

CBA FUNDRAISING PARTNER **2006** SUMMER

Helping public broadcasting stations meet the tough challenges ahead.

30 Years of Experience, Innovative Creative and New Integrated Marketing Strategies.

- **ACQUIRE HIGH VALUE MEMBERS**
- **INCREASE RETENTION, REVERSE FILE EROSION**
- **IMPROVE NEW MEMBER CONVERSION**
- **UPGRADE MEMBERS TO MIDLEVEL**
- **ENCOURAGE SUSTAINER GIFTS**
- **MAXIMIZE PERFORMANCE OF ALL FUNDRAISING MEDIA**

Carl Bloom Associates, Inc.

*Taking Direct Response
Fundraising to New Levels of
Sophistication and Performance*

81 Main Street, Suite 126
White Plains, NY 10601
Tel: 914 761 2800 Fax: 914 761 2744

www.carlbloom.com

CBA INTEGRATED DIRECT RESPONSE FUNDRAISING

CBA's Integrated Marketing Membership Programs include direct mail packages, companion email appeals, scheduled online promotions and website landing pages for lapsed, add gift, renewal and upgrade campaigns.

CBA will provide the strategy and timing, create the home page link, landing pages and emails, and send the emails out for you.

Talk with a CBA marketing specialist to learn about our emarketing and web service, and how it can improve your results.

A. DIRECT MAIL This vital component of your fundraising effort arrives in your member's mailbox, bringing a timely, personalized message that will be remembered.

B. EMAIL This electronic companion to your traditional direct mail piece reinforces the personalized message and provides convenient hyperlinks to a special landing page on your station's website. The landing page also supports the direct mail message and gives the member the ability to make a donation.

C. WEBSITE - LANDING PAGE The specially designed landing page on your website gives email respondents a convenient way to give online. Once a gift is made, an auto-reply is immediately sent to your donor. You don't have to do a thing except count the responses and dollars.

D. WEBSITE - HOME PAGE A prominent, customized link is added to your station's home page. This promotional link serves to attract those who are inspired to give by your direct mail and email appeals, as well as those who venture to your site on their own.

HoustonPBS

Dear Ms. Sample,

It's not often that with the mere stroke of a pen... you can turn \$15 into \$30. Or \$50 into \$100. But now you have the chance to do just that for HoustonPBS!

All you need do is check the appropriate box on the enclosed reply form, telling us you will play a role in challenging more viewers to become a HoustonPBS member just like you.

Let me explain. Every year at this time, HoustonPBS holds our MEMBER CHALLENGE CAMPAIGN. In this vitally important Campaign, we challenge Channel 8 viewers to become members.

You see, our studies show that for every HoustonPBS member there are another 18 people who watch Channel 8 regularly but who are not members.

That's where you can help. Here's how! Yours and other HoustonPBS members' gifts to the MEMBER CHALLENGE CAMPAIGN will be used during our March on-the-air membership drive. We'll explain to our viewers that loyal HoustonPBS members like you will match their contributions.

In other words, because of you, their \$25 gift becomes \$50. Their \$35 gift becomes \$70. A \$100 gift becomes \$200, and so on.

We've found that when viewers hear that their gift will trigger additional funding - sometimes giving twice the impact - many choose to become HoustonPBS members right away. The extra incentive - provided by the MEMBER CHALLENGE CAMPAIGN and made possible by your gift - will motivate more viewers to join us as new and active members!

Plus, if you agree, we will be pleased to put your name on the air during the March Drive to let Channel 8 viewers know that you contributed a challenge gift.

I'm writing today to ask you - urge you, really - to be part of our 2006 MEMBER CHALLENGE CAMPAIGN for two vitally important reasons:

First, because without the generous support of good people like you, our MEMBER CHALLENGE CAMPAIGN cannot go forward. Simply put, we won't have the financial resources

HoustonPBS Member Challenge Campaign Reply

☐ YES, John! I will do my share to make possible HoustonPBS' 2006 MEMBER CHALLENGE CAMPAIGN. I understand that my tax-deductible contribution will be used as a special incentive for viewers to become members. My contribution is: ☐ \$30 ☐ \$50 ☐ Other \$_____ No. Sampleseeeeeeeeeeeeee. IF you can, a larger gift will go over better! Thank you!

☐ My check to HoustonPBS is enclosed.

Charge my: ☐ Amex ☐ MC ☐ Visa ☐ Discover

Gift Amount: _____

Check/Credit Card: _____

Date Paid: _____

That's your HoustonPBS

HoustonPBS MEMBER CHALLENGE CAMPAIGN

Options Payment Info Review and Submit Confirmation

HoustonPBS Member Challenge Campaign

It's not often that with the mere click of a mouse you can turn \$15 into \$30. Or \$50 into \$100. But Rob, now you have the chance to do just that for HoustonPBS!

All you need to do is make a gift right now to tell us you will play a role in challenging viewers to become a HoustonPBS member just like you.

Let me explain. Every year at this time, HoustonPBS holds our MEMBER CHALLENGE CAMPAIGN. Yours and other HoustonPBS members' gifts to the MEMBER CHALLENGE CAMPAIGN will be used during our March on-the-air membership drive. We'll explain to our viewers that loyal HoustonPBS members like you will match their contributions.

In other words, because of you, their \$25 gift becomes \$50. Their \$35 gift becomes \$70. A \$100 gift becomes \$200, and so on.

Please pick a contribution level.

☐ \$25.00 ☐ \$35.00

Double your gift to HoustonPBS!

From: John Hesse <memberservices@houstonpbs.org>
Subject: Double your gift to HoustonPBS!
Date: February 23, 2006 12:00:48 PM EST
To: Rob Bloom
Reply-To: John Hesse <memberservices@houstonpbs.org>

HoustonPBS

Dear HoustonPBS Member,

It's not often that with the mere click of a mouse you can turn \$15 into \$30. Or \$50 into \$100. But now you have the chance to do just that for HoustonPBS!

All you need do is click here to tell us you will play a role in challenging more viewers to become a HoustonPBS member just like you.

Let me explain. Every year at this time, HoustonPBS holds our MEMBER CHALLENGE CAMPAIGN. Here's how you can help: Yours and other HoustonPBS members' gifts to the MEMBER CHALLENGE CAMPAIGN will be used during our March on-the-air membership drive. We'll explain to our viewers that loyal HoustonPBS members like you will match their contributions.

In other words, because of you, their \$25 gift becomes \$50. Their \$35 gift becomes \$70. A \$100 gift becomes \$200, and so on.

Please take a moment right now to click here and make an additional tax-deductible contribution.

We've found that when viewers hear that their gift will trigger additional funding, that extra incentive provided by the MEMBER CHALLENGE CAMPAIGN and made possible by your gift will motivate more viewers to join us as new and active members!

So please, be generous. HoustonPBS belongs to you. My thanks.

Sincerely,
John Hesse
General Manager

more
Your support makes great programs possible!

WAR? UP OF CLUB
MUSIC
NICKEL

HoustonPBS Programming - http://www.houstonpbs.org

http://www.houstonpbs.org/site/PageServer

Yahool! Fina... My Stocks Apple Amazon Mac eBay Yahoo! News Macromedia per Center macromedia to Mailapp

HoustonPBS

WHAT'S ON TV EVENTS EDUCATION & OUTREACH MEMBER ADVANTAGES SPONSORSHIP ABOUT US SHOP HOUSTONPBS HOUSTONPBS PRODUCTIONS KIDS

HoustonPBS

WHAT'S ON TV QUICK REGISTER to receive FREE email programming updates, newsletter and more...
Program Schedules Program Search Local Programs Program Links Producer Guidelines

HoustonPBS

Help HoustonPBS double your membership gift... at no extra cost to you!

