



MAY 2008

letter from the editors

Welcome to PBS Showcase. We are excited to have this opportunity to share with you the latest developments with the Public Awareness Initiative and *My Source*. We will be holding a special *My Source* session on Tuesday, May 13th at 2:15 p.m. in the Desert Ballroom, Salons 9 & 10. We encourage you to stop by to hear about new *My Source* tools and resources or learn the three simple steps your station can take to get started. Special thanks to KCET, VPT, and WEIU for their contributions to the session.

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. To sign up, go to MySourcefor.org/newsletterSignUp.

key dates

June 26-27
My Source Training Workshop, Chicago, IL (for TV stations and joint licensees); *Applications due May 20th*

July 16
My Source Training Workshop, Orlando, FL (for radio stations and joint licensees); *Applications due May 30th*

Spotlight on...



KETC in St. Louis, Missouri, produced an on-air spot featuring their station's president and CEO to encourage viewers to share their stories about why they value public broadcasting. In one week, they received 76 calls and 54 e-mail messages. KETC selected the most compelling stories to record for on-air spots. One senior rock climber tells us that "KETC is my source for programming that will cure my boredom." Check out this spot and more at MySourcefor.org.



KNME in Albuquerque, New Mexico, is using *My Source* to promote its 50th anniversary events. For their initial testimonials, they filmed spots with former presidential candidate Governor Bill Richardson, former Sesame Street producer Charlie Smith and local listeners. Visit MySourcefor.org to watch one of KNME's local celebrities, Kathleen McVicker, tell us why "KNME is my source for good television and good people."



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 *My Source* testimonials collected were aired on WAMU this winter and early spring. They were also turned into outdoor advertising in the form of bus tails in Washington D.C. Review WAMU's work and hear one listener tell us "WAMU is just simply my source" at MySourcefor.org.



NHPTV recruited a former member of the Board of Governors to serve as a *My Source* ambassador. She and her two adopted daughters share how "NHPTV is my source for exploring the world" in an on-air spot, airport signage and print ads. NHPTV also leveraged a community event, NH Literacy Day Event, to record testimonials by participants: Dr. Susan Lynch, New Hampshire's First Lady, and award-winning children's book author Tomie dePaola. Look for these soon on MySourcefor.org.

news

National *My Source* Ambassadors

What do Kevin Bacon, Julia Stiles, 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 May to help raise national visibility of the importance of public broadcasting. Join us Tuesday at 2:15 in the *My Source* session to learn more.

MySourcefor.org

The MySourcefor.org beta 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 the new *My Source* celebrity testimonials. Look for new online resources to help your station collect local testimonials soon.

Training Opportunities

Starting in June, two regional training workshops will be held to help stations learn more about how to employ *My Source*. The workshops will include information for stations currently taking part in *My Source* as well as guidance for stations just getting started. There is limited space at the workshops, so a competitive application process has been put into place. Find out how your station can apply at MySourcefor.org. For stations that can't make it in-person, six webinars will repeat the curriculum later this summer.