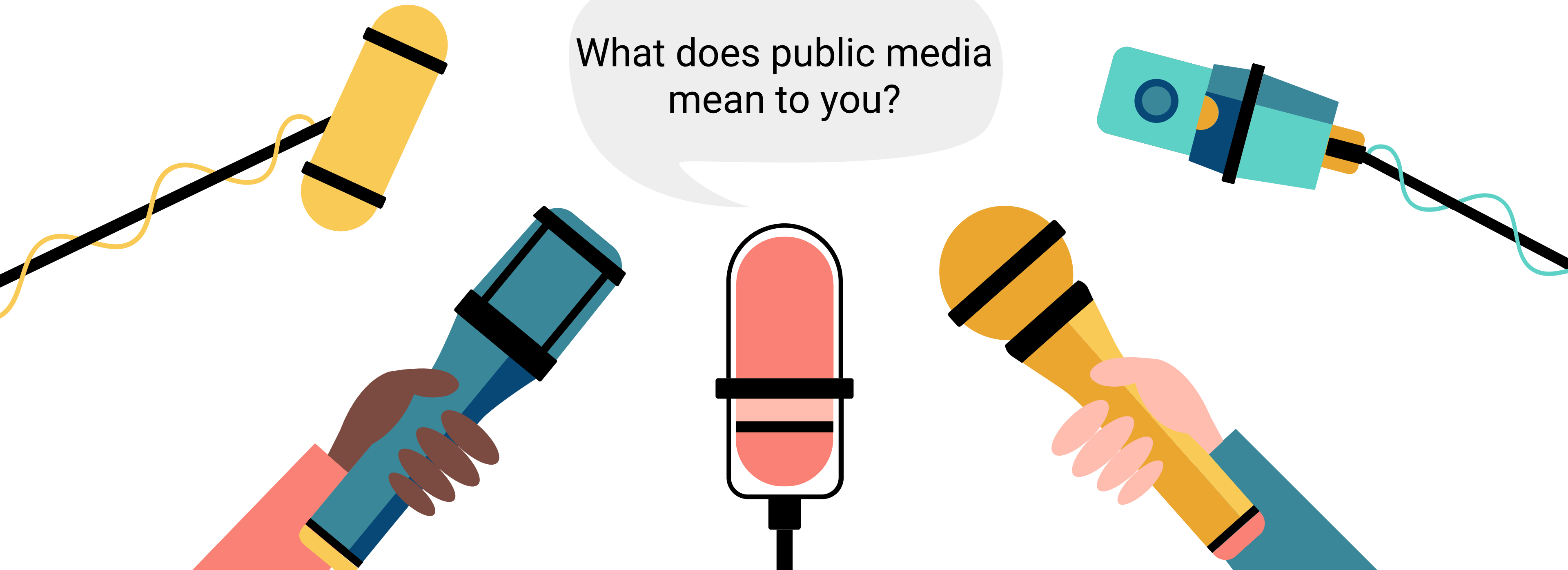


Your voice has value.

What does public media
mean to you?



You are specially invited to record your testimonial with WFSU!

What is a testimonial?

A testimonial is a short personal story or statement, reflecting your experience with the public media programs brought to you by WFSU.

Testimonials are valuable to the station because they showcase the real-life impact of our work in our community.

WFSU may use your testimonial on radio, TV, and social media because your story helps potential supporters connect to our mission on a social and emotional level.

What is this for?

Many of you have expressed passion for public media. We hear your heartfelt comments, and we deeply appreciate your show of support!

Recording your testimonial is an effective way to share your love of NPR and PBS in a way that engages our community.

Who is invited?

Anyone who is enthusiastic about sharing **personal stories** and **unique memories** about PBS and NPR. Invitations have been extended to members who have recently gone above and beyond to show support of WFSU.

More details:

Most testimonials will be 30-60 minutes long. Testimonials may be edited for time and clarity.

Testimonials should be recorded or scheduled by September 30th, and they may be aired the same month or later. Recording does not guarantee that the testimonial will be aired.

Questions?

Contact WFSU Membership
850-645-6066
membership@wfsu.org

We have included this guide to help you prepare for your best testimonial.