It's not often that with the mere click of a mouse you can turn \$15 into \$30, \$50 into \$100 or \$100 into \$200 but now you have the chance to do just that for HoustonPBS!

Every year at this time, HoustonPBS holds our MEMBER CHALLENGE CAMPAIGN. During our March on-the-air membership drive we challenge viewers by using your gift to match their contributions. We've found that viewers are especially motivated when they hear that their gift will trigger additional funding. So please, be generous. Click here now!

more
Your support makes great programs possible!

WHAT'S ON NOW
Now Showing
3:00 PM Postcards from Buster
Up Next
3:30 PM Arthur

4 Last Month February 2006 Next Month
Program Calendar

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	
5	6	7	8	9	10	11

New Creative Acquisition & Add Gift**Promises**

Nothing is more important than the trust of your members. They expect you to use their contributions wisely. But as this new letter drives home, their support helps you keep your promises to them.

Acquisition**Formula for Success**

Provide the best programs on TV and convince viewers to be partners in the enterprise. Setting a goal for new members and dollars to pay for favorite programs = Successful Fundraising.

Auto Enrollment

A disarming package that automatically enrolls a new member, "subject to his/her confirmation." Again, size and personalization help make this a winner.

Bridges

This package is based on our very successful Urgent New Members approach, but with a compelling new twist. The theme is building bridges to and in your community. More individual support means a stronger foundation of funding and less dependence on government.

Additional Gift**Consider the Value**

Quality and value are the main reasons to support public TV. We ask members to think of the value, remember the need and "send an extra gift today."

Countdown

We have a dollar goal and it's countdown time. Will you give an extra gift to help us reach it?

Critical Decision

For your current members this message will come through loud and clear: Their investment in your station pays them back with quality television every day.

Intelligent Alternative

Public TV is truly the Intelligent Alternative to reality TV, common denominator programming and violence. And it's for intelligent people who want quality, educational programs and community outreach.

Intelligent Alternative (Non-Add Gift Givers)

Special version proven to increase giving from members who have yet to give that extra gift.

Lapsed**Auto Reinstatement**

This package works well year after year to convince former members how important it is to support their favorite public TV programs.

Bridges

Your station helps build bridges throughout the diverse communities in your broadcast area and provides a critical link to vital information and different points of view. Public TV also bridges the gap between standard fare on other stations and high quality programming for people who want more.

Free Lunch package

Everyone knows there are no free lunches. In this new package we remind viewers that they must do their fair share to support favorite programs. There's nothing like a little guilt to wake up sleeping prospects.

Members = Programs

This simple equation illustrates that a lot of modest gifts add up to make great programs possible.

Perseverance

Frankly speaking, this honest approach works wonders to motivate viewers who haven't responded to past mailings.

Wake-up Call

We've adapted this successful lapsed member package to create a new message for prospective members. If any one group needs a wake-up call about supporting your station, it's all the prospects who have been watching for "free."

5,000 New Members

Setting a goal motivates people to give, plus the personalized oversized #11 package is an attention-getter.

Lifeline

Public broadcasting is a real "lifeline" during times of crisis. To preserve this vital resource, viewers need to be our lifeline of support.

Murrow

Edward R. Murrow set the standards for objective, passionate news reporting uncontrolled by commercial forces. Your members will remember him and it doesn't hurt that the recent movie "Good Night, and Good Luck" is a fresh reminder of who he was and what his legacy means to PTV.

Respect

Members appreciate your respect for their intelligence and their valuable time. That's why this letter has been a perennial winner for add gift appeals.

5,000 New Gifts

This version of our 5,000 New Members package – tailored to your loyal donors – has accelerated the number of additional gifts from members.

Urgent Reinstatement

"Show them that you know them" with CBA's specially personalized reinstatement letter and boost response and ROI.

Welcome Back Members Campaign

Consider a special one-month campaign in which your station invites lapsed members back at a "deep" discounted \$25 full membership – saving \$15 (or what ever \$ amount off your basic rate). Former members will want to take advantage of the offer and you'll put a lot of loyal donors back on the file.

Personalized letter and form.



Association for Community Broadcasting
4343 Elgin
Houston, TX 77204-0008
www.houstonpbs.org

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

**HoustonPBS keeps its promise and delivers TV programs
that educate, entertain, and enrich your viewing.**

**Your extra gift is needed to help us reach our goal of 0,000
contributions for the August Fundraising campaign – to help us
keep this promise alive now and for future generations.**

Dear Ms. Sample:

It's easy to make promises. After all, they cost nothing. But keeping promises is a precious commodity. I think you know what I mean.

You're told your car will be ready the next day, but it doesn't happen. Someone asks for your vote, promising they will make things better, but nothing changes after they're elected. Or recently, as we all saw, disaster victims are promised care, food, and water only to find themselves struggling on their own.

Five decades ago, HoustonPBS was founded on the promise of intelligent television programs and community service day in and day out, year in and year out. I hope you'll agree we've been faithful to that covenant with our viewers.

We promised to use television to enrich, enhance, and celebrate the human experience. At a time when so much of television consists of reality shows, graphic violence and sexual content, public television answers to a higher calling with world class drama like MASTERPIECE THEATRE, uplifting entertainment on GREAT PERFORMANCES, and engaging historical "reality" programs like FRONTIER HOUSE and TEXAS RANCH HOUSE.

HoustonPBS depends on its members for 56 percent of the revenue that allows us to continue keeping promises to our viewers. And during our current fundraising drive, we must raise \$000,000 to meet our goal.

That's why I'm asking you to make a special gift today, separate from your annual support.

When so much of television is pure diversion, HoustonPBS shows respect for the intelligence of our viewers with informative and stimulating programs like NOVA and NATIONAL GEOGRAPHIC. We expand horizons with NATURE and AMERICAN EXPERIENCE.

(over, please)

Detach form below and mail in the envelope provided.

Ms. Sample,
Please detach and keep
this as a record of your
gift to HoustonPBS.



Gift Amount:

Check#/Credit Card:

Date Paid:

Thank you for your support.

**Yes, I want to help HoustonPBS keep the promise
of intelligent television alive now and for the future.**

I'm enclosing my special contribution to support all my favorite programs.

☐ \$00 ☐ \$00 ☐ \$00 ☐ \$000 ☐ Other \$ _____

Charge ☐ AMEX ☐ MC ☐ VISA ☐ Discover ☐ My check to HoustonPBS is enclosed.

Acct. # _____ Exp. Date _____ / _____ Phone # _____

For program updates and HoustonPBS events, fill in your e-mail address here _____

Ms. Sample,
Your gift of \$amt 2 or
more will go even further.
Thank you.

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



P.O. Box 4415, Houston, TX 77210-4415

Much of today's television treats children as young consumers-in-training, or airs programs you find too violent or inappropriate. HoustonPBS keeps its promise to our area's children by providing them with a safe, nurturing environment that promotes education and reinforces important family values.

And while mainstream television news covers celebrity exposés, runaway brides, and acts of violence, Channel 8's programs rise above the rest with substance and thoughtful analysis on THE NEWSHOUR WITH JIM LEHRER, civil discussion on WASHINGTON WEEK and compelling reporting on FRONTLINE.

