

#### **ELECTION 2024 | ON-AIR SPOTS | NEWS**

# **Spot 1: Honesty and Transparency**

In this critical election year, you're counting on [STATION] to report with honesty and transparency. Before, during, and after the election, your support ensures that our news team can deliver accurate, unbiased news every day. From local stories to global events, your support helps deliver true excellence in journalism. Your contribution today keeps [STATION] independent and accountable to you. Please join us in our mission to deliver factual reporting with impartiality. Contribute now online at [STATION] dot org to support the trusted journalism you rely on. Thank you for valuing the honesty and transparency you find here.

# **Spot 2: Fairness and Independence**

With [STATION], you never get just half the story. Every report is full and complete and includes diverse perspectives on complex issues. That's why you're here. And your support is what allows [STATION] to lead with the fairness and independence you trust and value. It takes tremendous resources to bring you reporting that keeps you informed and engaged in the issues that affect our community — especially with the important election coming up. Please invest now in unbiased reporting from a news team that's always accountable to you. Contribute today online at [STATION] dot org. Thank you for valuing the fairness and independence you find here.

## **Spot 3: Accuracy and Impartiality**

What's essential to our democracy? Tough, smart, trusted journalism. This is exactly why accuracy and impartiality are the cornerstones of [STATION]'s reporting. Your contribution now ensures the [STATION] news team always upholds the highest standards of excellence in journalism, providing you with trustworthy information every day – especially now with a crucial election just ahead. Your support is the bedrock of funding stability that keeps us independent, impartial, and accountable only to our listeners. Join us in our cause. Contribute now online at [STATION] dot org to make your difference. Thank you for valuing accuracy and impartiality you find here.

## **Spot 4: Excellence and Respect**

Excellence in storytelling is where we begin. Respect for all voices is what you hear every time you tune in. Your support makes it possible for the [STATION] newsroom to cover all the stories you need to know about including the powerful election coverage that will be so vital to the future of our democracy. When you give, [STATION] can stay intensely local, independent of influence, and deeply dedicated to reporting stories that share the truth and build understanding. Your action has an impact. Please make this your moment to contribute online at [STATION] dot org. Thank you for valuing the excellence and respect you find here.

# **Spot 5: Independence and Accountability**

Independence and accountability are core to [STATION]'s mission. Your contribution ensures [STATION] remains free from commercial influence, allowing us to report with integrity and impartiality. Every time you tune in, you experience the highest standards of accuracy and transparency. You experience news you can trust. Your support keeps us independent and accountable to you, our listeners. Join us in our commitment to cover and report on issues that may never come to the public eye otherwise. Contribute now online at [STATION] dot org. Thank you for valuing the independence and accountability you find here.

## **Spot 6: Transparency and Completeness**

Transparency and completeness are essential to what you expect from [STATION]. Especially now, as we all prepare for another crucial election that could change the face of our community, our state, and our nation, the powerful role of [STATION] cannot be overstated. Your contribution ensures the newsroom provides thorough coverage of important issues, keeping us accountable to our listeners, and maintaining our commitment to impartiality and excellence. When you give online at [STATION] dot org, you directly help fund the resources needed for [STATION] to cover and report on the substantive issues we all need to hear about to remain informed engaged citizens. Thank you for taking part.