You can choose how to record your testimonial:

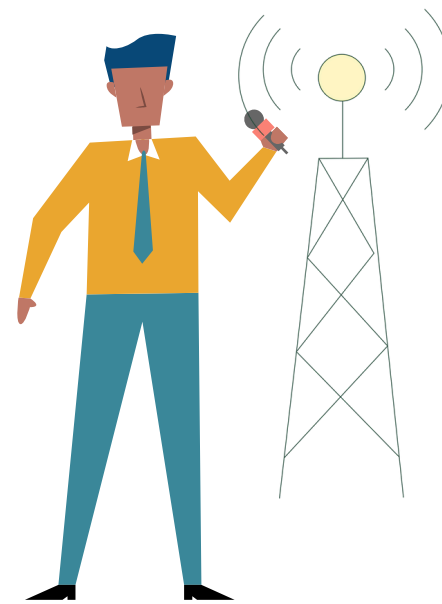
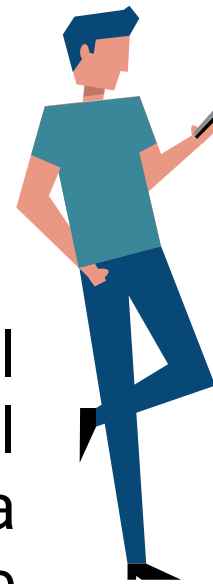
in the WFSU studio, online, or over the phone.

Studio

Schedule a session to record at WFSU studios. Call 850-645-6066 to schedule.

Phone

Record your testimonial on our voicemail. Call 850-645-6066 and leave a one-minute message. Be sure to review the guide at the end of this document.



Testimonials should be recorded or scheduled by September 30, 2025.



Online

Scan the QR or visit www.wfsu.org/voice to record from your phone, computer or tablet. From the web recorder, you can record a voice or video message.



Your story inspires.

your best testimonial is based on your interest

Parents & Teachers

Because **personal** narratives may come more naturally, share what you can.

Professionals

Describe the ways public media adds **value** in your work and community.

**RECOUNT
MEMORIES**

**BE
UNIQUE**

**TALK
ABOUT
VALUE**

Local Influencers

Describe your **unique** experiences with NPR and PBS programming. Is there a common theme?

Superfans

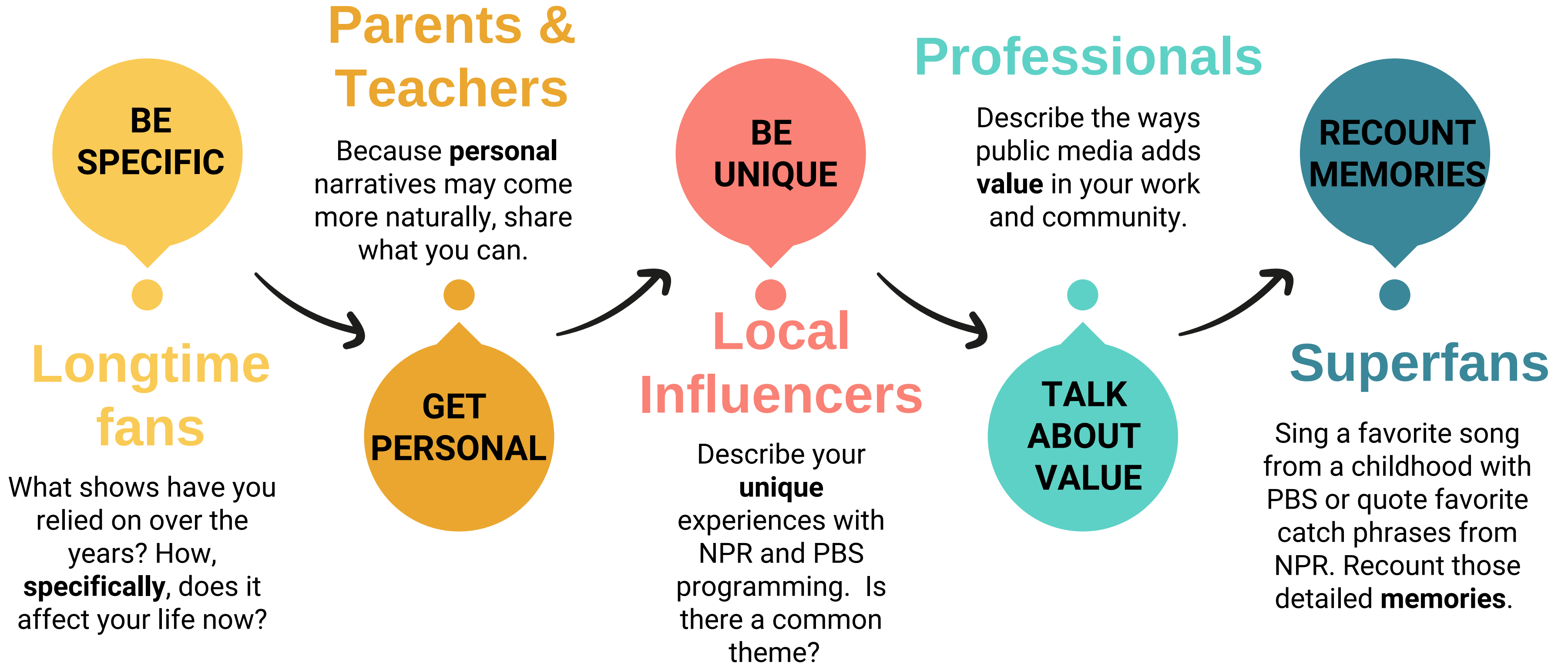
Sing a favorite song from a childhood with PBS or quote favorite catch phrases from NPR. Recount those detailed **memories**.

