
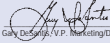




Personalized letter and form.

<p style="text-align: center;">Ms. Sample, Please keep this card to show your support of WTVI.</p> <p style="text-align: center;"></p> <p style="text-align: center;">Ms. Sample A. Sample</p> <p style="text-align: center;"><small>Please sign here.</small>  <small>Gary DeSola, VP, Marketing/Development</small></p> <p style="text-align: center;">WTVI 3242 Commonwealth Ave., Charlotte, NC 28205 www.wtvi.org</p> <p style="text-align: center;">Very important – see back for member benefit. THANK YOU!</p>	<p style="text-align: center;">Ms. Sample A. Sample</p> <p style="text-align: center;">MEMBERSHIP CONFIRMATION FORM</p> <p>YES, I want to become the newest member of WTVI at this time of critical need. Enclosed is my gift of:</p> <p><input type="checkbox"/> \$35 <i>(Special offer - \$7 off the regular rate)</i></p> <p>I'd like to help more: <input type="checkbox"/> \$42 <input type="checkbox"/> \$75 <input type="checkbox"/> \$120 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> My check to WTVI is enclosed. Charge my: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date ____/____/____ Signature _____</p> <p>Ms. Sample, As soon as we receive your Membership Confirmation, we will activate your benefits.</p> <p style="text-align: right;">Ms. Jane A. Sample 500 Elm Street Yountown, ST 12345</p> <p>Please remember WTVI in your estate planning.</p> <p style="text-align: center;"> 3242 Commonwealth Ave., Charlotte, NC 28205-6225 <small>To join, detach this form and mail in the envelope provided.</small></p>
<p></p> <p>My Community, My Public Television Station</p> <p style="margin-top: 20px;">WTVI needs 3,000 new members by September 30.</p> <p>But you're only responsible for one.</p> <p>AND THAT'S YOU, MS. SAMPLE.</p> <p style="margin-top: 20px;">Dear Ms. Sample:</p> <p>If you watch WTVI, you need to support your favorite programs. It's a smart investment: As our membership grows and revenues increase, more great programs come back to you.</p> <p>But right now the numbers are out of balance at WTVI. Membership growth has slowed and our revenue is lagging. We're not keeping pace with the rising cost of programs – and this is a very serious situation.</p> <p>This year WTVI's programming costs are \$800,000. We will broadcast 8,760 hours of programs – and we try to offer something for everyone.</p> <p>We must bring our revenue back in balance so we can pay for the programs you enjoy and value. That's why we urgently need more support from our viewers.</p> <p style="text-align: center;">WTVI must add 3,000 new members by September 30 to help the station reach its goal of \$275,000.</p> <p>Ms. Sample, this is the reason we've temporarily pre-enrolled you as a member of WTVI, pending your confirmation, of course. As a special incentive to win your support, we're offering a <u>one-year membership for just \$35 – a \$7 savings if you act now.</u></p> <p>Your timely response is important because it isn't easy to find concerned new members. Your response now will bring us <u>one important member</u> closer to our goal – and every donor counts.</p> <p>Too many viewers think we don't need their help. They don't see the connection between becoming a contributing member and having their favorite programs on the air every day.</p> <p>I'm hoping you realize how valuable WTVI is to life here in the Charlotte community. The fact is, WTVI is the only station in the Carolinas to completely dedicate its local production and educational services to viewers in the Charlotte region.</p> <p>This year, in addition to acclaimed local programs such as HEALTHWISE and FINAL EDITION, WTVI will bring you great programs like "Judy" (Judy Garland, that is) on AMERICAN MASTERS, "The Forsyte Saga II" on MASTERPIECE THEATRE, ANTIQUES ROADSHOW, THE NEWSHOUR WITH JIM LEHRER, ARTHUR and CLIFFORD THE BIG RED DOG for our children.</p> <p>It's your contribution to WTVI that will help preserve your favorite programs. Without more support from the community, future programs cannot be guaranteed. <u>We have already been forced to eliminate CHARLOTTE TONIGHT</u></p> <p style="text-align: center; margin-top: 20px;">3242 Commonwealth Ave., Charlotte, NC 28205-6225 www.wtvi.org</p>	

Available with
MemberCard
or receipt.

**Join now, save \$7 and enjoy
this member benefit ...**



**WTVI Program Guide:
Inside WTVI**

~~\$12~~
\$35
A \$35 membership automatically entitles you to 12 monthly issues of *Inside WTVI*, our lively members magazine. You get detailed program information and schedules well ahead of time, so you can plan to be home or tape those special programs you don't want to miss. And you get information about what's going on at WTVI. Join today - and receive *Inside WTVI* all year!



It takes only this many members... ..to pay for an hour of

26	The Arts - Great Performances, American Masters, Mystery! and more
34	Documentaries on Nature, NOVA and American Experience
10	News and Public Affairs - The NewsHour with Jim Lehrer, Frontline and much more
17	Children's shows like Sesame Street, Clifford, Reading Rainbow, Barney and more

Your gift counts!

from our schedule because of a \$500,000 funding reduction by Mecklenburg County.

This is why more support from our community of viewers is so crucial this year. We depend on contributions from community-minded people like you to fill the gap of lost revenue in other areas.

Please take a moment to write a check and mail it today. Become a supporting member of WTVI and do your part to make more great programs possible.

You can save \$7 on your annual membership if you join now. You'll also enjoy some great benefits of membership:

- * Our handy monthly program guide, *Inside WTVI*.
- * Member tours of the WTVI studios - go behind the scenes and sounds of your public broadcasting station.
- * A tax deduction to the full extent of the law.

But your most valuable benefit will be the satisfaction of helping to provide the highest quality programming on television today.

Sincerely,

Gary DeSantis
Vice President, Marketing/Development

P.S. Please join WTVI today. You and 2,999 other new members can help us raise the \$275,000 needed to stay on budget. And you'll save \$7.

more
Your support makes ^ great programs possible on WTVI.

Fun and learning
on Arthur



"The Forsythe Saga II" on
ExxonMobil Masterpiece
Theatre



Old Glory on
Antiques Roadshow



"Judy" on
American Masters

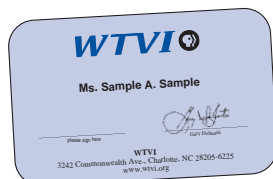


"Descent into the Ice" on
NOVA



3242 Commonwealth Avenue
Charlotte, NC 28205

NON-PROFIT ORG.
U.S. POSTAGE
PAID
WTVI, INC.



Ms. Jane A. Sample
500 Elm Street
Yourtown, ST 12345