



letter from the editors

WELCOME PHASE III TEST STATIONS!

We started 2008 by welcoming 11 new test stations to the public broadcasting public awareness initiative. This brings the total to 28 stations that are currently engaged with rolling out *My Source* in their local markets and we are excited by the diversity of activity the stations are doing. From State College, PA to Waco, TX, *My Source* will help demonstrate the importance of public broadcasting in communities around the nation.

news

Spotlight on...

mpt **MPT:** Maryland Public Television (MPT) recently dropped in at Sudbrook Magnet Middle School in Baltimore, Maryland, to tape footage for a *My Source* television ad highlighting public broadcasting's efforts to educate tomorrow's leaders. View MPT's on-air spot in the *My Source Playbook*. Soon, this ad will be available for stations to customize and air within their own communities.

WMFE **WMFE:** WMFE in Orlando, Florida, launched the *My Source* initiative with a full-page ad in the February issue of their members-only magazine. WMFE will be using *My Source* to promote their local programs in on-air television and radio testimonials, membership e-newsletters, print ads in local media and WMFE's membership magazine, and bus signage.

npr **NPR finds sources in their lobby**
NPR recently interviewed visitors at its Washington, D.C. headquarters to find out how public radio serves as a source in their lives. NPR's creative and production teams also selected several visitors to serve as *My Source* Ambassadors in on-air spots. [Click here](#) for examples of their work.

key dates

March 13-14
Leadership Conference

upcoming

MySourcefor.org Redesign

Keep an eye out for the newly designed Web site debut in April with even more tools and resources. The new Web site will enable test stations to share best practices and samples of their work with other test stations.

My Source Playbook

Have you visited the *My Source Playbook* yet? If you have, you know all the resources available to support stations as you work to incorporate *My Source* into your station activity.

This temporary site provides test stations with elements and materials to guide them in implementing *My Source*. These resources include information on the public awareness initiative, why *My Source* works, a graphics standards guide, *My Source* creative elements, frequently asked questions and much more. There you can also access *My Source* materials developed by other test stations such as sample on-air spots, print ads and testimonials.



My Source for... Charlie Rose

In recent issues of *Newsweek* and the *Washington Post*, you may have seen the ads which read "My Source for reaching beyond the sound-bites" and promote Charlie Rose's interviews with 2008 presidential candidates. In the *My Source Playbook*, you can access these Charlie Rose ads for interviews with Senator John McCain and former Senators John Edwards and Fred Thompson.

Where does My Source fit?

My Source is an organizing principle designed to complement, not compete with, existing station brands, marketing strategies and other communications efforts. *My Source* is intended to enable public television and radio stations to collaborate in an important effort to tell public broadcasting success stories. To find where *My Source* fits among existing public broadcasting and station brands, check out the brand ladder developed by PBS and read the frequently asked questions in the *My Source Playbook*.



Phase III Test Stations

Phase III Test Stations join Phase I and Phase II test stations already working to implement *My Source* into station activities.

- KCET (Los Angeles, California)
- KETC (St. Louis, Missouri)
- KNME (Albuquerque, New Mexico)
- KQED (San Francisco, California)
- KWBU (Waco, Texas)

- KWMU (St. Louis, Missouri)
- VPR (Burlington, Vermont)
- VPT (Burlington, Vermont)
- WPLN (Nashville, Tennessee)
- WPSU (State College, Pennsylvania)
- WTTW (Chicago, Illinois)
- WUWM (Milwaukee, Wisconsin)

Access the *Playbook* for a list of all *My Source* test stations.