

## *Learn from and build on each others' successes*

one

**Involve members of your board and community advisory groups.** Testimonials from these local leaders can be valuable for engaging other influencers.

**WMFE Orlando, FL** – WMFE produced TV spots featuring board and community advisory group members to communicate the *My Source* message to their local community.

two

**Cultivate ambassadors among engaged listeners and viewers.** Easily and quickly identify advocates open to submitting testimonials by accessing the pool of frequent emailers and station visitors throughout the year.

**WHUT Washington, DC** – To recruit ambassadors, WHUT turned to loyal viewers who had an established relationship with the station. The station reached out to frequent emailers and viewers who regularly visited the station or had a relationship with Howard University, which holds the station's license. The result is a diverse group of TV spots featuring a yoga enthusiast, an artist and a professor of anthropology.

three

**Use your in-house talent.** Enlisting popular hosts and enticing listeners with the possibility of getting on the air can help a station collect a lot of submissions in a short period of time.

**WAMU Washington, DC** – Leveraging the popularity of its on-air personalities, WAMU tapped in-house talent like Diane Rehm and Kojo Nnamdi to encourage listeners to submit testimonials. WAMU further enticed listeners to submit their stories by offering the possibility that their testimonials would be broadcast. By January, WAMU collected 145 submissions and produced 20 testimonials for the station's winter membership campaign.

four

**Take full advantage of community events.** Capitalize on your station's popular public programs to build visibility around *My Source*.

**WGBH Boston, MA** – Seeing an opportunity to promote the value of their community events to audience members, WGBH incorporated *My Source* into posters, postcards, programs, flyers, an online calendar and email messages promoting community events. Stations should also look to collect feedback and testimonials at well attended community events.

five

**Engage your station leaders.** Local station executives can be powerful spokespeople for soliciting audience members' testimonials.

**KETC St. Louis, MO** – KETC started by producing a *My Source* TV spot in which the station's president and CEO solicited viewers' testimonials. In one week, KETC received 76 calls and 54 emails. Since airing the solicitation, the station has received nearly 400 calls and emails from audience members offering to record testimonials.

six

**Collaborate with other local stations.** Partnering with other local stations is an easy and resourceful way to collect stories, broadcast them for the public and increase visibility of public broadcasting in your community.

**WUWM Milwaukee, WI** – WUWM is collaborating with two other local stations, WYMS and WHAD, to increase awareness of the work they do. They will work on a variety of *My Source* initiatives, but one of their main goals is to communicate a spirit of “shared responsibility to promote the efforts of public broadcasting.”

seven

**Use social media.** Capitalizing on the current popularity of social media makes it easy to listen to, capture and share *My Source* testimonials.

**WUNC Raleigh/Durham, NC** – As one of the first test stations, WUNC used *My Source* online, on the air and in materials targeted to lapsed members. The station maximized its efforts by using a variety of viral marketing and social networking strategies, including podcasts, downloadable audio files and RSS feed subscriptions. In the first two months of soliciting testimonials online, WUNC received more than 50 submissions. Listeners were also invited to share testimonials through the “Send to a Friend” link. View the site at [wunc.org/mysource](http://wunc.org/mysource).

eight

**Use *My Source* templates for your ads.** Creating new ads can be costly and time-consuming. *My Source* print ad templates, available in the Materials and Resources section at [mysourcefor.org](http://mysourcefor.org), make it easy and economical to create multiple ads featuring a variety of local ambassadors.

**VPT Burlington, VT** – VPT used *My Source* templates to create print and Web ads. The station recruited local ambassadors, recording and photographing them to insert into *My Source* print ad templates. The same look and feel was used for a VPT *My Source* TV ad.

nine

**Use the same local ambassadors for your audio, video, online and print ads.** For each ambassador, consider producing a TV spot, audio spot, online ad and print ad. By doing this, you can maximize your resources and build up your library of *My Source* spots for use in different media.

**WEIU Charleston, IL** – WEIU was awarded a \$1,000 grant to implement *My Source*. Using the *My Source* tools provided on the website and taking a camera out on the road, they collected and produced a variety of testimonials from their loyal fans. With each ambassador story, they produced a TV spot, audio spot and print ads. The result is a diverse presentation of loyal fans telling their unique stories about the value of public broadcasting.

ten

**Pay attention to community events.** What your community is talking about and interested in can help you determine themes for *My Source* materials.

**NHPTV Durham, NH** – To highlight its stature in the presidential primary process, NHPTV produced signage with an election-based theme, which went on display at the Manchester-Boston Regional Airport on February 1. NHPTV also customized and localized a *My Source* ad for New Hampshire Magazine.

YOUR FELLOW PUBLIC BROADCASTERS ARE EAGER TO LEARN FROM YOUR SUCCESSES  
PLEASE SHARE YOUR TIPS AT [HELP@MYSOURCEFOR.ORG](mailto:HELP@MYSOURCEFOR.ORG)