



### **Classics for Kids Fundraising Script: Bernstein**

A     You may remember Leonard Bernstein’s Young People’s Concerts from the 50s. Bernstein used the podium as a way to popularize classical music. Today, WXXX continues to do that every day by bringing classical music into your home, your car and your workplace.

B     The only way to keep classical music alive in the years to come is to continue to attract new listeners. WXXX introduces a younger audience to classical music through the award-winning program Classics for Kids. Classics for Kids is on the air every (day), and its website is used by thousands of young people, parents and teachers. Do your part to keep the tradition going by making a contribution now. Call (Phone number) or visit (website) and provide your support to Classics for Kids on WXXX.



## **Classics for Kids Fundraising Script: Debussy**

A Debussy once said “a symphony is usually built on a melody heard by the composer as a child.” What kind of music is your child listening too? Start him or her off right by listening to Classics For Kids on WXXX. Classics for Kids is an on air program designed for younger listeners –and adults - who want to learn a little more about classical music.

B But it’s more than that. Classics For Kids has a curriculum that’s used in schools all over our area – and the country – reaching more and more students each year. If classical music is going to continue to thrive, it has to be accessible to new audiences. WXXX invests money in Classics for Kids...and today, we’re asking you to make an investment too. Call (phone number) now.



## **Classics for Kids Fundraising Script: Community**

A I don't know if this has ever happened to you \_\_\_\_\_...you're introduced to someone who has listened to you on the radio and he/she says, "you don't look like I thought you would!"

B It's a radio-ism, almost a rule, in fact, that your voice and your face cannot possible go together. And I think it's because when you listen to the radio your mind instinctively creates images – pictures of what we look like, what the studio looks like, whatever.

A You have a preconceived notion and it doesn't always fit. The same thing might be true for classical music stations. Some people picture a classical music station as stodgy, elitist and passionless. But that's not the case here! The WXXX staff believes that classical music is gift...a treasure that should be shared with as many people as possible.

B We want kids to grow up listening to classical music so we broadcast Classics for Kids.

A But when it comes right down to it, it's not what WE want that matters – it's what YOU want. And if you want this kind of radio to be available, you have to be a part of it. Because picturing (City) without WXXX is no fun. Please call (Phone number) to make your contribution.

A It may take a village to raise a child, and it takes a community to maintain a public radio station like WXXX. Do your part, call now.



### **Classics for Kids Fundraising Script: Music to match your mood**

A It's not a coincidence that you'll hear shorter, peppier pieces of music during morning rush hour, longer more in-depth pieces during the middle of the day and then even more relaxing music at bedtime. WXXX works to be your companion, matching our music to your mood throughout the day, whether you're at work, at home or in your car.

B And, we help you share the music you love with your loved ones. Classics for Kids introduces kids of all ages to classical music's composers, their stories and their wonderful music.

A. All in a way that's fun and entertaining. Because that's the mood that matches children and gets them to respond.

A We even have lots of music for you DURING A FUND DRIVE LIKE THIS ONE! So if WXXX matches your mood, improves your mood or sets the mood for you and your family, please let us hear from you now. Call (Phone number) or go online at (website) to make your contribution.



## **Classics for Kids Fundraising Script: Reputation**

A WXXX has been on the air with award winning, quality programming for more than (insert number) years. Our community can be proud of this public service. This enduring strength can be attributed to a tradition of quality and to listener support.

B How do you measure that quality?

A Perhaps by reputation -- WXXX is a local radio station with high quality and award winning national and local programming. National Public Radio is an industry leader.

B WXXX's Classics for Kids program has won several national and regional awards.

A (Insert locally recognized programs here.)

B. It's the support of listeners that make this valuable programming possible. You can help continue WXXX's tradition of excellence by becoming a contributor. Please help share the expense by calling (phone number) now, or contributing online at (website).