

It's been a quiet week in
Lake Wobegon, out here on
the edge of the prairie. This
is Jennifer White with
Michigan Radio's 5:04 News
Detroit's fiscal situation gets
'I'm Terry Gross and this is
Fresh Air. On today's program
we talk to noted author M

**WHAT WILL YOUR
LASTING LEGACY BE?
WE'RE LISTENING.**

PLANNED GIVING TO MICHIGAN RADIO



Your NPR News Station 

We have a great show for
today. We have comedien
our first listener contestar

“Michigan Radio has been a lifeline to us—keeping us connected for more than 40 years. Our gift is an investment that helps guarantee continued excellence in programming. We are proud to support this illustrious organization.”

JIM AND MARY ANN WILKES

members since 1976



Public radio has always depended on private support. Now more than ever, this important tool of democracy relies on generous listeners to make possible the work of the news industry's finest journalists and producers.

Michigan Radio's audience has always understood the strong connection between excellence in reporting and news analysis, and the funding which helps fuel them. Presenting the information necessary to understand important issues is an expensive proposition, with the majority of the station's budget devoted to providing statewide news reporting and local productions.

Listener dollars are also helping the station keep up with rapidly changing technology. Listeners have made it possible to expand the station's digital capabilities, providing avenues like podcasting, digital streaming, and social media that today's news consumers expect. But, as always, Michigan Radio can only respond to these demands if the necessary resources are present.

THE IMPORTANCE OF PRIVATE SUPPORT

Welcome to Stateside, I'm
Cynthia Canty, and on tod
rogram we look at the on
attle for the hearts and m

oin the *It's Just Politics* tea
of Rick Pluta and Zoe Cla
s they look at the upcomi

“Michigan Radio is an essential service to us, and while we are continuing to give our annual membership gifts, helping to shape great journalism *years* from now is even more rewarding. We simply named the station in our estate plans, and knew immediately that we’d be playing a role in educating and informing others for years to come.”

ANDREA BLOME AND HOWARD GOLD

members since 2008



The decades-old model of annual fundraising can no longer be the only means of protecting public radio. Michigan Radio is indeed fortunate to have many friends and partners in the community continually stepping forward to make the station's work possible; but membership drives aren't enough to secure the financial resources necessary for us to remain an industry leader.

It's time to rethink the role each of us plays in media and acknowledge that understanding our world is central to a healthy democracy. Media consumption is evolving faster and faster, and we need to respond. The adoption of digital news and information content is *necessary* if we want to ensure tomorrow's citizens and policy makers have access to the information they need to make smart choices.

In a media environment where the quality and content of news often take a back seat to profit, the true voices of our community are often not heard. We need to ensure that journalism remains a tool that serves *us*, and recognize that its future, and *ours*, requires a solid plan of dependable support.

TAKING RESPONSIBILITY FOR OUR FUTURE

n Michigan Radio weathe
sunny skies with temperat
Today on Fresh Air we tal
whose recent movie won t

Lindsey Smith, Michigan
ews reporting from the G
apids city council who re

“We wanted our gift to reflect our belief that thoughtful and fair journalism needs to be protected *forever*. We made the decision to direct our gift toward the station’s endowment so that there would always be funding for public media no matter what form it may take in the decades ahead. We’ve already seen the decline of newspapers and magazines as they lost their ‘profitability’; the next generation will need reliable journalism more than ever.”

LEE GORMAN AND MARK RITZ

members since 2003



A thoughtful financial investment *today* means that audiences of public media *tomorrow* will continue to be served.

Financial sustainability is an important requirement for protecting the station. Whether your planned gift helps build Michigan Radio's endowment, is earmarked for daily operations, or provides funding for a particular facet of the station is a decision only you can make. But by securing the resources today, we can move forward with greater confidence that our community will continue to have access to innovative programs, advances in media technology, and a news service that is responsive to our community.

Your planned gift will build the future of the station; providing the wherewithal for us to invest in multi-year programs, develop new shows, offer journalism education opportunities, have the flexibility to create new regional bureaus, provide competitive salaries that attract and retain the best journalists, and enable technology upgrades.

A planned gift to Michigan Radio is an investment in the future of democracy by providing greater assurance that today's access to news and information remains available.

WHAT CAN YOU DO?

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YOUR PERSONAL INVESTMENT WILL MAKE IT HAPPEN

Careful and thoughtful gift planning will help support the work of Michigan Radio for future generations of listeners. Our friends with documentation of their gift also become members of our Legacy Society, enjoying many benefits.

A planned gift to Michigan Radio can take many forms:

- including Michigan Radio in your will
- naming the station as a beneficiary of your retirement fund or life insurance policy
- creating a Charitable Trust
- establishing a Charitable Gift Annuity

Michigan Radio, working in partnership with the University of Michigan's Office of Gift Planning, is able to assist you in finding a creative way to contribute that satisfies both your life planning and philanthropic objectives. Not only can a planned gift significantly reduce tax burdens to you or your family, there are a number of plans that the University manages itself without customary fees.

If you have already included Michigan Radio in your estate plan, please let us know so that we can properly recognize your gift. Documenting your intentions will help ensure your wishes are met and will also allow us to keep you apprised of new programs or developments that may impact your intention.

For more information, contact

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Your **NPR** News Station 