Your generous contribution now of \$35, \$50, \$100, or whatever works for you, will be an important part of helping us move forward with our programming plans.

Your support of the station helps us achieve excellence in broadcasting for you and for others. You are part of a loyal group of members who value the very best that television can bring. That's why HoustonPBS belongs to you.

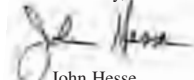
You also help us fulfill our promise as a facilitator in the community. Our outreach events are an extension of our programs and focus on human issues that need to be addressed – education, health care, the elderly, transportation, hurricane relief, and other critical matters.

HoustonPBS transcends broadcasting in our role as a community resource that works to affect change and improvement. We bring people together, working closely with other community-minded groups to help real people in our area overcome the challenges they face in their lives.

Help us continue to keep our promise. In the end, your support always benefits you, your family, and our community.

Please be generous with your special gift. HoustonPBS has so many more promises to keep – and members like you make them all possible.

Sincerely,



John Hesse
General Manager

P.S. When you support HoustonPBS now with your special gift, we'll use it to keep the station's future bright! Mail your contribution today. Your investment in HoustonPBS will pay dividends in the months ahead, as you enjoy more smart, thoughtful programs every time you tune in to Channel 8.

Thank you for supporting the programs you enjoy on HoustonPBS.

Help HoustonPBS double your membership gift ... at no extra cost to you!

Send in your membership contribution today.

Then check to see if your company has a matching gift program. If so, pick up a form at your Human Resource Office, complete and mail. For questions about matching gift programs, call Member Services at 713-743-8483 or 1-800-364-8220.

Did you know...

- Members currently provide more than 50% of our budget.
- It costs us \$23,897 per day (\$16.60 per minute) to put HoustonPBS on the air.
- Without more member support now, programming will be



Association for Community Broadcasting
4343 Elgin • Houston, TX • 77204-0008
www.houstonpbs.org

NONPROFIT ORG.
U.S. POSTAGE
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ASSOCIATION
FOR COMMUNITY
BROADCASTING

Change Service Requested

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

HELP US KEEP OUR PROMISE TO YOU.

*A second effort
is available and
recommended.*

Personalized letter and form.

Ms. Sample, Please keep this card until you receive your new MemberCard. ↓ WXYZ Temporary MemberCard Ms. Jane A. Sample <i>Signature</i> Name, Title Use this temporary card until your new card arrives. Very important – see back for member benefits. THANK YOU!	YES, I want to do my fair share to support my favorite programs on WXYZ. I'm enclosing my contribution of: ☒ \$35 <i>Special new member offer - a \$5 savings</i> I'd like to help more: ☐ \$40 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$_____ ☐ My check to WXYZ is enclosed. Charge my: ☐ AMEX ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 WXYZ 123 Main Street • Anytown, ST 12345 • www.wxyz.org Detach this form and mail in the envelope provided.
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123 Main Street
Anytown, ST 12345
www.wxyz.org

*Ms. Sample,
Save \$5 when you join now!*

*Is there such a thing as a "free lunch?"
Well, yes and no.*

Dear Ms. Sample,

Imagine a place where, for FREE, you can ... get an in-depth daily course in current affairs ... enjoy fine dramas ... attend live performances (everything from classical concerts to classic rock) ... get tips about cooking, home improvement and gardening ... tap into professional financial advice and appraisal of antiques ... and do so much more, without any costs or fees!

Does such a place exist? Of course – it's your public television station, WXYZ.

And there's no mandatory charge for the incredible variety of programs and services we offer to the community. It is like getting a free lunch!

But, as you may know, there is a catch. WXYZ only appears to be free.

You see, while our programs are free for people who use them, they cost PBS and WXYZ hundreds of thousands of dollars to develop, produce and air every day.

Government only provides funds for a very small portion of these costs. But contributions from people like you cover more than 50 percent of our programming budget.

That's why I am writing today to ask you to join WXYZ as a member – and do your fair share.

Your support is urgently needed now to help us reach our goal of 0,000 new members and \$000,000 in contributions before (month, day).

When you support public television, you are helping us provide programs that educate, entertain and enrich viewers, young and old. As a member of WXYZ, you will help ensure a better quality of life and create a brighter future for our entire community.

With your support as a member of WXYZ, thousands of people can turn to us for a valuable alternative to commercial broadcasting.

- Children have access to very effective – and fun – educational programs like SESAME STREET, ARTHUR and CLIFFORD THE BIG RED DOG to help them learn and succeed.
- Programs about science and nature help all lifelong learners explore our world in new ways. And we share a common respect for our environment.
- Anyone who loves cultural pursuits and the performing arts will find much to appreciate on WXYZ. Seniors who have trouble getting out can attend plays and concerts in their own homes.

(over, please)

**We've reserved this membership
benefit for you...**



Monthly Program Guide

Complete listings, timely reviews and backstage profiles of your favorite personalities in public television are yours to enjoy each month with your one year subscription to our lively program guide.

Did you know...

- Members currently provide 00% of our budget.
- It costs us \$00,000 per day (\$00.00 per minute) to put WXYZ on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of \$00 or more, you'll be entitled to special benefits.

- People looking for self-improvement options will find them in our programs about cooking, gardening, home renovation and collecting.
- In-depth news and commentary on THE NEWSHOUR WITH JIM LEHRER and hard-hitting documentaries on FRONTLINE offer many perspectives and help us expand our thinking.

But first we have to expand our support and raise more funds from our community. It costs WXYZ \$000,000 to help pay for PBS program production. And our own local productions add many thousands more.

That's why we need your support now. We have to keep pace with rising costs so favorite programs like NOVA, NATURE, ANTIQUES ROADSHOWS and others can continue to develop new episodes.

Your gift today to WXYZ will help the people of our community broaden their horizons, stay better informed, and get the lift that great entertainment always gives.

Surveys show that public broadcasting is the most trusted institution in America, next to libraries. But all the people that trust and value WXYZ must take the next step and support it with a contribution. It takes action to make great things happen.

Take a minute now and become a member by sending a check to support all your favorite programs – so we can bring you more of them in the months ahead.

Is there a “free lunch” when it comes to having all the television programs you want to enjoy? I'm afraid not. Great programs only exist because community-minded people like you do their fair share to serve them up.

Sincerely,

Signature

Name

Title

P.S. Your public television station is a safe haven for everyone who appreciates fine broadcasting that's non-commercial. Help us keep it that way. Mail your contribution today. Everyone who has an appetite for intelligent TV will be happy you did. Thank you.

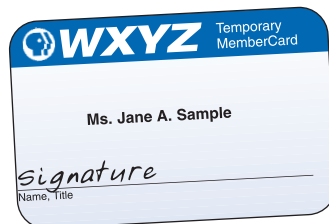
Support your favorite programs!

Elmo exercising
on Sesame Street



123 Main Street
Anytown, ST 12345

NONPROFIT ORG.
U.S. POSTAGE
PAID
WXYZ



**There's no such thing as a “free lunch!”
Or is there?**

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

Personalized letter and form.

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

Ms. Sample,
It's a "sure bet" you can count on WXYZ
for the very best that television can offer.



To support WXYZ, peel off "Sure Bet" chip
and affix to reply form below.

