



## CONFERENCE EDITION

### letter from the editors

#### Welcome to the 2008 National Leaders Meeting!

We are excited for you to join your public broadcasting colleagues from all over the U.S. here in Chantilly, Virginia. Keep your eyes peeled and your ears open for *My Source*. Public broadcasting celebrities and well-known national figures will demonstrate why they value public broadcasting. Test stations will share success stories and creative ways to implement *My Source*. Finally, you'll be introduced to the new *My Source* beta Web site at MySourceFor.org. Be sure to take notes, ask questions and share *My Source* with your colleagues when you return home.

### newsletter sign-up

#### Don't forget to sign up to receive the next issue of the *My Source* newsletter.

We'll keep you up to date on new tools, what your colleagues are creating and upcoming events. Find a sign-up sheet this week at the conference or go to MySourcefor.org/newsletter-SignUp.

### news

## Spotlight on...



**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 used *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. They will also be setting up a *My Source* station at their April members event to recruit *My Source* ambassadors.



**WEIU:** WEIU of Eastern Illinois University recruited a variety of viewers and listeners to serve as *My Source* ambassadors including the university's president, a middle school teacher, a student disc jockey, and an area youngster, among others. The station created video and audio on-air spots as well as print ads from testimonials recorded by their *My Source* ambassadors. WEIU is currently running the print ads in the Charleston area's local newspapers, *Journal Gazette* and *Times-Courier*. The ads will also appear in the station's quarterly newsletter and are currently online at [www.weiu.net](http://www.weiu.net).



**MPT:** Maryland Public Television (MPT) 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 online at MySourcefor.org.



**NPR:** NPR 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. Find examples of their work online at MySourcefor.org.

#### MySourcefor.org

The new MySourcefor.org beta site is being launched at the National Leaders Meeting. The site offers helpful tools and information, samples from test stations including TV, radio, online, outdoor and print ads, Top 10 Tips from your peer stations, and an exclusive preview of some of the new *My Source* celebrity ambassadors. We will continue to add and make changes to the site as stations submit new materials and information.

#### National *My Source* Ambassadors

What do Kevin Bacon, Rita Moreno, Jimmy Carter, Barbara Bush, Lili Taylor, Kerry Washington, Brad Paisley, and Kim Cattrall all have in common? They are all public broadcasting fans. And to prove it, they recorded *My Source* testimonials about why public television and radio matters to them. These spots will be shared with the stations in late April to help raise national visibility of the importance of public broadcasting.

#### My Source Test Stations

##### Phase I

MPR (St. Paul, Minnesota)  
MPT (Baltimore, Maryland)  
OPB (Portland, Oregon)  
WGBH (Boston, Massachusetts)  
WUNC (Raleigh/Durham, N. Carolina)

##### Phase II

APT (Birmingham, Alabama)  
KUT (Austin, Texas)  
NHPTV (Durham, New Hampshire)  
WAMU (Washington, D.C.)  
WBGO (Newark, New Jersey)  
WCPN/ideastream (Cleveland, Ohio)  
WETA (Greater Washington, D.C.)  
WHUT (Washington, D.C.)  
WMFE (Orlando, Florida)  
WNYC (New York, New York)  
WPT (Madison, Wisconsin)

##### Phase III

KCET (Los Angeles, California)  
KETC (St. Louis, Missouri)  
KNME (Albuquerque, New Mexico)  
KQED (San Francisco, California)  
KWBU (Waco, Texas)  
KWMU (St. Louis, Missouri)  
VPT (Burlington, Vermont)  
WPLN (Nashville, Tennessee)  
WPSU (State College, Pennsylvania)  
WTTW (Chicago, Illinois)  
WUWM (Milwaukee, Wisconsin)

Additionally, more than 60 stations participated in the *My Source* test phase in coordination with National Center for Outreach.