

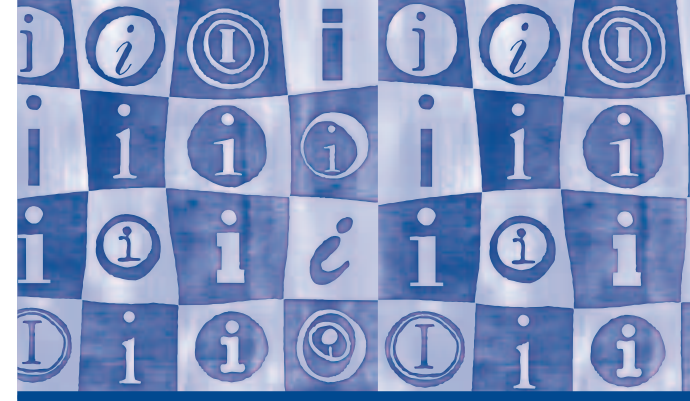
Rewind

It was 1951. Americans were immersed in the Cold War and their values were being challenged as never before. Legendary journalist Edward R. Murrow sensed the need to help Americans reconnect with their ideals for living in a civil society.

And so he created *This I Believe*, a radio series that played back to the nation its core beliefs through the voices of its most illustrious as well as ordinary citizens. The program had an estimated audience of 39 million listeners and spawned a weekly column in 85 leading newspapers and four internationally best-selling books.

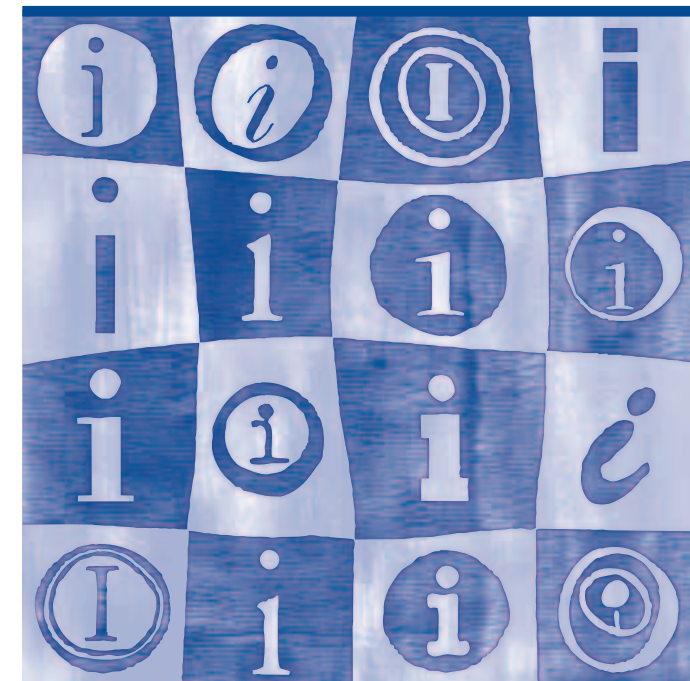
NPR produces *This I Believe* in collaboration with Atlantic Public Media and This I Believe, Inc. Funders include:

Capella University
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Fast Forward

Fifty-five years later, thanks to NPR® and independent producers Jay Allison and Dan Gediman, *This I Believe* returns to the airwaves on more than 600 public radio stations. Today, Americans face a new era of rapid change, and conflicts about beliefs seem to threaten and divide the nation. *This I Believe* asks Americans to express and discuss the core beliefs that guide their daily lives not with the intent of persuading others to share these same beliefs, but with the hope of beginning the more difficult task of developing respect for beliefs different from their own.

Murrow's goal remains — to help Americans better understand themselves and one another in a time of uncertainty.

"The main objective is to point to the common meeting grounds of beliefs, which is the essence of brotherhood and the floor of our civilization."

— Edward R. Murrow, 1951

"Our goal is to create a safe, respectful space where Americans from all walks of life can participate in a dialogue with the potential to inform, inspire and transform. Murrow realized people needed this in the 1950s, and we certainly need this today."

— *This I Believe* producer Dan Gediman, 2005

"What we're trying to create is not more noise, but a quiet place. ... (A) different kind of national dialogue. One that's thoughtful, respectful, and personal. One that would encourage understanding and change."

— *This I Believe* producer Jay Allison, 2005



Play

This I Believe encourages all Americans to participate. Share a statement of your personal beliefs, the principles that guide your life, the values that rule your thoughts and actions.

The following Americans have already participated and more essayists are expected: former Secretary of State Colin Powel, author Isabel Allende, musician Laurie Anderson, commentator William F. Buckley Jr., playwright Eve Ensler, AIDS researcher Dr. Anthony Fauci, politician Newt Gingrich, Senator John McCain, writer and activist Gloria Steinem, author Studs Terkel, author Azar Nafisi, physicist Brian Greene, Penn Jillette (half of the magic and comedy act Penn & Teller), and legendary radio write Norman Corwin.

Each Monday, a *This I Believe* essay will be introduced by producer Jay Allison on NPR's *Morning Edition*® or *All Things Considered*®. Text of essays received from listeners and prominent Americans will also appear on NPR's Web site at www.npr.org. The site will include text and audio from the new series and photographs of the essayists taken by noted photographer Nubar Alexanian. With an extensive archive of text, audio and photographs from the original series, the Web site will also allow visitors to explore the 1950s essays.

Record

To take part in this historic 21st century portrait of the American spirit:

- Tell a story about how your beliefs came to be, or were tested, or changed
- Please be affirmative — the goal is to present your personal philosophy in order to enrich those who hear it
- Write in your own style as you would speak
- Write 500 words or less — about three minutes when read aloud at your natural pace

Submit your essay to www.npr.org/thisibelieve or call (202) 408-0300. If yours is selected for broadcast, NPR will ask you to record your essay.

Stop

For more information, visit www.npr.org/thisibelieve.

Get Involved

NPR offers you an opportunity to get involved in this national project. Submitting an essay isn't the only way you can participate. Our member stations local programming to complement the essays that air on NPR's *Morning Edition* and *All Things Considered*, and work with community organizations and schools to localize this project.