**Your support of WXYZ is urgently needed. Join us now and help us reach
our goal of 0,000 new members before (month, day).**

Dear Ms. Sample:

Television viewing can be a real gamble.

If you don't pick the right channel, the odds are against finding anything but reality shows ...
crime dramas ... and an endless parade of sitcoms. A person can get lost among them all and
frustrated when looking for a few interesting and pleasant hours of quality TV.

Instead, you can bet on a sure thing – Public Television. You can become a member of WXYZ
and put your money down on the intelligent programs and fine entertainment we offer.

When you bet on WXYZ, you'll be supporting in-depth news and analysis on THE
NEWSHOUR WITH JIM LEHRER and hard-hitting documentaries on FRONTLINE with stories
not available from other broadcasters.

You're a guaranteed winner when you support NOVA and NATURE and when you back live
concerts on GREAT PERFORMANCES or chilling dramas on MASTERPIECE THEATRE. Check
on your valuable possessions when ANTIQUES ROADSHOW provides appraisals to guide you.

**But these fine programs, and others, are not a sure thing – not without
your support as a member of WXYZ.**

This year, the cost of WXYZ's programs will increase by 00%. To keep pace we have to invest
an additional \$000,000, even as we look for new efficiencies to stretch our budget dollars as far as they
will go.

**Your support as a member is absolutely essential for WXYZ to keep pace with
the high cost of quality television.**

The numbers don't lie. This year, WXYZ will spend \$000,000 for programs from PBS, like
MYSTERY!, AMERICAN EXPERIENCE, AMERICAN MASTERS and many other tried-and-true
series. And a full 50 percent of that money must come from viewers like you.

Our station will also invest in local productions to present the issues and culture of our area for

Detach form below and mail in the envelope provided.

WXYZ
is a **SURE BET**

Place your chip
on the amount
you wish to
contribute. ➡

See back for valuable
membership benefits.

Detach reply form here. >



Want to give a different gift amount?
Indicate above.

WXYZ 123 Main St, Anytown, ST 12345

YES, I want to invest in a sure thing that I can count on.
I'm enclosing my contribution to support my favorite programs on WXYZ.

☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Other \$ _____

Charge my: ☐ MC ☐ VISA ☐ Discover ☐ **My check is enclosed.**

Acct. # _____ Exp. Date _____ / _____

Signature _____ E-mail _____

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

our unique hometown audience.

**That's why we're asking you to bet on WXYZ's future by sending
your membership contribution today.**

Right now, WXYZ needs 0,000 "players" to respond, so we can meet our goal of \$00,000 for our (month) membership campaign.

We can promise that your investment in WXYZ is a solid one that will yield a high return for your modest annual membership dues.

On commercial TV viewers can actually watch people gamble. There are many choices if you want to "sit in" on a poker game – or watch contestants compete on lucrative game shows.

Our approach at WXYZ is quite different.

For one thing, we never want to gamble with our children's education and future, when WXYZ can provide them with stimulating, educational shows. Public television offers programs that let young people have fun while they learn and help them succeed in school ... programs like SESAME STREET, ARTHUR, CLIFFORD, CYBERCHASE and many more.

When it comes to "reality" shows, we prefer to do the historical variety, like FRONTIER HOUSE, COLONIAL HOUSE, and the newest public TV series, TEXAS RANCH HOUSE. In the process, we all find out how "real" Americans lived way back when – and we're enriched by the experience.

WXYZ and our members believe that viewers deserve great choices, without commercial interruptions, and that WXYZ deserves viewer support in return. That's why members make annual contributions.

Take a moment now to consider the value of the programs you enjoy on WXYZ. If you believe we're important to the community, then write a check and drop it in the mail.

Do your part to keep WXYZ strong and growing. Help us keep the trust. Send your contribution today.

Sincerely,

(name)
(title)

P.S. Help us ensure the future of great programs on WXYZ. Peel off your "\$ure Bet" sticker and affix it to the gift amount that works for you. Then mail the reply form with your contribution. Support a sure thing: programs that you and your community can count on.

Thank you for supporting the programs you enjoy on WXYZ.

**We've reserved this membership
benefit for you...**

PROGRAM
GUIDE

PROGRAM
GUIDE

Did you know...

- Members currently provide 00% of our budget.
- It costs us \$00,000 per day (\$00.00 per minute) to put WXYZ on the air.
- Without more members now, programming will be cut.

WXYZ
100 Main St
Anytown, ST 12345

Is there such a thing as a
SURE BET?

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



Place one inside.

NONPROFIT ORG.
U.S. POSTAGE
PAID
WXYZ

*Slight additional
cost for peel-off
sticker.*

Personalized letter and form.

Ms. Sample, Please keep this as a record of your gift.  245 Troup Street, Bowling Green, OH 43403  Patrick Fitzgerald, General Manager My gift amount \$ _____ Date sent _____ NOT VALID FOR MEMBER BENEFITS	YES, I recognize the great value and huge cost of WBGU-PBS programming and want to do my part to make it possible. Enclosed is my membership gift to WBGU. ☐ \$35 <i>special offer - a \$5 savings</i> ☐ \$40 <i>I'd like to help even more.</i> ☐ \$60 ☐ \$120 ☐ Other \$ _____ ☐ My check to WBGU is enclosed. Charge my: ☐ VISA ☐ MC ☐ Discover <table style="width: 100%; border: none;"> <tr> <td style="border-bottom: 1px solid black; width: 40%;">Account #</td> <td style="border-bottom: 1px solid black; width: 20%;">Exp. Date</td> <td style="border-bottom: 1px solid black; width: 40%;">Signature</td> </tr> <tr> <td style="border-bottom: 1px solid black;">Optional: E-mail Address</td> <td colspan="2" style="border-bottom: 1px solid black;">Phone #</td> </tr> </table> Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345	Account #	Exp. Date	Signature	Optional: E-mail Address	Phone #	
Account #	Exp. Date	Signature					
Optional: E-mail Address	Phone #						
Very important – see back for member benefits. THANK YOU!  245 Troup Street, Bowling Green, OH 43403 (800) 410-2727 www.wbgu.org To join, detach this form and mail with your gift in the envelope provided.							



ANTIQUES ROADSHOW, GREAT PERFORMANCES, THE NEWSHOUR, MYSTERY!, NOVA, NATURE, ARTHUR, CLIFFORD THE BIG RED DOG, FRONTLINE, THIS OLD HOUSE, NOW WITH BILL MOYERS, CHARLIE ROSE, KEEPING UP APPEARANCES, SESAME STREET ... and many more.



WBGU-PBS must enroll 500 new members now to cover program costs.

And we can't do it without you, Ms. Sample!

Dear Ms. Sample:

When I joined WBGU-PBS in the 1990's, I quickly learned the simple formula for making the station a success:

As the public's own TV station, we had to provide the best programs on television, always keeping the needs of our community in mind. Then we had to convince our viewers that they needed to be partners in this enterprise.

If viewers support WBGU with contributions, we can offer the most intelligent, stimulating and entertaining programs anywhere. If not, WBGU will always struggle to keep great programs on the air.

That's why I'm writing today to ask you to join WBGU – and support the programs you enjoy.

Right now, the need is urgent: In the next 60 days, WBGU must enroll you and 499 others as new members – and raise \$127,000 during the March membership campaign.

But numbers like this are meaningless unless you know what's behind them. And what's behind these numbers are the very programs you love to watch on public TV in your community.

