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**ELECTION 2024 | LAPSED LETTER | NEWS**

Dear (salutation),

Today, as we approach an important election ahead, I urge you to reinstate your annual support to keep [STATION] fully funded to deliver the indispensable journalism that’s so important for our community. **This is critically important**.

With crucial issues facing us at every level—local, regional, national, and international—and with a state of civic discourse that’s so often dysfunctional, this is a critical time for *your* unwavering support of [STATION] and the public media mission that drives its core journalistic principles of accuracy, thoroughness, and independence.

Indeed, [STATION] is proudly committed to its stance as an enduring community-first service. ***It can only be this way because listeners are willing to support it***.

Your support powers [STATION]’s ability to stay with the story—to pursue all the facts fully and accurately—to amplify voices that might otherwise not be heard—to get to the sources at the heart of events—to remove barriers between people and the news we need.

You guide stories on [local issue], [local issue], [local issue], [local issue], on our climate, on education, on justice, taxes and the economy, on a multitude of important issues and cultural touchpoints that people who live here care about.

**[First name] – You’ve been here for [STATION] in the past. The value [STATION] brings to you and our entire community is so positive. But it’s impossible to do this work without full support from everyone who cares.**

**Because these are times when thorough and transparent reporting is essential for the future of an engaged, healthy democracy, please be one of [##] loyal listeners needed to support [STATION] in this effort.**

Come with us once again! Where ***Morning Edition*** catches you up on the new world you’re waking up to, ***1A*** brings you timely, smart conversations, ***All Things Considered*** adds context to the day, and ***Radiolab***, ***On the Media****,* ***The World***challenge your assumptions and make you see aspects of your world through fresh eyes.

This is the time to stand up for the principles of truth, accuracy, and the public good.

**Take a bold stance with us. GIVE once again. Please rejoin [STATION] today.**

Thank you so much,

Name

Title

P.S. **Please take a moment now to step forward with your support of the crucial reporting of [STATION]. Reinstate your membership today.**