**Email Template**

Dear Friend,

For more than 40 years the NewsHour has been a mainstay of PBS and a steady and strong voice of journalism in an increasingly noisy world.

As a board member of WPSU, I am proud to represent the standard that NewsHour sets. And as a member of WPSU, I know that financial support from viewers is critical to maintaining that standard for generations to come. In fact, the NewsHour costs WPSU approximately $322 per episode, or more than $80,000 each year, which is what has made periodic on-air fundraising during the NewsHour necessary, but for the upcoming March on-air fundraising campaign, WPSU will be trying a different way.

From February 17 through the 28th, friends and fans of the NewsHour on WPSU will be joining together to raise $5,000 before the start of WPSU-TV’s March on-air fundraising campaign. If the $5,000 goal is met, WPSU has agreed to not interrupt the nightly broadcasts of the NewsHour with fundraising breaks for the duration of the March campaign. Additionally, once the $5,000 goal is met, a group of WPSU donors have agreed to cap the $5,000 raised with an extra $2,500.

Visit wpsu.org/newshourchallenge to join fellow NewsHour fans as a supporter of the NewsHour Challenge. Then, help us spread the word on social media and through your networks. Together we can meet the $5,000 goal, earn the $2,500 cap, and know that we have worked together to preserve this important institution of honest journalism and integrity.

Sincerely,

Your Name

**Social Media Posts**

Quality journalism matters. Join me as a supporter of the WPSU NewsHour Challenge. For more info visit wpsu.org/newshourchallenge. #WPSUNewsHour

Join me as a supporter of WPSU’s NewsHour Challenge! $5,000 raised means that WPSU won’t interrupt the NewsHour during the March fundraising campaign. Visit wpsu.org/newshourchallenge for more information. #WPSUNewsHour

I stand for high-quality journalism that rises above noise and chaos. Stand with me by supporting the WPSU NewsHour Challenge. Visit wpsu.org/newshourchallenge to make your gift today. #WPSUNewsHour

WPSU has challenged friends and fans of the PBS NewsHour to raise $5,000. If we do it, WPSU will not interrupt the NewsHour with fundraising breaks during the March on-air campaign. I say, “challenge accepted”. Visit wpsu.org/newshourchallenge to accept the challenge as well. #WPSUNewsHour

If you value the PBS NewsHour like I do, you know that the journalists are unparalleled in their professionalism, integrity, and presentation of the facts. But quality journalism is expensive. The PBS NewsHour costs WPSU more than $80,000 each year, which means periodic fundraising during the NewsHour. But we would all prefer to keep the program intact without interruption. So for the March on-air campaign, WPSU is trying something new. If friends and fans of the NewsHour can raise $5,000 before the drive starts on February 28th, WPSU will not interrupt the NewsHour during the March drive. For details visit wpsu.org/newshourchallenge. #WPSUNewsHour