For instance, it costs us tens of thousands of dollars to present MASTERPIECE THEATRE. But the pleasure and enrichment it brings to WBGU's viewers is invaluable. One viewer wrote recently to say about MASTERPIECE THEATRE *Prime Suspect*:

"It crawls into your soul and keeps you awake at night. At this particular time in the world, *Prime Suspect* reminds us that each life is precious. If only Jane Tension was real! What a better world it would be."

Though it costs WBGU \$34,000 to present arts and drama programs like MASTERPIECE THEATRE, GREAT PERFORMANCES and AMERICAN MASTERS, we absolutely must keep them going. And that means getting the support of more people who watch them. So I hope you will become our next new member.

Can you imagine life in our area without the acclaimed news and political programming WBGU-PBS provides? The next time you turn on THE NEWSHOUR WITH JIM LEHRER, NOW or FRONTLINE, remember that it takes \$56,000 to pay for the annual cost of news and public affairs programs. Now you can see why it's so important for you to become a member today.

So many people tune in for fun programs like ANTIQUES ROADSHOW. Who can resist all those fascinating stories about yard-sale bargains and dusty family heirlooms? But only a small fraction of those viewers become members. That has to change right away, because programs like ANTIQUES ROADSHOW, THIS OLD HOUSE

WBGU-PBS has reserved this special membership benefit for you ...



Monthly Program Guide

All members who join at \$40 or more will receive a year's subscription to *PREVIEW 27*, our program guide. Every month you'll go backstage for a behind-the-scenes look at your favorite shows and personalities on public television. And with its detailed program listing, you'll never miss an important show again!

Contributions are tax deductible only to the extent they exceed the market value of any benefit you receive in return.

Join WBGU and help us reach our new member goal.

As a member of WBGU-PBS, your public broadcasting station, you are guaranteed the very best in programming. Please share your ideas and opinions about our programs so we can serve you even better. WBGU-PBS also promises you efficient, timely member service and prompt responses to your questions and inquiries. To contact WBGU Member Services, e-mail us at member@wbgpu.bgsu.edu or call 800-410-2727 during regular office hours.

Your gift counts!

and VICTORY GARDEN are very costly for WBGU.

As you can imagine, science and nature programs are among the most expensive to produce. So it will come as no surprise that WBGU's budget for this type of programming in 2005 will be a whopping \$26,700.

Of course, the value of a program like NOVA is immeasurable. For example, the episode "*Mars Dead or Alive*" inspired Florida teacher Glenn Rutland to get his 6th graders excited about space. After viewing the program, the students created a newspaper written from the perspective of people living on Mars! One student said, "Learning science through a book is not as exciting as the way we learned it through this project." When I hear things like that, I am reminded of what a vital resource public television is.

Speaking of young people, WBGU's remarkable children's programs are worth every penny of the \$48,300 it costs us to air SESAME STREET, ARTHUR and other popular shows. We're helping children learn, grow and have fun through nonviolent, responsible programs that can't be found anywhere else but PBS.

If you enjoy the kinds of programs I've mentioned here – or our history, fine arts, travel, home improvement or musical performances – then please do your part by supporting WBGU. We're thrilled that these programs are popular, but that popularity has to translate into viewer support if we are to keep up with the rising cost of presenting them.

Which brings me back to our immediate goal. We need 500 new members right away to help us raise \$127,000 during this campaign. And we need you to be one of those new members.

I look forward to welcoming you to the WBGU family. As a member, you'll feel proud every time you turn on one of your favorite programs – because you helped make it all possible. Thank you in advance for your prompt response and generous gift.

Sincerely,

Patrick Fitzgerald
General Manager

P.S. We've made it easy for you to become a WBGU member. Simply detach the form above and return it with your check or credit card information. Join WBGU today and enjoy our special offer: a full year of WBGU membership for only \$35 – \$5 off our regular rate!

Your support makes more great programs possible.

Fun and learning
on *Arthur*



"Ancient Refuge in the
Holy Land" on *NOVA*



Eric Clapton on
Great Performances



"Henry VIII" on
Masterpiece Theatre



BE MORE ...

AWARD-WINNING



Bowling Green State University
245 Troup Street
Bowling Green, OH 43403



245 Troup Street, Bowling Green, OH 43403

Patrick Fitzgerald, General Manager

My gift amount \$ _____ Date sent _____

NOT VALID FOR MEMBER BENEFITS

NONPROFIT ORG.
U.S. POSTAGE
PAID
BOWLING GREEN
STATE UNIVERSITY

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

Personalized letter and form.

Ms. Sample, please keep this card until you receive your new MemberCard.  Temporary MemberCard Ms. Jane A. Sample  Jean Moffit, Director, Member Services Keep this temporary card until your new card arrives. Very important – see back for member benefits. THANK YOU!	☐ YES, I want to confirm my membership enrollment and help WCNY. Enclosed is my gift of: ☐ \$40 – <i>includes the WCNY MemberCard</i> ☐ \$70 ☐ \$100 ☐ \$250 ☐ Other \$ _____ ☐ Check enclosed. ☐ Charge ☐ AMEX ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ Signature _____ Ms. Sample As soon as we receive your Membership Confirmation, we will activate your benefits. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345  The Public Broadcasting Council of Central New York, Inc. P.O. Box 2400 • Syracuse, NY 13220-2400 • www.wcny.org • (315) 453-2424
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The Public Broadcasting Council of Central New York, Inc.
506 Old Liverpool Road • Syracuse, NY 13220
www.wcny.org

Dear Ms. Sample:

WCNY has taken the liberty of enrolling you as a temporary member.

Let me explain.

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

However, for reasons I think you will understand, we have a very special need right now to encourage the participation of as many new members as possible.

We hope you will join us for the next twelve months by returning the attached confirmation form with a generous contribution of \$40, \$70, \$100 or more.

As soon as we hear from you, we will begin your membership in WCNY and you'll receive our monthly program guide, CNY PREVIEW, plus the WCNY MemberCard.

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

Unlike government and corporate funding for WCNY, which can be subject to cutbacks and fluctuations, viewer and listener support is a constant -- and our largest source of revenue for programs.

Without increased member support, we simply cannot afford the price tag on the superior programs you expect from us like MASTERPIECE THEATRE, NOVA, NATURE and the beautiful concerts you enjoy on CLASSIC FM, to name just a few.

Finally, there just aren't that many people who are willing to stand up and be counted when WCNY asks for support. It takes a special kind of person to contribute voluntarily when it's so easy to enjoy WCNY without contributing at all.

I'm hoping you're that special kind of person. And since there are so few of you out there, we need to enroll as many of you as we possibly can. That, frankly, is the chief reason why we'd like to have you join us now.

Your contribution will help support the very special (and very costly) schedule of programs WCNY has lined up for this season and next.

Here's where your support pays off in practical terms, by translating directly into the programs you and your family enjoy.

Membership dollars make possible major presentations like 1940s HOUSE and THE CIVIL WAR. They help

*Available with
MemberCard
or receipt.*

Join now and enjoy these member benefits...



Receive CNY PREVIEW with your gift of \$40

Join today and receive CNY PREVIEW, our membership magazine. Every month you'll get a behind-the-scenes look at your favorite shows and personalities. And with its detailed daily program listings, you'll never miss an important show again.



PLUS... you receive the WCNY MemberCard

When you join WCNY at \$40 or more you also receive your own WCNY MemberCard. Use your card to enjoy discounts at a number of area restaurants and attractions. You'll save money—and do so much to help us bring excellent television and radio to you and everyone in Central New York. Your card will be valid for a full year.

