



## "WSIU is My Source for..."

Has WSIU made a difference in your life? Have we taught you something new? Made you laugh? Inspired you to help others?

If so, tell us your story!



We're collecting testimonials from viewers and listeners like you as a part of **My Source**, an exciting new initiative from the Corporation for Public Broadcasting. **My Source** will help us raise awareness about public broadcasting as a valuable resource that inspires the best in all of us and helps to improve the quality of life in our communities. \* Your story may be selected to be featured on WSIU TV, WSIU Radio, or online at [wsiu.org](http://wsiu.org)!

### Telling Your Story

1. Your story may begin with a program you heard or watched on WSIU or with your participation at one of WSIU's education or community outreach events. Stories can be powerful, awe-inspiring, funny, touching, whimsical...or all of the above!
2. Share your story with as much detail as possible. Try to stick to one topic and describe your experience in positive terms rather than pointing out what WSIU isn't in comparison to other media. **Example:** "WSIU doesn't insult my intelligence like XXXX." Better: "WSIU's programming respects my intelligence."
3. Close your story with the following line: I'm (First/ Last Name) and WSIU is my source for \_\_\_\_\_."

Keep in mind that your closing line should relate to the story you just told. See examples below for reference.

**Example 1:** An episode of *WSIU InFocus* inspired you to explore a local park or landmark. Your closing line might be, "I'm Jane Doe and WSIU is my source for exploring the wonders in my own back yard."

**Example 2:** An interview with a health care expert on WSIU Radio's *Morning Conversations* inspired you to change your diet and exercise more. The closing line to your story might be, "I'm John Doe and WSIU is my source for making healthier choices."

### Submitting Your Story

You may submit your story in one of three ways:

1. Online at [wsiu.org/mysource](http://wsiu.org/mysource).
2. By email to [mysource@wsiu.org](mailto:mysource@wsiu.org).
3. By standard mail to "My Source WSIU" at the address shown at the bottom of this page. You may **use the back of this sheet** or use your own paper supply.

You also will need to sign a release form allowing us to use your story on the air, online, and in print as a part of our **My Source** campaign. You may download the release form from our website at [wsiu.org/mysource](http://wsiu.org/mysource) or call **(618) 453-4344** to request a hard copy. After you complete the form, you may fax it to **(618) 453-6186** or return it by standard mail.

When submitting your story, don't forget to provide your full name and contact information so our producers may follow up with you for a possible on-air spot. Please include your daytime telephone number, home address, and email address, if available.

**Stories should be submitted by December 1, 2008.**

\* Although we can't guarantee that your story will be featured on WSIU Television or WSIU Radio, we will do our best to feature all story submissions online. Feel free to email a photo of yourself (jpg or gif) for posting!



