## WFAE Draft COVID-19 CEO Spot Scripts

**Long: 1 min**

I’m WFAE CEO Joe O’Connor.

At this moment, lives depend on reliable facts.

And that’s what WFAE has always provided 24 hours a day, 7 days a week.

As the region’s leading news organization, we have a particular obligation to serve you during this pandemic.

WFAE & NPR will stay on-the-air and online as long as it takes to provide you not only the latest headlines, but trustworthy context to assist you in making critical decisions regarding your and your family’s well-being.

Your financial support is particularly crucial during this time of great uncertainty as our resources are stretched to the maximum to cover this unprecedented health crisis. Please consider contributing at WFAE.org or by calling 704-549-9000.

Stay safe and stay tuned. Thanks.

**Short #1: 0:40**

I’m WFAE CEO Joe O’Connor.

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WFAE and NPR will stay on-the-air and online as long as it takes to provide you not only the latest, but trustworthy context for you to make critical decisions regarding your and your family’s well-being.

Your financial support is particularly crucial as our resources are stretched to offer this indispensable public service. Please consider contributing at WFAE.org. or by calling 704-549-9000.

Stay safe and stay tuned. Thanks.

**Short #2: 0:30**

Lives depend on reliable facts.

I’m WFAE CEO Joe O’Connor.

During this pandemic, WFAE and NPR are committed to provide both critical information and trustworthy context to assist you in making critical decisions regarding your and your family’s well-being.

Our resources are already stretched to cover this unprecedented health emergency.

Please consider contributing at WFAE.org or by calling 704-549-9000. Thanks.