

PBS SUSTAINER SPOT CONCEPT/COPY DRAFT 1 (sizzle spot genre)

(These words fade in & out as graphics over compelling video)

Brilliant performances... (the dancers)

Thrilling science... (eclipse, rocket ships)

Important history... (Vietnam)

Trusted news... (Newshour/frontline)

(V/O over continued inspiring video)

KXYZ is here for you every day.

Be sure you're here for KXYZ as a Sustaining Member.

It's easy to make your monthly donation through your credit card or bank account

(On-screen text over this)

DONATE MONTHLY

CREDIT CARD OR BANK ACCOUNT

Simply visit kxyz-dot-org sign up today. All it takes is \$10 or \$20 a month or more – you decide the donation that's right for you.

(On screen text over this)

SIGN UP AT KXYZ.ORG

Becoming a sustainer is easy for you because your membership automatically renews every year... and it's great for KXYZ and the valuable programs you count on.

(On screen text over this)

SUPPORT WHAT YOU LOVE

BECOME A SUSTAINER TODAY!

(End page)

THANK YOU

PBS SUSTAINER SPOT CONCEPT/COPY DRAFT 2 (traditional, briefer)

(open with video, move to graphic bullets to reiterate sustainer copy, close with graphics over video)

FOR DECADES, PBS HAS BEEN HERE FOR EVERYONE...

NOW THERE'S ONE SIMPLE WAY YOU CAN BE HERE FOR PBS AND THE PROGRAMS YOU CARE ABOUT.

BECOME A SUSTAINING MEMBER WITH AN ONGOING MONTHLY DONATION FROM YOUR CREDIT CARD OR CHECKING ACCOUNT.

IT'S EASY TO DO, AND THE IMPACT WILL BE LASTING.

PLEASE JOIN IN SUPPORTING YOUR FAVORITE PROGRAMS.

END PAGE:

Become a sustainer today

Station website

THANK YOU!

PBS SUSTAINER SPOT CONCEPT/COPY DRAFT 1 (community-centered)

V/O over video

Each evening of enriching television that you share with people all across America, is made possible by a community of people who give to make sure public television will always exist.

When you join this community today with a monthly sustaining donation, you'll be a part of the groundbreaking stories... the incredible science... the respected, trusted news coverage... and the enriching kids programs that millions of Americans rely on and enjoy.

Ongoing Monthly donations begin at just \$5. Many people donate \$10 or \$20 a month or more to ensure that their favorite programs continue to be fully funded.

Please become a sustainer today. Make your difference with a donation. Thank you!