**A close up of a sign

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**COVID-19 On-Air Mission scripts for TV and Radio from WGBH**

***THANK YOU to WGBH*** *for sharing their on-air mission scripts for both TV and Radio with all stations.*

*Please reference these as sample language - to be edited to fit your station and your community activities.*

**JON ABBOTT – COVID/MISSION TV and Radio scripts 3/25/20**

**JON A MISSION/CORONA- TV Spot :20**

One of our missions here at WGBH – first and foremost – is providing access to quality education to ALL. So, while schools are closed, WGBH is partnering with the state of Massachusetts to provide first-rate distance learning for students K through 12. When we say your support matters, this is a powerful example of what you help make possible. Thank you

**JON A MISSION/CORONA – C 89.7 (0:30)**

Hi, this is Jon Abbott, President of WGBH. As we navigate this ever-changing reality, your financial support has made remarkable things possible– like our distance learning initiative, which connects the young people of the Commonwealth to educational resources throughout the crisis.... our coronavirus resource center online, and 897’s new nightly program In It Together. Public radio brings people together, even when circumstances force us apart. So, stay safe – and thank you for listening to – and supporting – WGBH.

**JON A MISSION/CORONA – D 89.7 (0:30)**

I’m Jon Abbott, President of WGBH. Thank you for supporting WGBH. Your past donations and your current sustaining memberships have given us the ability to provide the highest level of service as the Coronavirus began to impact our community and our lives. We’re grateful for your support of our mission. Please be assured that all of us at WGBH continue to carry on with the work you rely on us for, and we will be here for you when you need us. Thank you.

**JON A MISSION/CORONA - G 89.7 (0:15)**

I’m Jon Abbott, President of WGBH. Public radio has always been a community effort, and that’s especially true in difficult times. Your support allows us to keep you connected with trusted local news through this crisis. So thank you.

**JON ABBOTT – COVID/MISSION 995**

**JON A MISSION/CORONA –A (0:30)**

Hi, I’m Jon Abbott, President of WGBH and WCRB. You know, this music has withstood the tragedies of history and the ebb and flow of time, and still serves as a source of comfort, inspiration, and connection for so many. Even now, when most big events are being cancelled and circumstances are keeping people apart, WCRB is able to bring the experience of a live BSO concert to you, six nights a week, wherever you may be. That’s the power of community support. So – stay safe, and thank you for listening to, and supporting, WCRB.

**#1 Local Corporate**

**TV :20**

WGBH is deeply grateful to our sponsors for their support of WGBHbefore, during and after this crisis.  ‘GBH’s critical backing from the business community is a big part of the reason we are able to bring you objective and accurate information in these uncertain times.  What is certain?  WGBH’s service to the community.

**JON A MISSION/CORONA –A 89.7 (0:30**

I’m Jon Abbott, President of WGBH. On behalf of everyone here, I’d like to thank you for supporting WGBH’s mission. There’s no question that your past donations, and current sustaining memberships, have given us the ability to provide the highest level of service as the Coronavirus continues to impact our daily lives. We’re working every day to better serve you and address new needs as they arise- and we’ll be here for you whenever you need us. Thank you.

**#2 Local Corporate**

**89.7 :30**

WGBH hopes you’ll join us in thanking our sponsors for their continued support of our core mission as a trusted source for our listeners, before, during and after this crisis.  WGBH’s critical backing from the business community is a big part of the reason we are able to bring you insightful, objective and necessary information in these uncertain times.  What is certain?  WGBH’s service to the community.

**JON A MISSION/CORONA - F 89.7 (0:15)**

I’m Jon Abbott, President of WGBH. Like you, our routines have changed, but our commitment to serving the community hasn’t. That’s only possible because of your continued support. So thank you.

**JON A MISSION/CORONA – B 89.7 (0:30)**

I’m Jon Abbott, President of WGBH – and I’d like to take a moment to say thank you for your trust, and your support. It’s because of you we’re able to provide our community with the highest level of public service, no matter what life may throw our way. Like you, our routines have changed – but what hasn’t changed is our commitment to bringing you news, music, and entertaining programming. We’ll be here for you when you need us – on TV, online, and here on the radio. Thank you.

**JON A MISSION/CORONA – E (89.7 0:30)**

I’m Jon Abbott, President of WGBH. On behalf of everyone here at WGBH, thank you for your trust and your support. Because of that support we’re able to provide the community with the highest level of public service. Like you, our routines have changed. What hasn’t changed is our commitment to bringing you news, information, music and entertaining programs that can help you get through difficult days. We’re here for you when you need us, on the radio, on-line and on TV. Thank you.

**#3 Local Corporate 99.5 :35**WCRB hopes you’ll join us in thanking our sponsors for their continued support of our mission to provide a wonderful musical listening experience for all, during and after this crisis. Please stay informed, but know that whenever you want to find the perfect oasis, WCRB will be here for you. The critical backing we receive from the business community is a big part of the reason we are able to bring you more music than any other radio station, and that’s a wonderful thing, especially in uncertain times.  What remains certain?  WCRB’s commitment to serve our listeners and the entire music community.