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**PBS JUNE 2020 ON-AIR DRIVE | RESPONSIVE MESSAGE POINTS**

**PRIMARY CASE FOR NOW: *TRUSTED, ESSENTIAL SERVICE***

* Vital, in-depth news & documentaries
* Critical learning tools and services
* Community-first mission
* For *EVERYONE*
* Equity, access, leveling the playing field

**PRIMARY CASE FOR NOW: *JOY***

* Escape, respite, relaxation
* Energy, brilliance, passion
* Great storytelling
* Access to arts & creativity
* Access to the natural world
* Hope

**KEY TONE: *URGENCY***

**KEY STYLE: *PASSIONATE***

**POWER WORDS – USE OFTEN TO EVOKE EMOTION**

important | vital | essential | profound | necessary needed | irreplaceable | significant | indispensable unprecedented | crucial | critical | paramount fearless | bold | unparalleled | honest | daring strong | inspiring | powerful | moving | memorable inspired | life-changing | meaningful | personal indispensable | inclusive | intelligent | free extraordinary

**PITCH STARTERS:**

**SHORT “BIG” MISSION:** In a time like no other, it has been made so very clear the important role that PBS plays in your life. With brilliant explorations into art, theatre, and music… with deep dives into history and the moments that made us who we are… with an escape into memorable stories and drama… with the most in-depth, trustworthy news anywhere.

**SHORT “BIG” MISSION:** All throughout this unprecedented time, PBS has been here to serve you all the way, always fully committed to our public mission as your family’s vital connection to information, education, performance, drama, and—so essential these days—the best, most trusted children’s programs anywhere.

**SHORT NEWS & INFO:** These unprecedented times have once again demonstrated the profound value of one of the most trusted news and information sources available to ALL Americans, for FREE. Consider the way that PBS NewsHour and FRONTLINE have been here for you day in and day out, unfailingly bringing you vital, trusted reporting and analysis that you have needed to make informed decisions that matter.

**SHORT LEARNING:** PBS has invested in its learning-first mission since it began more than five decades ago. Never have we experienced so directly the value of this investment in our future than when PBS was able to come through with essential learning tools and educational programming for students, teachers, and their families, which was viewed and used daily by millions nationwide during our recent school closures.

**LONGER “BIG” MISSION SAMPLE:** We support each other in difficult times because—as events remind us daily—*we really are all in this together*. Our conviction at PBS is that through shared support, we generate great power to overcome great challenges together. YOU make PBS strong! Every day, PBS connects you with informative, intelligent, and inspiring programs to satisfy a world of curiosity—programs to enrich the lives of everyone in your family.

Your support now for PBS connects you with reliable information on ***PBS NewsHour*** and ***FRONTLINE***. Your support links you with enlightening stories of the personal side of history through ***Finding Your Roots*** and ***Antiques Roadshow***. Your support connects you with local stories and treasures on ***Local Show*** and ***Local Show***. Your support takes you to the heights of artistic creativity on ***MASTERPIECE*** and ***Great Performances***. ***NOVA*** and ***Nature*** connect you to a world of awe.

And your support educates the children in your life by nurturing lifelong delight, inspiration, and curiosity about the world through ***Daniel*** ***Tiger***, ***Wild*** ***Kratts***, ***Odd Squad***, ***Sesame Street***, and so many other children’s programs of excellence. And the free ***PBS App*** and ***PBS Passport*** give you instant access on any device whenever you want it.

All this is the public mission of PBS. Our profound responsibility to you and everyone across our region is to deliver the very best programs that you need, covering a vast world of information, culture, and learning. But the key to all of it is YOU.

YOU make PBS through your support. YOU keep it strong with your support. YOUR support ensures that PBS can continue to bring a world of information, education, entertainment, and wonder to your home. Please help build a strong and vibrant future for public television. It’s so very essential, especially now. Because YOU make PBS, your donation today helps ensure the service you count on will be here for you tomorrow. Please take a moment to act now.

