

Personalized letter and form.

Ms. Sample,
please keep this card until you
receive your new Infinity Discount Card.

KCET
INFINITELY MORE

4401 Sunset Boulevard, Los Angeles, CA 90027

Ms. Sample A. Sample

Renee Williams
Renee Williams, Vice President, Membership Please sign here

Very important – see back for member benefits.
THANK YOU!

YES, I want to confirm my membership renewal, save \$5 and help KCET. Enclosed is my contribution of:

\$35 – *special \$5 renewal discount*
 \$40 – I'd like to help more by joining at the regular rate.
 \$60 \$120 \$180 \$240 \$ _____

Check enclosed. Charge Amex MC Visa Discover

Signature _____ Account # _____ Exp. Date _____

Optional: e-mail address for membership updates and invitations to members-only events.

KCET
INFINITELY MORE

4401 Sunset Boulevard
Los Angeles, CA 90027
www.kcet.org

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

Detach here and return with your gift.

Available with
MemberCard
or receipt.

KCET
INFINITELY MORE

4401 Sunset Boulevard
Los Angeles, CA 90027
www.kcet.org

*Ms. Sample,
renew now and
save \$5.00!*

Dear **Ms. Sample**:

We have taken the liberty of temporarily reinstating you as a member of KCET – public television for Southern and Central California. Please let me explain.

To begin with, of course, this action implies no obligation whatsoever on your part, **Ms. Sample**.

However, we have a very special need right now to encourage the renewal of as many former members as possible, as soon as possible.

That's why we have designed a special limited-time renewal offer: one year's membership for just \$35! That's \$5 off the regular membership rate!

As soon as we hear from you, we'll send your permanent KCET Infinity Discount Card, entitling you to special savings available only to our members (see reply form for details of more benefits).

Why are we so eager to have you return to KCET at this particular time? There are several reasons, **Ms. Sample**.

First, the mission of KCET is more important than ever. KCET provides an important service – intelligent, compassionate, and thoughtful news and analysis – day in and day out.

And we provide our little ones a safe haven so that when they watch television they are not confronted with frightening images and words that are difficult enough for adults to comprehend.

Second, without more members, we simply cannot afford the quality programs you expect from us – programs like NOVA, ANTIQUES ROADSHOW, KEEPING UP APPEARANCES, AS TIME GOES BY, CLIFFORD and ARTHUR.

It's our hope, **Ms. Sample**, that you will rejoin us for the next 12 months and help us meet these challenges.

Your contribution will help support the very special (and very costly) schedule of programming we have lined up for this season and beyond.

And your membership will pay off as it translates directly into the programs you and your family enjoy and trust.

Your membership dollars make possible special programs like LIFE & TIMES, HUELL HOWSER, CALIFORNIA CONNECTED, GLOBAL TRIBE, KEN BURNS AMERICAN STORIES and BILL MOYERS

We've reserved these membership benefits for you...

For your gift of \$35 (\$5 off regular membership) or more, you receive:



A KCET Infinity Discount Card, which entitles you to generous discounts at theaters, concerts, museums and other cultural attractions, as well as hotels and retail stores. See the KCET website, www.kcet.org, for a complete listing.



Plus...

A year's subscription to *KCET Magazine*, our informative and entertaining program guide. You'll find detailed daily program listings and a behind-the-scenes look at your favorite shows and personalities on public TV.



For those who are able to make a larger gift, there are many additional benefits available, including invitations to special events, on-air recognition and frequent-flyer miles. Please look under "Support KCET" on the KCET website, www.kcet.org, for additional details.

REPORTS. Your gift will help sustain signature programs like GREAT PERFORMANCES, AMERICAN MASTERS and NATURE.

It's broadcasting as it should be: creative, intelligent and sensitive to viewers' needs, which is especially important during turbulent times.

There aren't that many viewers who are willing to join KCET when we ask for support. In fact, we still have only one member for every 10 viewers. It takes a special kind of person to support KCET voluntarily.

I know you're that special kind of person because you have supported KCET in the past.

Please renew your support of KCET today by returning your gift with the enclosed confirmation form. I look forward to welcoming you back as member of your public TV station.

Sincerely,

Renée Williams
Vice President, Membership

P.S. When you rejoin today, you'll get a full year of KCET membership for only \$35 - \$5 off our regular rate! Since nearly 50% of our budget comes from our members, your renewed support is critical if we are to meet our financial challenges.

more
Your support makes \wedge great programs possible.

Fun and learning
on *Arthur*



NONPROFIT ORG.
U.S. POSTAGE
PAID
COMMUNITY
TELEVISION FOR
SOUTHERN CALIFORNIA

REINSTATEMENT NOTICE:

KCET
INFINITELY MORE

4401 Sunset Boulevard, Los Angeles, CA 90027

Ms. Sample A. Sample

Renée Williams
Renée Williams, Vice President, Membership

Please sign here

Confirmation requested.

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