

On-Air Awareness and Invitations

Sample scripts

1. On-air positioning announcement/TV
2. On-air positioning announcement/Radio News
3. On-air positioning announcement/Radio Music
4. On-air testimonial/TV
5. On-air testimonial/Radio (news)
6. On-air testimonial/Radio (music)
7. Script asking for \$1,000 annual gifts during on-air breaks/TV
8. Script asking for \$1,000 annual gifts during on-air breaks/Radio News
9. Script asking for \$1,000 annual gifts during on-air breaks/Radio Music

1. TV on-air positioning announcement

Video	Audio
Program images	WMGI provides television programs that educate, entertain, and inspire—programs seen nowhere else.
Shots of outreach projects	It also works within our community to extend the value of television as a learning tool.
Shot of child learning	WMGI ... going beyond television to make life better.
Society meeting	A group of dedicated partners makes this possible. Members of the Producer's Circle contribute \$1,000 or more to expand the WMGI mission.
Society logo and phone number	We thank our Producer's Circle partners ... and invite you to join them. Call us to learn how.

2. Radio on-air positioning announcement (news)

WMGI puts you in touch with your world, your state, and your community. It's radio for the citizen in us all.

WMGI members work to fulfill our mission, while a group of dedicated partners works to expand it.

Members of the Producer's Circle contribute \$1,000 and more each year to expand your access to news and information.

To learn more, visit the Producer's Circle at www.wmgi.org or by calling 555-5555.

3. Radio on-air positioning announcement (music)

WMGI believes the arts are meant for everyone. Our programming extends the concert hall and museum into every home in our community – regardless of financial ability.

WMGI members help us fulfill that mission, while a group of dedicated partners works to expand it.

Members of the Producer's Circle contribute \$1,000 and more each year to expand access to arts and culture in _____.

To learn more, visit the Producer's Circle at www.wmgi.org or by calling 555-5555.

4. On-air testimonial/TV **(Suggested outline for a personal testimonial from a donor)**

If you're a member of WMGI, you know how valuable this station is to you. You've seen the impact of the programs you support.

You know that WMGI provides insight into issues and a deeper understanding of our community and the world.

You have seen WMGI challenge the imagination of your children or grandchildren.

You may know that WMGI uses television to teach—providing academic enrichment for our schools and helping adults continue their education.

WMGI makes a difference. That's why you've made a commitment to quality television through your membership.

Now, I invite you to consider another level of support—one that lets you make a difference. By joining me in the Producer's Circle with an annual commitment of \$1,000 or more, you become a community partner with WMGI and invest in the future of our community.

Please join me as a leadership partner. Call <name> at <number> to enroll in the Producer's Circle. You can make a difference.

5. On-air testimonial/Radio (news)
(Suggested outline for a personal testimonial from a donor)

If you're a member of WMGI, you know how important this station is to your life. WMGI provides information about our world, our country, and our community that can help make us better citizens.

My name is _____, and WMGI is so important to me that I've made a special investment in its future by joining the Producer's Circle.

Your Producer's Circle investment of \$1,000 helps to expand the mission of this station.

Do something for your community. Join me as a Producer's Circle member. To enroll, call WMGI at 555-5555, or visit the station's website at www.wmgi.org.

6. On-air testimonial/Radio (music)
(Suggested outline for a personal testimonial from a donor)

If you're a member of WMGI, you know how important this station is to your life. WMGI brings arts and culture to every member of our community.

My name is _____, and WMGI is so important to me that I've made a special investment in its future by joining the Producer's Circle.

Your Producer's Circle investment of \$1,000 protects great music and culture for us today ... and make it available to new generations.

Do something for your community. Join me as a Producer's Circle member. To enroll, call WMGI at 555-5555, or visit the station's website at www.wmgi.org.

7. Pledge Script (TV)

Every gift to WMGI is important – whether it's a \$35 introductory membership or a \$15 monthly commitment. They all play a role in bringing you outstanding television.

A few in our community are blessed with the ability to do more. They have made a very special commitment that not only supports WMGI's mission, but expands it.

Members of the Producer's Circle invest \$1,000 and more each year in the work that your station does in the community. Your partnership in the Producer's Circle helps WMGI produce local programs. It funds much of our educational outreach.

Members of the Producers Circle get first-hand access to what WMGI is doing – meeting regularly with management and producers. But their most important benefit is the knowledge that they are helping us make television not just something to watch, but something that can change lives.

If you able to consider this major investment in WMGI, please call now —555-123-4567 – and become a member of the Producer's Circle.

8. Pledge Script (Radio News)

Every gift to WMGI is important – whether it’s a \$35 introductory membership or a \$15 monthly commitment. They all play a role in bringing you unbiased, unfiltered information about the world, the nation, and our community.

A few of our listeners are blessed with the ability to do more. They have made a very special commitment that not only supports WMGI’s mission, but expands it.

Members of the Producer’s Circle invest \$1,000 and more each year in WMGI. These gifts help WMGI produce local news content and add new sources of information like (BBC World News, Marketplace, others).

Members of the Producers Circle get first-hand access to what WMGI is doing through regular meetings with station management and producers. But their most important benefit is the knowledge that they are helping establish WMGI as a primary news source for thousands of listeners like you.

If you able to consider this major investment in WMGI, please call now —555-123-4567 – and become a member of the Producer’s Circle.

(Follow with appeal for gifts of all sizes)

9. Pledge Script (Radio Music)

Every gift to WMGI is important – whether it's a \$35 introductory membership or a \$15 monthly commitment. They all play a role in extending access to the arts to everyone in our community.

A few of our listeners are blessed with the ability to do more. They have made a very special commitment that not only supports WMGI's mission, but expands it.

Members of the Producer's Circle invest \$1,000 and more each year in WMGI. These gifts help us to produce concerts here in our studios, to record performances of _____, and to bring you concert events from throughout the world.

Members of the Producers Circle get first-hand access to what WMGI is doing through regular meetings with station management and producers. But their most important benefit is the knowledge that they are protecting great music and culture for us today ... and making it available to new generations tomorrow.

If you able to consider this major investment in WMGI, please call now —555-123-4567 – and become a member of the Producer's Circle.

(Follow with appeal for gifts of all sizes)