



ON PUBLIC RADIO

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Public Radio Fundraiser #2021-2

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Rundown Option 1 - segments A, B, C and D

Option 1 uses the billboard, full newscast, and four modular segments — A, B, C and D. This allows for four local pitch breaks of roughly 5 minutes each.

Run Time	Segment	(Length)
00:00 – 01:00	TRS FUNDER 2021-2 BILLBOARD <i>outQ: (theme music out)</i>	(1:00)
01:00 – 06:00	NPR Newscast I & II (or local pitch break from 04:00 – 06:00) <i>note: Gain two more minutes of local pitching time by starting Segment A after the first part of the Newscast at 04:00 and moving up the segment start times by 2:00.</i>	(5:00)
06:00 – 15:16	Segment A — Funder 2021-2 "TED-x interview: Travel Can Change You" <i>inQ: "(music) In just a bit, the author of Nomadland tells us..."</i> <i>outQ: "Can we count on your support right now? I hope so. Thank you."</i>	(9:16)
15:17 – 20:00	Local Pitch Break	(4:43)
20:00 – 29:59	Segment B — Funder 2021-2 "German Lessons" <i>inQ: "Thank you for making a real difference for your public radio station."</i> <i>outQ: "...and it just can't happen without your financial support."</i>	(9:59)
30:00 – 35:00	Local Pitch Break	(5:00)
35:00 – 41:06	Segment C — Funder 2021-2 "Jessica Bruder - Nomadland" <i>inQ: "Your financial support for public radio is making a real difference..."</i> <i>outQ: "Can we count on you as well?"</i>	(6:06)
40:07 – 46:00	Local Pitch Break <i>(note: You can intersperse Rick's funder pitch spots with your local pitching in these longer pitch breaks.)</i>	(5:53)

46:00 – 54:09 **Segment D — Funder 2021-2** **(8:09)**
"Lori Erickson - Tibetan Prayer Flags"

inQ: "Your support for public radio makes a difference for your community..."

outQ: "Thank you so much for being an important part of what makes public radio so great, right here."

54:10 – 1:00.00 **Closing Pitch Break** **(5:50)**

Optional extra segment:

You can extend beyond one hour with this upbeat funder feature, as an example of what Rick writes about in his book *For the Love of Europe*, which is one of the fundraiser premiums being offered.

We also provide you an option for using this within a one-hour time frame in Rundown Option 2.

Segment E — Funder 2021-2 **(7:17)**

"For the Love of Naples"

inQ: "Public radio is strong in our community. And that's because of the support it gets from people like you..."

outQ: "Your financial support really does make a difference. Thank you." (music fade)
