**CASE: Special Coverage**

*The fact is this.*

Phone calls, texts and emails help us gather information from wherever news is happening.

Airline tickets get reporters and audio engineers to hot spots and home again safely.

Satellite feeds bring stories back to us from other countries and from places like those stricken with natural disasters when phone service is no longer an option.

The fact is this: it takes resources to cover events.

And since we're a public radio station, we rely on listeners to provide the funds we need to bring you the news as it happens.

This is our membership drive. The fact is this: your call has never been as important as it is now.

Your gift right now makes a difference. Please give generously today.

**CASE: Special Coverage**

*Radio always comes through.*

The events of the recent past have proved it yet again: this public radio station always comes through in time of need.

You needed information about events unfolding around the world and right here at home. We were there.

You needed to hear how our leaders were responding to the needs of our fellow citizens in [REGIONS] and what each of us could do to help. We were there.

[STATION] is committed to being your source for reliable information. And since we're a public radio station, we get it done with the help of contributions from listeners.

Our long-term dedication to news and information deserves your support. Please give online or call today with your gift of support. Thank you.

**CASE: Special Coverage**

*You need to be kept current.*

As we've seen over the past few weeks, our lives can be deeply affected by events happening not just around the world, but right here in the U.S.

This public radio station is committed to being a rich source of news and information from wherever the news happens.

We cover news on every continent. But we also deploy reporters to the corners of our own country to bring you first-hand information and insights into the events that can and do affect all of us.

Your contribution and those of other listeners help pay for this coverage. Please call now with your pledge of support to this public radio station.

**CASE: Special Coverage**

*Experienced journalists*

[STATION] and NPR bring you reporting by experienced and well-respected journalists.

When events touch your life and the lives of those around you, you can count on this station to bring you insightful and accurate information.

Public radio has experienced reporters stationed around the globe and around our country, gathering news around the clock and bringing the kind of perspective and analysis you’ve come to depend on.

Listeners provide the most significant source of funding for public radio. Your gift makes a big difference. Please do your part today.

***CASE: Special Coverage***

*Part of our community*

As an active member of this community, our goal is to be the first place you turn to learn what is happening not only in our world, but right here at home.

Whether it's the latest news from Pyongyang or Houston and the Texas Gulf Coast, we’re committed to bringing you news and information that is relevant, timely, and accurate.

This type of coverage can only happen when listeners like you make personal financial contributions. Please do your part today with a gift online or by making a call.

**CASE: Special Coverage**

*Sending reporters into the field*

As we've seen just recently in Texas and Florida, many stories can be covered only by sending reporters to the scene, straight to the source.

News coverage is an expensive proposition. In addition to transportation for reporters and technical staff, they need places to stay, food to eat, and a means to get from place to place.

Under normal circumstances this is the normal cost of bringing you the news. But when we’re reporting from towns and cities devastated by hurricanes and floods, those costs can be astronomical.

Listeners who take the step of becoming members of [STATION] supply the largest percentage of the money needed to support our news gathering efforts.

During this membership drive, please take that step of making a gift.

**CASE: Special Coverage**

*The most reliable information*

During times of crisis or natural disaster, you need to know the latest and most reliable information. [STATION] has been your constant source of information.

Morning Edition and All Things Considered and [STATION News] bring you the latest information, interviews with newsmakers, and the stories from those most affected.

Hourly newscasts bring you news throughout the day and night. Information comes with costs. Because the news is here when you need it, make a contribution today. Your generous support now makes sure the reliable, need-to-know information on [STATION] stays exactly where you expect it to be.

**CASE: Special Coverage**

*You can count on us for the news you need.*

As news events of the past weeks have unfolded, you tuned to your public radio station for the latest information.

As the weeks and months go by and the stories develop and change, you will tune to public radio for updates and insight.

You count on [STATION] for news and information that is essential in your life.

And [STATION] counts on you for financial support. Please give online or call today and thank you.

**CASE: Special Coverage**

*Special coverage means extra costs.*

It can be as simple as the cost of transporting a reporter to the place where news is happening.

It can be as complex as establishing a satellite link to bring you coverage of a significant event because the local infrastructure is no longer available.

Special coverage of breaking news is expensive. These events have a huge effect on your life. Knowing about them makes a difference.

[STATION] and NPR pay for them with the contributions of listeners like you. Please be our partner in this important coverage by making your donation today.

**CASE: Special Coverage**

*Memorable stories, multiple perspectives*

Just like with any story, [STATION] has covered [EVENT] from all perspectives: from a national and government level, a regional level, and a personal level.

And there are likely many stories that have stuck with you as well.

During this membership drive, we don’t really have to tell you the value of your membership, because these are just a few examples that stand before you.

The only thing that’s left to do is pick up the phone and become a member, or renew your membership. Join online or make a call right now and thank you.

**CASE: Special Coverage**

*Understand the issues behind the news.*

[EVENT(S)] can bring into focus complex issues for our country: government regulations, poverty, racism, and the environment.

The stories you hear on [STATION] are not only hour-by-hour details of evacuation and recovery. We give you in-depth stories about the issues that surround these events. Public radio helps you see the big picture, so you can make informed decisions about how your community should be grappling with important issues that matter.

Another way to be a part of the solution is to become a member. Please join today, and thank you.

**CASE: Special Coverage**

*Keeps you up to date.*

Public radio has the ability to respond and provide news immediately, often even as it is happening. During disasters like [EVENT], [STATION] satisfies your need to be in informed in a timely way.

You count on [STATION] to keep you up-to-date, whether it’s with breaking news, newscasts, or just going online directly.

And now we’re asking you to respond in a timely way during this membership drive. Why not do it now? Please do you part today with a gift of support.

**CASE: Special Coverage**

*Mission and idealism*

Think about why you listen to [STATION]. You listen because it aligns with your principles and values of essential news and information. And you trust that we will deliver the news with perspectives, context, and information you can’t get anywhere else.

More than ever, during disasters such as [EVENT], these are standards we uphold. Something else that aligns with your values is financially supporting the institutions you believe in. Listener support is one of the ideals of public radio. Because you listen, please show your financial support today. Please call or join online to fulfill your mission now. Thank you.