

Production Notes on Content and Style

My Source Ambassadors were selected to tell a unique and compelling story about the impact of public television or radio in their communities and lives. The goal in each *My Source* spot is to capture this story in a way that is authentic, entertaining and informative. As a general rule, this is best accomplished by asking ambassadors a series of questions and encouraging them to speak naturally and enthusiastically about public broadcasting.

***My Source* Testimonial Question Cues**

- Can you talk a little bit about your favorite show (or shows) that you watch or listen to?
 - and why is it your favorite?
- When do you watch/listen to public broadcasting?
 - and with whom - family, friends, alone?
 - when did you start watching or listening?
- Are there any personal stories you can share in terms of your life and public broadcasting? For example, was there a favorite moment, whether it be funny, powerful, awe-inspiring, etc... that you can recall when watching or listening to public broadcasting or a particular show?
 - Is there a particular moment when you realized how important public broadcasting is to you and your family?
 - ...when you realized how much a part of your daily life it had become?
- Why do you think public broadcasting is important?
- What do you think public broadcasting offers?
 - ... in terms of news in general, and more specifically, the upcoming election?
 - ... in terms of entertainment?
 - ... in terms of community connections?

My Source Tags

Once an ambassador's *My Source* story is captured he or she will need to record several "My Source" tags to ensure the spot is consistent with overall *My Source* style guidelines.

The following format should be used for *My Source* tags:

I'm _____ and _____ is my source for _____

Keep in mind the following guidelines when recording these tags:

- Each ambassador should say their first and last name.
- Depending on the specific topic of the story, each ambassador should record multiple versions of this tag line, including:
 - I'm _____ and (insert local station) is my source for _____.
 - I'm _____ and public television is my source for _____.
 - I'm _____ and PBS is my source for _____.
 - I'm _____ and public radio is my source for _____.
 - I'm _____ and NPR is my source for _____.
- One of the biggest challenges in recording *My Source* spots is ensuring that the end phrase "my source for _____" relates in a compelling way to the story the ambassador has shared. It is likely that the ambassador will need help in scripting this end phrase. Several examples of end phrases are below. Overall these phrases should be focused on one topic and keep relatively short in length
 - My name is Jane Williams and public television is my source for connecting with my community.
 - My name is Steve Peterson and public television is my source for mind nutrition.
 - My name is Jake Johnson and public television is my source for engagement.
 - My name is Elizabeth Olsen and public television is my source for understanding my world.

Examples of successful audio and video end-phrases are available at MySourcefor.org.