

Roger's Sample Break Format

This is an example of a 3-4 minute pledge break based on a format intended to keep listeners from tuning away.

The first case message gently segues from programming to pitching with a set-up (aka intro/open) case message:

SET UP CASE	<ul style="list-style-type: none">• There's more Morning Edition coming up, so stay with us. In just a few minutes we'll hear about _____.• Hi, I'm _____ joined by _____. And we're asking you to take just a minute and become a supporting member of WXYZ Public Radio.• WXYZ has an impact on your life every day. Today it's your turn to have an impact. Your contribution makes a difference.
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The first short case is followed by a short close message that may introduce a challenge or state the break goal.

URGENT CLOSE	<ul style="list-style-type: none">• 1-800-999-7777. It takes just a moment of your time – and you'll be investing in a service that keeps you informed on the Election- and on what's happening on Wall Street.• Your contribution will help us bring you Morning Edition every day- and for the next few minutes, be matched by the XYZ Foundation.• Call 1-800-999-7777 right now. That's 1-800-999-7777. Or contribute online at WXYZ-dot-ORG.
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Then a longer "meaty" case message on a topic of your choice:

ELECTION CASE	<ul style="list-style-type: none">• Democracy is all about choosing. Our nation is built on the individual choices of the nearly 125 million Americans who vote. Each voter makes up his or her mind. Then casts their vote on the first Tuesday in November.• WXYZ helps you make an informed choice. We cover the issues, the events, the speeches, and the debates. We bring you coverage of the races with the understanding that we're not trying to influence your choice- we're trying to help you make an informed choice.• You choose to listen to WXYZ during this campaign season.• And right now we're hoping that you'll choose to support it with a contribution.• Call 1-800-999-7777 right now and make your pledge. And we'll pledge to bring you news and information that you can use to make your choice in the voting booth.
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Then a close suggesting a giving level that reinforces the goal or challenge:

NO-PREMIUM CLOSE	<ul style="list-style-type: none"> • Contributing is easy. Just click and join at WXYZ-dot-ORG or call 1-800-999-7777. • How much should you pledge? You decide. Every dollar makes a difference in supporting this great public radio station. And every dollar will be matched by the WXYZ Foundation. • Lots of folks find that \$10 a month is an appropriate amount. Some send more, some send less. It's up to you. Every dollar counts toward keeping the journalism strong on WXYZ. • Here's the number to call 1-800-999-7777. That's 1-800-999-7777. Call now and support the station that makes a difference in your life.
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Another case message on another topic of your choice:

ELECTION CASE	<ul style="list-style-type: none"> • There's never been a more important time to listen. • These last days before the general election will be filled with speeches, arguments, proposals, and rebuttals. Final words and hopeful language that will inspire those hold-on-to-the-end undecided voters to cast a red vote or a blue vote. • It's important for public radio to be there. It's important for us because it's important to you. • Help us end this drive successfully so we can cover the news in the way that you need us to cover it. • Call now with your pledge. And then sit back and enjoy the politics.
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Followed by another close – this time you may want to include a premium:

PREMIUM CLOSE	<ul style="list-style-type: none"> • Pledge online at WXYZ-dot-ORG. While you're there, take a look at the great thank-you gifts we have to offer. • Contribute \$10 a month today- and we'll send you two WXYZ re-useable grocery bags. Carry these lightweight bags to the store with you- and you'll be doing your part to reduce waste. • Call 1-800-999-7777 right now and pledge \$10 a month, and you'll support WXYZ and receive two environmentally friendly reuseable bags. • 1-800-999-7777. Or pledge online at WXYZ-dot-ORG. Do your part today.
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A pre-recorded audio "case" spot adds a fresh voice just when listeners may be getting restless:

AUDIO CASE	<p>AUDIO SPOT 33421 :30</p> <p>IN: (Bob) "I'm Bob Edwards ... " OUT: (Bob) " ... with your pledge."</p> <p>I'm Bob Edwards, host of PRI's "Bob Edwards Weekend." We've heard it said that the campaign for the office of the president of the United States is the longest and costliest job interview ever. The candidates have been running for over a year now, and there are still weeks left to the first Tuesday in November. This station has kept you up to date on the issues and the candidates. You've heard them here, and you've had access to them on our call-in shows. This kind of coverage takes the support of every listener. Call now with your pledge.</p>
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End with a short forward-promote and a quick close:

RETURN CLOSE	<ul style="list-style-type: none">• As we continue with Morning Edition and a story on _____, please remember that our goal during this membership campaign is to ensure that the programs you depend on are here for you every day• Your contribution makes a difference.• Pledge online now at WXYZ-dot-ORG. Or call us now at 1-800-999-7777...1-800-999-7777. And thanks!
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