



letter from the editors

We are pleased to introduce the inaugural issue of the *My Source* Newsletter. Our goal is to keep you up to date on the latest *My Source* happenings at the national and local level. We'll also keep *My Source* test stations informed of key upcoming dates and events. Please let us know how we can make this monthly newsletter a helpful resource to you as the initiative continues to grow. Contact us at newslettereditor@mysourcefor.org with questions, comments or ideas for future stories.

key dates

November 29th
PBS Round Robin,
San Francisco, CA

December 4th
PBS Round Robin,
Dallas, TX

December 10th
Phase I *My Source* Test
Stations Playbook
Elements Due

January 22nd
NETA Annual Conference,
Columbus, OH

news

Welcome Phase II Test Stations

The next round of *My Source* test stations will begin participation in the Public Awareness Initiative in mid-November. These stations are currently identifying activities in which to implement *My Source* and exploring new ways to use *My Source* in their community outreach.

The Phase II Test Stations

- WBGO (Newark, New Jersey)
- Wisconsin Public Television (Madison, Wisconsin)
- KUT (Austin, Texas)
- Ideastream (Cleveland, Ohio)
- Alabama Public Television (Birmingham, Alabama)
- WMFE (Orlando, Florida)
- NHPTV (Durham, New Hampshire)

My Source for StoryCorps

Recently, StoryCorps founder Dave Isay took time away from his book tour to lend a hand to *My Source*. Dave contributed to the online *My Source* Playbook by offering suggestions and advice to public broadcasting stations working to collect *My Source* testimonials from their listeners and viewers. See Dave's tips by logging in at www.MySourcefor.org and look for his new book about StoryCorps, *Listening is an Act of Love*, at a Starbucks near you.



The Sound of My Source

B.J. Liederman, composer of some of the most recognizable theme music for NPR shows, including *Morning Edition* and *All Things Considered*, is currently creating the *My Source* theme. B.J. will compose music beds to be available in 15-, 30- and 60-second formats for use by both TV and radio stations. We look forward to hearing your feedback on the new *My Source* tune soon.

Debut of MySourcefor.org

The *My Source* initiative is now live online at www.mysourcefor.org. While still under development, mysourcefor.org currently provides an introduction to the initiative. *My Source* test stations can also access a password protected Playbook with key tools and resources. In January 2008, an updated Web site will be launched for the final round of test stations to evaluate.

Spotlight on...

> WUNC: *My Source* for finding kindred spirits. . .

North Carolina's public radio network, WUNC, launched *My Source* with the station's Fall Fund Drive, October 17th through 26th. WUNC collected dozens of compelling *My Source* testimonials from its listeners. Testimonials centered around three themes: 1) WUNC as a source for independent news; 2) WUNC as a source for companionship; and 3) WUNC as a source for building community.

Listen to North Carolina Public Radio *My Source* spots online by logging in at MySourcefor.org and congrats to WUNC on a very successful fund drive!

> WGBH: *My Source* for Kids' Saturday

More than 6,000 people recently visited WGBH's new headquarters in October. The lucky ones walked away with a WGBH *My Source* magnet. This is all part of WGBH's ongoing work to link its community events to *My Source*. WGBH is using *My Source* to promote its ongoing series of events, including a co-sponsored panel discussion on obesity with *The World* on November 8th, screening events for Kids' Saturday beginning in December, and a screening and Q&A with executive producer David Grubin of "The Jewish Americans" on December 20th. WGBH is producing 15-second on-air spots that use *My Source* to promote these community events and drive traffic to additional information at wgbh.org/events. Listen to the spots online by logging in at www.MySourcefor.org.

> MPT: *My Source* for Classroom Innovation

Maryland Public Television (MPT) is using *My Source* to highlight its education initiatives addressing the nation's impending science, technology, engineering and math (STEM) crisis. MPT introduced *My Source* during the Montgomery College Fall Forum on October 30th, where MPT President Rob Shuman participated in a panel discussion on the STEM issue. MPT is developing a range of *My Source* resources including an on-air spot showcasing the station's contributions to Maryland classrooms.

