices to each side and each issue so you as a listener can ponder without judgment. Because this is important to you, one thing you do know is certain: [STATION] relies on listener's dollars for XXX% of their budget. So as you ponder on whether or not to make to join, these are the questions to ask yourself: How long have you been listening? Do you get value out of the listening? You know that the station is listener-supported? Have you renewed your membership? And lastly, have you made your call yet? If not, please do it now. Call [PHONE], or join online at [WEBSITE]. Thanks.

Engaged in debate and discussion - With Hurricane Katrina , a flood of issues have risen to the surface along with water, debris, and human lives. Complex issues that face this country- racism, poverty, government aid, and the environment will persist long after the floodwaters have subsided. It's not the answers but the questions sometimes that are the most important. Questions we ask and that you will ask. [STATION] engages you as a listener to participate and helps you to think for yourself and see for yourself, to ponder without judgment. And you can begin to see yourself as part of the solution. Another way to be a part of the solution is to become of member. If for no other reason, but to keep the important questions being asked and put out for public debate. Please join today. Call [PHONE], or join online at [WEBSITE]. Thanks.

Keeps you up to date-Radio has the ability to respond and provide news immediately, often even as it is happening. During disasters like Hurricane Katrina, [STATION] satisfies your need to be in informed in a timely way. You can count on [STATION] to keep you up to date whether it's with breaking news, newscasts, or just going online directly. And now we're asking you to respond in a timely way during this membership drive. Why not do it now? Please be a responsible listener and do you part today. Call [NUMBER] or join online at [WEBSITE]. Thanks.

Mission and Idealism – Think about why you listen to [STATION]. You listen because it aligns with your principles and values of what you think news should be. And you trust that it will deliver the news with perspectives, context and information you can't get anywhere else. More than ever, during disasters such as Hurricane Katrina, are these standards upheld. Also in alignment with your values is financial supporting the institutions you believe in. Listener support is one of the ideals of public radio. Because you listen, please show your financial support today. Please call [NUMBER] or join online to fulfill on your mission now. Thank you.