



MARCH 2008

letter from the editors

At the National Leaders Meeting earlier this month, the *My Source* team unveiled the beta site of the new MySourcefor.org website. We also showcased the many creative and innovative ways stations are incorporating *My Source* into their existing work. We hope you were encouraged by the impressive work developed by your public broadcasting colleagues and inspired by the on-air spots recorded by our *My Source* national ambassadors.

Spotlight on...



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 *My Source* ambassadors. The print ads currently appear in the Charleston area's local newspapers, the Journal Gazette and Times-Courier. The ads will also appear in the station's quarterly newsletter and online at weiu.net. Find all of WEIU's *My Source* creative at MySourcefor.org.



WAMU enlisted the station's own on-air celebrities to solicit *My Source* testimonials from their listeners. WAMU audio solicitations feature Diane Rehm, Ed Walker and Kojo Nnamdi, among others. The station's bus tail advertisements included station personalities, as well as WAMU listeners. The *My Source* testimonials collected were aired during WAMU's membership drive in February and at various times following. Review WAMU's work and read about more ideas for using *My Source* on-air at MySourcefor.org.



Classical Minnesota Public Radio (MPR) used *My Source* to design new online ads with the concept "MPR is my source for Bach, Mozart and Mendelssohn." The ads can be found online at AARP.com, NYTimes.com and StarTribune.com. MPR is collecting metrics on click-through rates and user behavior to learn how many people select the web banner and choose to listen to live streaming music at MPR.org. Learn more about how your station can communicate online and view MPR's web banners at MySourcefor.org.



KETC in St. Louis, Missouri featured the station's own CEO, Jack Galmiche, in its first *My Source* on-air spot to solicit viewer testimonials. Within one week, the station received 76 calls and 54 email messages and now has more than 400 responses. Check out MySourcefor.org for more ideas on how to recruit your station's *My Source* ambassadors and view KETC's on-air spot.

news

Six degrees of Separation

What do the likes of former President Jimmy Carter, former First Lady Barbara Bush, businessman Steve Wynn, celebrities including Kevin Bacon, Julia Stiles, and Kerry Washington; and even country music star Brad Paisley have in common? They are all national ambassadors for public broadcasting. Check out what other famous faces have joined the effort.

MySourcefor.org

It's live! Visit the new MySourcefor.org to find everything you need to implement *My Source*. Click on "For Public Broadcasters" to find more information, materials and resources and an archive of examples from television and radio stations across the system.