**LONGER “BIG” MISSION SAMPLE**: This is an extraordinary time for all of us. But it’s also a time when we go out of our way to support each other. We’re stronger for it. When challenges arise, the everyday mission of PBS to serve and support you with exceptional community-centered programming takes on extra urgency. It’s why we enhanced our resources for at-home learning so quickly when all of our kids were suddenly out of school.

It’s why you can rely on *PBS NewsHour* and other shows to always provide you with accurate and up-to-date information. It’s why your kids can always count on the finest and most educational programs, like *Daniel* *Tiger*, *Wild* *Kratts*, *Odd Squad,* and *Sesame Street.* It’s why you can depend on inspiration from *MASTERPIECE* and *Great Performances*. It’s why you can rely on awe from *NOVA* and *Nature* and the unexpected on *Antiques Roadshow* and *Finding Your Roots*. And why you can rely on the free *PBS App* and *Passport*.

The wonderful programs of PBS are something you’ve always relied on, but their real value is never clearer than in times of challenge. You rely on the programs of PBS to enrich your days. And now, this is your chance to help sustain and support the station you watch, enjoy and cherish—the station that helps everyone. Please make your contribution to help ensure that PBS can remain strong for the days ahead. PBS is here to support you. Please help support this essential service.

**JUNE PBS NEWSHOUR SAMPLE BREAK:**

Over the last few months, our country, and the entire world have been dealing with an unprecedented public health crisis, affecting just about every part of our daily lives. Never has the need for access to accurate and trustworthy information been greater. Never have fast-breaking news events impacted so many people, so quickly, so thoroughly. Never has the fact-centered, in-depth coverage on PBS NewsHour been more important to people and communities nationwide. YOU are why we are here.

We stand with one another in times like this because—as events remind us daily—we really are all in this together. Which means that we will also get through this together. PBS NewsHour has been supporting your need to stay accurately informedabout the current crisis by ramping up our coverage on the air, via our podcasts, and online. As it has progressed, you’ve had free access to detailed in-depth reporting like [example of current coverage], [example of current coverage], and [example of current coverage].

PBS and the NewsHour’s support for YOU before, during, and after this public health and economic crisis is the heart and soul of what we do. But here’s the thing: This support for you is built on the bedrock of support from you, and from others like you. YOU are part of a community that relies on PBS—and that PBS relies on.

That’s why, in a time where great resources are needed to cover everything you need to know, this essential *public* information service counts on people like you to step forward with the donations that make every story and program possible. When you lead the way with your support today, you help ensure that PBS NewsHour can continue to lead with the truth and facts you’ll rely on tomorrow.

Months into this complex crisis, there are still many important things we don’t yet know or understand. Finding those answers and reporting them to you is what PBS NewsHour is here for. But already, there are many essential things we do know. We know that broad and easy access to accurate information is one of the keys to getting our country through this crisis.

We know that expecting integrity, accountability, and transparency from the powerful has never been more critically important. We know that the great value of building essential connections to local, national, and global issues has been demonstrated anew.

And as we count down towards perhaps the most consequential election day of our lifetimes in November, we also know that an accurately informed electorate is at the very heart of a healthy future for American democracy.

The pace of the events is not going to going to let up—so PBS NewsHour’s coverage can’t let up either. But neither can the essential, loyal donor support that is the foundation for every story and program you count on from PBS. It’s vital that PBS meets the challenges ahead with strong resources. Your generous support now is crucial. Your donation today will help ensure that PBS is here for you tomorrow.

It takes just a few minutes to support the news you need and the information you count on from PBS NewsHour. When you do, you’ll be empowering truth, accountability, and transparency, at a time when it’s never been more important that they stay in the lead. PBS stays strong because of your support! Please take a moment to make your donation today to help ensure that the crucial budget goal for the fiscal year-end deadline will be met. Thank you!