Your contribution is tax-deductible to the extent that it exceeds the fair market value of any thank you gift or benefit you receive in return.

Did you know...

- Members currently provide 40% of our budget.
- Without more members now, programs and services you depend on could be affected.
- With your gift of \$40 or more, you'll be entitled to special benefits.

A copy of WCNY's latest annual report may be obtained, upon request, from WCNY, 506 Old Liverpool Road, Syracuse, NY 13220, or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, New York 10271.

sustain signature programs such as ANTIQUES ROADSHOW, AMERICAN EXPERIENCE, SESAME STREET and GREAT PERFORMANCES. Plus, they help WCNY produce local programs such as HOUR CNY, FINANCIAL FITNESS, CENTRAL ISSUES and our new WCNY TONIGHT series.

It's broadcasting as it ought to be: creative, thought-provoking and sensitive to viewers' and listeners' needs. This is so important in times of uncertainty.

Please join WCNY by returning the attached confirmation form with your check today. I look forward to welcoming you as a member.

Sincerely,

Lisa Hoeschele
Vice President & Director of Development

P.S. Join today and receive a year's subscription to our informative monthly program guide, plus the WCNY MemberCard entitling you to discounts on dining and entertainment (see back of reply form for details).

more
Your support makes [^] great programs possible.

Fun and learning
on Arthur



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THE PUBLIC
BROADCASTING
COUNCIL OF CENTRAL
NEW YORK, INC.

NOTICE OF ENROLLMENT:



Temporary MemberCard

Ms. Jane A. Sample

Jean Moffit, Director, Member Services

Membership card enclosed.
Confirmation requested.

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

Personalized letter and form.

Ms. Sample, Please keep this card to show your support of the AETN Foundation.  FRIENDS OF AETN Ms. Sample A. Sample _____ Please sign here. <i>Mona Dixon</i> Mona Dixon, Development Director AETN Foundation P.O. Box 100, Conway, AR 72033-0100 Very important – see back for member benefits. THANK YOU!	YES, I will support AETN as a member. I'm enclosing my contribution to help ensure a strong future for all my favorite programs. ☐ \$30 ☐ \$35 includes the AETN coffee mug* ☐ \$60 ☐ \$75 ☐ \$100 ☐ Other \$ _____ ☐ Check enclosed. Charge my: ☐ AMEX ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ * Offer good until 12/31/05. Ms. Jane A. Sample 500 Elm Street Yountown, ST 12345 AETN Foundation P.O. Box 100, Conway, AR 72033-0100 To join, detach this form and mail in the envelope provided.
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AETN FOUNDATION NEEDS 2,500 NEW MEMBERS BY DECEMBER 31.

**But you're only responsible for one membership.
And that's yours, Ms. Sample.**

Dear Ms. Sample:

After the most recent threat to federal funding for public broadcasting, it's time to take action to secure the future of your public TV station.

We can't continue to count on fluctuating government support. What will happen the next time Congress threatens to "zero out" funding for PBS?

We can't afford to wait and see. There's a much better way to provide a strong foundation for all the programs you enjoy and value. But it takes planning.

People like you – AETN's viewers – must make a choice now. You can choose to be one of the people who does more than just watch public TV programs.

You can make a contribution to AETN and invest in something of value – for yourself and for all those who depend on us for fine entertainment and enrichment. You can invest a modest amount of money and get a huge return – more of your favorite programs, plus new series and specials that are waiting in the wings.

When you support AETN, you also help us build bridges throughout our diverse communities. In a very real way we connect people to each other by exposing them to different experiences and cultures. Our bridges connect you to vital information, perspectives and points of view. And we bring culture to groups of people that have no other source for it.

Public TV reaches out to children, bringing them nonviolent educational programs that help them learn and succeed in school. We also bridge the gap between the onslaught of reality TV and all the people who want much more – because good choices are important to everyone.

That's why AETN needs to find 2,500 new members before the end of 2005. Your support as one of these new members will help us raise the money it takes to keep all your favorite programs on the air.

This year it will cost AETN more than \$1,210,000 – a 5% increase – to bring you a year's worth of great programs like NATURE, AMERICAN MASTERS, ANTIQUES ROADSHOW, MASTERPIECE THEATRE, DRAGON TALES, ARTHUR and SESAME STREET. You can keep up with all the news and issues of the day with the in-depth coverage of THE NEWSHOUR WITH JIM LEHRER and NOW – and watch moving documentaries like "Country Boys," coming to FRONTLINE in January. Producing local programs like ARKANSAS OUTDOORS and CITY OF VISITORS: THE STORY OF HOT SPRINGS will cost even more.

As a member of AETN, you will help us build more bridges and make them even stronger. You'll be helping us bring our community together for a valued common purpose that serves over 40,000 viewers every day of the year – and every day of their lives.

But you have to act now to protect AETN programs in the future – before politics intervenes again. We can't risk our funding and the independence to broadcast fairly for all viewers.

When you sit down this evening to watch a favorite show on AETN, I hope you'll remember this appeal – and not



Arkansas Educational Telecommunications Network Foundation
350 S. Donaghey Ave., Conway, AR 72034-6828

Join now and enjoy these member benefits...



The AETN program guide

Join today at \$30 (or more) and you'll receive our monthly program guide for one year without charge. The guide reviews and previews AETN programming, gives you the times, the themes, the viewing treats to come and introduces you to the people behind the programs you enjoy.



FREE AETN coffee mug for your gift of \$35 or more.

This handsome and very useful mug is our thank-you gift for you.

Help AETN Double Your Membership Gift...At No Extra Cost To You! Send in your membership contribution today.

Then check to see if your company has a matching grant program. If so, pick up a form at your Personnel Office, complete and mail. For questions about matching grant programs, call AETN's Member Services at 501-682-4120.

Did you know...

- It costs \$42,000 per week to air AETN.
- Without more members now, programming will be in serious jeopardy.

For questions and information regarding your membership, call the AETN Foundation
Member Hotline: 501-682-4120
or toll free 1-800-662-2386

Your gift counts!

forget the important role that members play in supporting all our programs.

You should be part of AETN's community-minded group of supporters. If you're enjoying our programs, you too should be a member who supports your favorite programs.

Joining AETN is easy; it takes just a few moments while you have this letter and reply form handy. Write a check or use your credit card, whichever is easier for you.

Take the step to become a member of AETN now. Whatever you choose to give will be appreciated. Your contribution along with gifts from other members adds up to the grassroots support that keeps AETN on the air to serve you.

We'll welcome you and start your monthly issues of the AETN program guide. And we'll be very grateful that you've decided to do your fair share.

As a member of AETN you'll be helping us establish the grassroots support it takes to overcome the whims of politics. Thank you for making the connection with AETN and helping us be a strong, independent voice for your community and the entire state.

Sincerely,

Mona Dixon
Development Director

P.S. Take a few minutes now to become a member of AETN. You and 2,499 other new members will help us reach our fundraising goal. We're counting on you to play a role in making your favorite programs possible. Thank you.

Be more PBS. Support your favorite programs!



"Swan Lake" on
Great Performances



"Foyle's War" on
Mystery!



