

DEI: Post Emergency Scripts

Hurricane Coverage Scripts

Public radio is always on the job

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Public Radio can react instantly to news.

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When events warrant, we bring you what you need to know, when you need to know it.

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Over the several weeks, we mobilized reporters to bring you information as quickly as possible about the events unfolding in Mississippi, Alabama and Louisiana.

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Our mission is to provide you with high quality, dependable news.

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We achieve our mission with financial support from those who rely on us.

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Listeners are the most important source of funding for this station.

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Won't you call today with a pledge?

If you're a long time listener to Public Radio

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If you're a long time listener to Public Radio, you know how we fund our work.

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A couple of times each year we come to you for your financial support.

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During the past year and especially in the past weeks, we've provided major coverage of events that affect us all, and we'll continue to cover those stories well into the future.

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That coverage came, and continues to come with costs. Our listeners help cover those costs.

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Won't you call today with your pledge of support?

The fact is this:

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Telephone calls help us gather information from wherever news is happening.

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Airline tickets get reporters and audio engineers to hot spots and home again, safely.

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Satellite feeds bring stories back to us from other countries and from places like those stricken with natural disasters when phone service is no longer an option.

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The fact is this: It takes resources to cover events.

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And since we're a public radio station, we rely on listeners to provide the funds we need to bring you the news as it happens.

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This is our membership drive.

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The fact is this: Your call has never been as important as it is now.

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Make a call. Make a pledge. Make a difference.

Radio always comes through in time of need

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The events of the recent past have proved it yet again: This public radio station always comes through in time of need.

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You needed information about events unfolding around the world and right here at home. We were there.

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You needed to hear how our leaders were responding to the needs of our fellow citizens in the South and what each of us could do to help. We were there.

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Public radio is committed to being your source for reliable information. And since we're a public radio station, we get it done with the help of contributions from listeners.

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Our long-term dedication to news and information deserves your support.

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Won't you call today?

You need to be kept current on events at home too

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As we've seen over the past few weeks, our lives can be deeply affected by events happening not just around the world, but right here in the US.

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This public radio station is committed to being rich source of news and information from wherever the news happens.

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We cover news on every continent. But we also deploy reporters to the corners of our own country to bring you first hand information and insights into the events that can and do affect all of us.

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We pay for this coverage with the contributions of those who listen and value this kind of knowledge.

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Call now with your pledge of support to this public radio station.

Radio is instantaneous

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It can start with a single phone call to the news desk. A major story is changing. The details are now dramatically different and you need to know new information.

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Public radio can--and does--react instantly to breaking news stories. Editors and producers decide what resources to allocate to the story.

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Public Radio does what it takes to bring you the most up to date information and news. You can trust us to bring you dependable information as fast as we can possibly get it.

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We can do this because we have the resources it takes. We can continue to serve you in this way because listeners contribute. Won't you call now with your pledge of support?

You can count on experienced journalists

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This public radio station brings you reporting by experienced and well-respected journalists.

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When events touch your life and the lives of those around you, you can count on this station to bring you insightful and accurate information.

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Public radio has experienced reporters stationed around the globe and around our country, gathering news around the clock and bringing the kind of perspective and analysis you've come to depend on.

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Listeners provide the most significant source of funding for public radio.

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Won't you call today?

Public radio has always risen to the challenge

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It started with Watergate, and continued through the Gulf War. We've covered confirmation hearings, presidential decisions, international crisis, and disasters here at home.

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Public radio has always risen to the challenge of covering events, providing insight and background, and giving listeners a voice.

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This tradition of extraordinary news coverage on public radio is supported by an extraordinary history of public support.

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Call now with your pledge and help us continue to rise to the challenge.

We're proud of how public radio reacted to news events over the past few weeks

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As we look back over the past few weeks, we're proud of the coverage presented by public radio.

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We've not only covered the events as they unfolded, but we took serious looks at the logistic, economic, and social aspects of this most recent natural disaster.

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We interviewed public officials on the ground and experts in the field, and then gave listeners the opportunity to hear the words of those most deeply affected by the situation.

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Public radio's mission is to inform and educate our citizens, and we use that as the guiding light for our work.

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The mission of public radio also mandates public support.

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So if you feel as we do, that public radio has provided unequalled coverage of recent events, please support us with a pledge today

We're a valuable part of our community

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As an active member of this community, our goal is to be the first place you turn to learn what is happening not only in our world, but right here at home.

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Whether it's the latest news from the Middle East or the Deep South, we're committed to bringing you news and information that is relevant, timely, and accurate.

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This type of coverage can only happen when listeners, like you, make personal financial contributions.

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Won't you call with your pledge?

Sending reporters into the field is an expensive proposition

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As we've seen just recently, many stories can be covered only by sending reporters to the scene—straight to the source.

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News coverage is an expensive proposition. In addition to transportation for reporters and technical staff, they need places to stay, food to eat, and a means to get from place to place.

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Under normal circumstances this is the normal cost of bringing you the news. But when we're reporting from towns and cities devastated by hurricanes and floods, those costs can be astronomical.

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Members supply the largest percentage of the money needed to support our news gathering efforts.

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During this pledge drive, please support our work with your pledge.

In difficult times you may find that you crave information.

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During times of crisis or natural disaster, you may find that you crave information.

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This public radio station has been your constant source of information.

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Our news magazines bring you the latest information, interviews with newsmakers, and the stories from those most effected.

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Hourly newscasts bring you news throughout the day and night.

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Information comes at a price. Listeners who contribute each year pay that price.

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Won't you call now with your pledge?

We bring you the sounds of the news

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Radio is uniquely suited to bring you the sounds of the news.

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Our equipment is portable and lightweight, battery-operated and easily transportable.

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Our reporters can get to the places where stories are happening now.

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The sounds of the news can help you more fully understand the context of the story.

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Call now with your pledge of support.

You can count on us for the news you need

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As news events of the past weeks have unfolded, you tuned to your public radio station for the latest information.

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As the weeks and months go by and the stories develop and change, you will tune to public radio for updates and insight.

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You count on this public radio station for news and information that is essential in your life.

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This public radio station counts on you for financial support. Please call today with your pledge.

Special coverage means extra costs

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It can be as simple as the cost of transporting a reporter to the place where news is happening.

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It can be as complex as establishing a satellite link to bring you coverage of a significant event because the local infrastructure is no longer available.

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Special coverage of breaking news is expensive.

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These events have a huge effect on your life. Knowing about them makes a difference.

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We pay for them with the contributions of listeners like you.

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Won't you call now with your pledge of support?

You're new

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You may have been in your car, looking for news coverage of Katrina and her aftermath.

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Your radio may have settled on your local public radio station and stayed there.

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Here's how public radio works:

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We rely on listeners, not advertisers, for the money that we use to operate our station.

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During this membership drive, we're asking you to support our work with a pledge.

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Make a call right now and give an amount of your choice to support the news you've come to rely on.

Our goal is simple

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Our goal is simple: It is simply to bring you the best coverage of today's news.

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We've dedicated ourselves to doing what it takes to bring you balanced, fair, informative coverage of the events that affect our lives.

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Through our international news sources, we have access to reporters stationed all over the globe.

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On the national scene, we bring you with stories from coast to coast, every day.

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In our own news room, we have reporters stationed throughout our area to bring you news from our local communities.

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This coverage is paid for through the contributions of those who listen. Won't you call now with your pledge of support?