A close up of a sign

Description automatically generated

**CONTENT & COMMITMENT | RESPONSIVE SPOT SCRIPT | April 2020 | :60 SECONDS**

Hi, I’m NAME, TITLE of [STATION].

During this extraordinary time, [STATION]’s commitment to you and your family remains steadfast.

This means that every day, dedicated teams of reporters with PBS NewsHour and FRONTLINE are going above and beyond to bring you the critical developments, deep reporting, and intelligent context we all need.

This means, [STATION] has invested even more to provide crucial resources for kids, parents and teachers to fill the gaps while schools are closed.

And, especially now, I’m sure you realize just how vital cherished programs like MASTERPIECE, Great Performances, and Nature are, for the respite, escape, and enrichment we all crave.

Our ability to serve our community in good times and challenging times is all made possible through your generous donations. So please, give now to help [STATION] remain strong through these times and well beyond. Thank you.

**CONTENT & COMMITMENT | RESPONSIVE SPOT SCRIPT | April 2020 | :30 SECONDS**

Hi, I’m NAME, TITLE of [STATION].

During this extraordinary time, [STATION]’s commitment to you and your community is even greater – with expanded learning resources to support our kids while they’re out of school… with intensive daily reporting to help keep you and your family safe and healthy – and with brilliant programs to bring relaxation and respite to your days.

All this is made possible through your generous donations. So please support [STATION] to make sure [STATION] can continue to be here for you. Thank you!

**VALUES & COMMITMENT | RESPONSIVE SPOT SCRIPT | April 2020 | :30 SECONDS**

To find comfort amid the chaos… to create a brighter future for our kids… to shine a light on the resilience and beauty of our unique American spirit – this is exactly what [STATION] is built for.

Hi, I’m NAME, TITLE of [STATION].

And this is also why, during this extraordinary time, [STATION]’s commitment is fully on you and your family.

Our ability to serve in good and challenging times is made possible through your generous donations. So please, give now to help [STATION] remain strong through these times and well beyond. Thank you.

**PBS NEWSHOUR | RESPONSIVE SPOT SCRIPT | April 2020 | :30 SECONDS**

Hi, I’m NAME.

For decades, PBS NewsHour has been here – with trusted, thoughtful, in-depth news for ***all*** the people of America. This commitment to you has never wavered.

And never has it been clearer how vital this service is to our ability to take action to keep our family and fellow community members safe and healthy.

So please, donate now to [STATION] to ensure full funding so PBS NewsHour can help us through our present challenge… and serve us long into the future. You are our partner in making this all possible. Thank you.