"Leopards of Yala" on
Nature



"Race to the Moon" on
American Experience



A timely find on
Antiques Roadshow



Arkansas Educational
Telecommunications Network Foundation
350 S. Donaghey, Conway, AR 72034-6828

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TELECOMMUNICATIONS
NETWORK FOUNDATION

FRIENDS OF AETN

Ms. Sample A. Sample

Please sign here:

AETN Foundation
P.O. Box 100, Conway, AR 72033-0100

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

Personalized letter and form.

Ms. Sample, please keep this as a record of your gift. 45 49 1750 Campus Center Dr., P.O. Box 5191, Kent, OH 44240-5191 Ms. Sample A. Sample <i>Tina Cutler, President & General Manager</i> Amount of gift _____ (fill-in) Very important – see back for member benefit. THANK YOU!	☐ YES, I will help PBS 45 & 49 broadcast more hours of my favorite programs. I'm enclosing my gift of: ☐ \$35 ☐ \$60 ☐ \$75 ☐ \$120 ☐ Other \$ _____ I prefer the installment plan: ☐ \$5/mo. (60/yr.) ☐ \$10/mo. (120/yr.) ☐ \$____/mo. (____/yr.) ☐ My check to PBS 45 & 49 is enclosed. ☐ Charge my ☐ AMEX ☐ VISA ☐ MC ☐ Discover Account # _____ Exp. Date _____ Optional: my e-mail address is _____ Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 45 49 1750 Campus Center Dr. P.O. Box 5191 Kent, OH 44240-5191
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The larger your gift, the stronger we'll be to face a future with increased programming costs! T.C.

Detach and mail with your gift.

Available with
MemberCard
or receipt.

Why your membership means so much to PBS 45 & 49, Ms. Sample.

It takes only this many members...	...to pay for an hour of
22	Antiques Roadshow
10	Sesame Street
16	Nature
3	Are You Being Served?
17	This Old House
7	The NewsHour with Jim Lehrer
14	Lawrence Welk
12	Arthur

Dear **Ms. Sample**:

When you join PBS 45 & 49, your membership contribution is a lot more important than you may realize.

For example, your \$35 contribution plus 21 others can pay for an entire broadcast of ANTIQUES ROADSHOW.

Your contribution plus 15 others can sponsor an hour of NATURE. With just 11 other contributions, we can present ARTHUR to the thousands of children in our viewing area.

That's why we're asking you to join PBS 45 & 49 today with as generous a contribution as you can afford. The more you give – \$35, \$60, or even \$120 – the more you'll see of your favorite programs.

If you don't contribute? Well, if 5 or 10 other viewers decide not to join, there's an hour we can't afford to broadcast. And that program might just be one you'd really enjoy.

How is it possible for PBS 45 & 49 to pay for costly TV programs with so few member contributions? Because Public Television stations work together to share the production costs of PBS programs.

But, to pay our fair share of these costs, we depend on viewers like you for 61% of the funds we need for the programs you enjoy.

This year our cost for PBS programs alone is over \$600,000, which is why your contribution is more important than ever.

So please join PBS 45 & 49 today. Your gift of \$35 or more brings you our informative monthly program guide. And you can expect more of the finest in television programming knowing that you helped make it possible.

How much is an hour of insight on THE NEWSHOUR WITH JIM LEHRER worth to you? An hour of exciting

We've reserved this exclusive member benefit just for you...



PBS 45 & 49's Monthly Guide.

With a minimum gift of \$35, you'll receive *The Alternative* every month for a year. Every issue lets you know what's new and interesting in PBS 45 & 49's programming, helps you plan your viewing, and introduces you to the people behind the programs you enjoy.

Please list your favorite programs below:

Send your contribution today and receive *The Alternative*, PBS 45 & 49's monthly program guide, for a full year.

Join PBS 45 & 49 today.



1750 Campus Center Dr., P.O. Box 5191, Kent OH 44240-5191

Your gift counts!

drama on MASTERPIECE THEATRE ... fascinating programs on NOVA or NATURE ... practical advice on THIS OLD HOUSE? Or an hour of entertainment with LAWRENCE WELK and the delightful humor of ARE YOU BEING SERVED? and our many British comedies?

Add up the hours of enjoyment and enrichment every day on PBS 45 & 49 and I think you'll agree, your membership is a small price to pay.

We look forward to welcoming you as our newest member.

Sincerely,

Trina Cutter
President & General Manager

P.S. We depend on viewers like you to support the programs you enjoy. That's why your gift is so important now. May we count on your contribution today? Thank you!

more
Your support makes ^ great programs possible.

Fun and learning
on *Arthur*



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EDUCATIONAL TV
OF OHIO, INC.



1750 Campus Center Dr., P.O. Box 5191, Kent, OH 44240-5191

Ms. Sample A. Sample

Trina Cutter, President & General Manager

Amount of gift: _____ (88-10)

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

Personalized letter and form.

Ms. Sample,
please keep this as a record of your gift.



Ms. Jane A. Sample



Please sign here

3655 Olive St., St. Louis, MO 63108-3601

See back for member benefits.

Yes, I will join Channel 9 as a member and support my favorite programs.

☐ \$30 Introductory offer – I save \$10!
☐ \$40 (I'd like to help more by joining at the regular rate.)
☐ \$60 ☐ \$100 ☐ Other \$ _____

☐ My check to Channel 9 is enclosed. Please charge my ☐ Amex ☐ MC ☐ Visa ☐ Discover

Account # _____ Exp. Date ____/____/____ Signature _____
 Optional: My e-mail address is _____

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

Channel 9
3655 Olive St., St. Louis, MO 63108-3601

Detach here and return with your gift.



save \$10 when you join now!

Why your membership means so much to Channel 9,
Ms. Sample.

Dear **Ms. Sample**:

I'm tempted to say we're at our wit's end. But wit – like art, insight and drama – is one of those precious commodities we make it our business to keep in abundance at Channel 9.

Perseverance is another. It has to be, because only one out of every 25 viewing households is a member of Channel 9.

That's a difficult ratio to accept, because ours is a membership-based economy. Right now, over half of our budget comes from individuals like you. If we had all viewers but no members, Channel 9 just wouldn't be around for long.

We wish we knew how to inspire you to join us. If we haven't already done so, perhaps this will do it:

Escalating program costs are threatening our ability to continue carrying all the programs you look for and enjoy on Channel 9. That's because without your support, we can't afford the five- and six-figure price tags that television of such high quality costs.

In addition, we need to raise more than \$3,000,000 this year to meet our programming budget.

We can't stop asking you to become a member of Channel 9, **Ms. Sample**. Without you, we can't continue to provide the outstanding programs you expect from us.

Channel 9 is your public television station. The entire staff is committed to making public broadcasting a creative and independent resource geared to your interests and standards.

When the PBS programming staff selects gems like FRONTLINE, NOVA and ANTIQUES ROADSHOW, or specials like FRONTIER HOUSE and MANOR HOUSE, they're searching for the shows you expect from Channel 9 – the shows you can't find on commercial television stations.

Your support as a member also helps KETC produce local programs like DONNYBROOK and STL BIZ to cover the important issues of our city and area – and examine with you the critical topics that will affect our lives and our future. KETC wants to present lively, constructive debate to help our viewers stay involved and be prepared to cast an educated vote when the time comes.

(over, please)

Channel 9

3655 Olive St., St. Louis, MO 63108-3601

Available with
MemberCard
or receipt.

Join now and enjoy these member benefits...



