**CASE: Music After a Major Event**

*You always come back to music.*

The news cycle for the last several months seems to have been amped up to a 10+, and, now with hurricanes, fires, and other disasters, even more so. We all feel it, even those of us who aren’t news junkies. Between social media, conversation, and just being out in the world, it’s a lot to absorb, every single day.

As someone who’s passionate about music, you know the restorative power it has. By plugging into music, you can unplug from all the noise of the news and find a place to settle your mind, clear your heart, or work out whatever troubles you.

Our hope at [STATION] is that we offer you a space where music reigns. Where, by working together, we’ve created something special and meaningful. Your financial support in this nonprofit public radio station during this membership drive would mean so much. Please invest in what you love, it’s easy to do and every gift makes a difference.

**CASE: Music After a Major Event**

*Beauty from disaster.*

In 2010 when the Cumberland River flooded Nashville, lives and music were destroyed. The Grand Ol Opry sustained severe damage and 24 feet of water submerged the Symphony Center.

But the music and musicians played on. The Opry resumed the next week and played at venues around town, and the Symphony played free shows in the public square soon after.

All this to say that music, beauty, and art find a way to survive. When communities work to protect life-enriching music, it can thrive. When disaster strikes, music is an important part of our healing process, it helps us both express our emotions and cope with them. That commitment to protecting music must be made for people to look toward the future.

As a listener to [STATION], you’ve experienced first-hand how music transforms your mood, your day, and makes you resilient. Our partnership with you, our listeners, is what makes the music on this station possible. Please support nonprofit public radio on this station today.

**CASE: Music After a Major Event**

*Music for your mood.*

What music do you listen to for comfort? Is it soaring symphonies or power pop that makes you want to dance? Old favorites, or discovering new music?

The music on [STATION] is a terrific source to find and hear what helps you deal with the stress of life and the world around you. Each day you tune in, you can hear our hosts/DJs bring you back to a place where you can begin to regain clarity and hope. Just like you, we know what music can do to reshape our moments, our days, and ultimately our perspective.

What you may not know is that we do this together. The financial support of listeners makes up the majority of [STATION]’s budget. Please make a gift today. It will be the best five minutes of the day, you will feel connected to our community and to the music that already brings you so much.

**CASE: Music After a Major Event**

*The joy of discovering something new.*

When life has you down, or you’re even just stuck in rut, it’s great when something shakes up your routine. And for listeners of [STATION] that often means discovering new music that absolutely takes your breath away.

Maybe it’s a new band, or a bright young artist, or even a fresh arrangement of a standard. Once you hear it, you want to hear and learn more, and before you know it, things are a bit brighter and you’re looking at the world with more optimism.

Every day at [STATION] we hear stories from you, our listeners, about how the music we play helps get people out of a rut, helps them cope, or just puts a smile on their face.

This connection is why music and [STATION] exist. And you’re an important part of that. Without member support those new discoveries wouldn’t be possible on [STATION]. Your donation today means more great music for you every day of the year. Please make a contribution today.

**CASE: Music After a Major Event**

*Community in the face of crisis.*

At some point in our lifetime, we’re likely to be a part of a community in crisis. It’s a sad reality of modern life.

While we can’t control for devastating events, we can reach out to others - or be reached out to - to get through it together, as a community.

[STATION] is part of your community. Whatever happens, we’re in it together. As a nonprofit community service, we’re able to partner with other organizations, offer our airwaves to get safety information to people who need it, or let people know about ways to donate or support causes that can put our community back together again.

[STATION] is about music, but we’re also about community. Thank you for your partnership and thank you in advance for your gift of support today. Together we are stronger than we are on our own.

**CASE: Music After a Major Event**

*Music is part of who we are.*

We have basic human needs that need to be met, and nothing brings that into sharper focus than when a when disaster strikes.

And while music and art aren’t the same as food, shelter and clothing, they do add so much to our lives; they help us communicate our experiences to others, and interpret them for ourselves. Music can feel like a necessity when we think about what gives us comfort in hard times.

Every day on [STATION], together, we experience what music can do when words fail. It’s a unique connection. You are essential to us, we simply couldn’t make the music on [STATION] available to everyone with a radio, phone, or computer without your support.

Please show your support now to keeping this music alive and thriving and make a gift of support today and thank you.

**CASE: Music After a Major Event**

*Rhythm tempo beat*

Getting back into the rhythm can be hard after disaster strikes or life events take an unexpected turn.

As a music lover, you know the power of music and art to help give you the time for reflection, to restore your energy, and help express your grief and pain.

[STATION] is a unique place where you can connect with the music you love, whenever you want and need it. Before you know it you’re caught up in the beauty and emotion of it all, and you start to feel like things might just get back to a better place.

Because [STATION] is nonprofit public radio, we can play the music you love without commercial interests. It’s about the pure love of this music we all love. Keep this unique sound and community going by making a gift of support during the membership drive. Thank you!

**CASE: Music After a Major Event**

*The transformative power of live music.*

One of the most unique and moving experiences in life is enjoying live music. I’m sure you know exactly what artist you saw at your first show/performance and the venue you saw it in. In your mind’s eye, you can hear the music – you can still feel the music.

[STATION] is able to share live performances with you because we’re a nonprofit public radio station. It doesn’t matter what you’re wearing, or where you’re at. You can experience the spontaneity and rejuvenating power of hearing live music.

This is possible because of the power of listener support to [STATION]. Give what you can and help make sure live music has a home when we need it the most.