**BE
SPECIFIC**

Longtime fans

What shows have you relied on over the years? How, **specifically**, does it affect your life now?

**GET
PERSONAL**



The best testimonials won't sound scripted *even* if they are written in advance.
They will sound authentic because they come from your own experience!

Ideally, every testimonial will begin with
“WFSU is made possible by viewers and listeners like you and me”
and end with “and that’s why I hope you’ll join me in supporting WFSU. Thank you.”
If you find yourself at a loss for words, you can use the prompts and samples below.

Longtime fans

Longtime fans develop an emotional bond over time to the station, and view PBS/NPR as an extension of their identity. You can use the questions and sample testimonials below as you think about what to say in your testimonial. Your own relationship with public media will be filled with fun, interesting, and endearing moments and sentiments.

who ❤️ PBS

Prompt: Do you remember your first PBS memory? You know, that one episode? What details do you remember? Why is that memory dear to you?

Sample Testimonial: “WFSU is made possible by viewers like you and me. Hi! My name is [NAME]. I’m from [CITY]. I grew up watching [FAVORITE SHOW]. One thing I’ll never forget is [INSERT MEMORY]. When I think about PBS now [INSERT SENTIMENT]. And that’s why I hope you’ll join me in supporting WFSU. Thank you.”

who ❤️ NPR

Prompt: Do you remember your first memory of NPR? Maybe that one moment in the car or with family? With whom do you share that memory? How does NPR make you feel now?

Sample Testimonial: “WFSU is made possible by listeners like you and me. I am [NAME], from [NEIGHBORHOOD]. My first memory of NPR is [INSERT MEMORY]. I remember the people and stories: [INSERT STORY]. These days, NPR [CURRENT SENTIMENT]. And that’s why I hope you’ll join me in supporting WFSU. Thank you.”

Tips for Recording Audio from Home

Record audio testimonials using our web recorder, or record over voicemail.

Time your
story

Practice

Record your
voice



Access the web recorder and a brief tutorial at www.wfsu.org/voice. Call 850-645-6066 to record over voicemail.

Testimonials should be 30-60 seconds long. How long does it take you to read your story?

Your testimonial will come from the heart, even if you **practice before recording**. If you find yourself at a loss for words, you can use the prompts and samples at the end of this guide.

When you record your voice, either using our web recorder or via voicemail, speak clearly and directly into your phone or computer microphone. **Listen to the playback before submitting** your best testimonial.

Access the web recorder and a brief tutorial at www.wfsu.org/voice. Call 850-645-6066 to record over voicemail.

Tips for Recording Video from Home

Record video testimonials using our web recorder



Please go to a **quiet location** to record.
When possible, avoid background sounds.

Stand or sit in front of a **simple background**. Avoid background objects with logos, photos, or signs.

Practice your testimonial before recording. You can record yourself to assess the lighting and sound quality.

You can revise your testimonial and **re-record** as many times as necessary before submitting your recording.

Access the web recorder and a brief tutorial at www.wfsu.org/voice. Call 850-645-6066 for assistance.