**Receive the
KETC GUIDE
with your gift
of \$30 – a \$10
savings!**

You'll always know when your favorite shows are on ... and learn what's interesting and new on Channel 9. This easy-to-read member magazine is YOURS FREE for an entire year.



**Channel 9
Member Card**

As a member of KETC, you'll enjoy discounts at area attractions, cultural venues and restaurants by presenting your Channel 9 Member Card. Call Channel 9 Member Services at (314) 512-9199 for all the details.

Join KETC today.

MEMBERS ALSO RECEIVE:

discounts through VideoFinders, distributors of PBS and public television programs on video. Mention your Channel 9 membership and get a 10 percent DISCOUNT!

Your gift counts!

With KETC programs like AMERICAN TOWER we explore the rich history of St. Louis and profile local leaders like Edmund Mays, a dreamer whose magnificent Continental Life building, constructed shortly before the Great Depression, became a monument to both his success and failure.

Won't you please join us as a partner in the Channel 9 public television enterprise by becoming a member right now – and help us bring you more great programs in the future?

Please let us know that we've earned your membership. If you do, Channel 9 will never be at the end of its wit, wisdom, culture, variety, or any of the programming you count on.

Sincerely,

James Baum
President and CEO

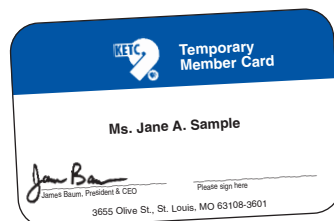
P.S. When you join Channel 9 now, you'll save \$10 off our regular membership rate, and your Channel 9 Member Card will entitle you to discounts at area restaurants, cultural venues and special attractions. Please support your favorite programs today.

more
Your support makes ^ great programs possible.

Fun and learning
on Arthur



NONPROFIT ORG.
U.S. POSTAGE
PAID
KETC/CHANNEL 9



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

Personalized letter and form.

Ms. Sample, Please keep this card until you receive your new MemberCard. ↓ WXYZ Temporary MemberCard Ms. Sample A. Sample <i>Signature</i> No Title Good through 1/31/05 Very important – see back for member benefits. THANK YOU!	WXYZ, YOU CAN COUNT ON ME. ☐ YES, I want to become a member of WXYZ and support my favorite programs. Enclosed is my contribution of: ☐ \$35 <i>Special new member offer – a \$5 savings</i> I'd like to help more: ☐ \$40 ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$_____ ☐ My check to WXYZ is enclosed. Charge my: ☐ AMEX ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 WXYZ 123 Main Street • Anytown, ST 12345 • www.wxyz.org Detach this form and mail with your gift in the envelope provided.
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WXYZ

Dear **Ms. Sample**:

It's a popular opinion that television and education don't go together well. Many research studies say that watching television makes us passive. Instead of stimulating ideas and making us think, television programs are more likely to dull our minds.

Luckily, when you need a "wake-up call" and a break from commercial TV, you can turn to WXYZ.

At WXYZ we don't accept the "dumbing down of America." We know that TV programs can bring us new perspectives, fresh insights and cultural enrichment. Broadcasting doesn't have to be just a vehicle for advertising. Public television has proven that it can be a source of quality education – and fine entertainment.

If you agree, **Ms. Sample**, you should join WXYZ now and support the programs you want.

We have to work together actively to protect public television – and all of WXYZ's special programs about our area. It's the only way WXYZ can meet the huge budget it takes to pay for the programs you prefer and value.

**Your support as a member of WXYZ will help us bring you
more of the programs you can't find on other networks.**

Great public television programs can't happen without your support. Did you know that WXYZ will invest over \$0,000,000 this year to pay for PBS programs and purchase the best programming available from independent producers? And when we add the significant cost of programs produced by WXYZ, the need for your support becomes even more vital.

When you invest in WXYZ, **Ms. Sample**, there's always a high return. You can count on WXYZ for thought-provoking programs like REGENCY HOUSE PARTY, HISTORY DETECTIVES, new episodes of AMERICAN FAMILY, the first Latino drama series on U.S. broadcast television ... and great musical shows like BROADWAY'S LOST TREASURES and ANDRE LIEU LIVE IN DUBLIN.

We hope you will tune in and enjoy as many of these fine programs as you can. When you're watching, you'll feel great for helping to make these programs possible.

For parents, grandparents and other caregivers, WXYZ is a safe place they can trust for their children – a station that helps kids learn and prepare for school with programs like SESAME STREET, ARTHUR and CLIFFORD THE BIG RED DOG.

With the generous support of viewers like you, WXYZ can air cultural programs you won't find on commercial channels – classical music, ballet, opera, theater and wonderful nostalgia, too.

Do you want the future to hold more in-depth news programs like THE NEWSHOUR WITH JIM LEHRER and FRONTLINE which present both sides of an issue – or should we accept two sides screaming at each other to win ratings points?

If you are bothered by the trends in TV programs today, here's your chance to speak out again in favor of

Public Broadcasting • 123 Main Street • Anytown, ST 12345 • www.wxyz.org

WXYZ has reserved this membership benefit for you...



Monthly Program Guide

Complete listings, timely reviews and backstage profiles of your favorite personalities in public television are yours to enjoy each month with your one year subscription to our lively program guide.

Join WXYZ today.

Membership Guarantee

As a member of WXYZ, your public broadcasting station, you are guaranteed the very best in programming. Please share your ideas and opinions about our programs so we can serve you even better. WXYZ also promises you efficient, timely member service and prompt responses to your questions and inquiries. To contact WXYZ Member Services, e-mail us at membership@wxyz.org or call 000-000-0000.

Your gift counts!

the intelligent alternative – fine entertainment and community-based programming on WXYZ.

Please respond today with your gift of support for the programs on WXYZ.

Together, we'll prove again that television can be entertaining, enriching and educational when people choose WXYZ as the station they watch and support.

Sincerely,

Signature

Name
Title

P.S. When you join WXYZ right now, you'll benefit from a special new member offer: a year of WXYZ membership for only \$35 – a savings of \$5 off our regular rate. You'll also receive the WXYZ monthly members' magazine and program guide. Your membership is very important to us. More intelligent television can be possible if we keep our partnership strong.

Your support makes more great programs possible.

RFK
on American Experience



Broadway:
The American Musical



The Keno brothers
on Find!



Fun and learning
on Arthur



BE MORE ...

aware ... passionate ... informed ... connected ... be more WXYZ

NONPROFIT ORG.
U.S. POSTAGE
PAID
WXYZ

WXYZ

Temporary MemberCard

Ms. Sample A. Sample

Signature

Name Title

Good through: 1/31/05

A Wake-Up Call for Viewers of WXYZ.

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

Personalized letter and form.

Ms. Sample,
Please keep this card until you
receive your new MemberCard.



Ms. Sample A. Sample

Good through October 31, 2005

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

☐ **YES, I will join WHYY as a member and support my favorite programs.**
Enclosed is my gift of:

☒ \$40 ~~\$34~~ (a \$6 savings) ☐ \$50 ☐ \$100 ☐ Other \$ _____

☐ Send me the WHYY Tote Bag. Contribution \$ _____ + \$3.00 Shipping = Total \$ _____

☐ Don't send me the Tote Bag. Use my entire contribution for programming.

☐ My check to WHYY is enclosed. Charge my: ☐ AMEX ☐ VISA ☐ MC ☐ Discover

Account # _____ Exp. Date _____ / _____

Signature _____ E-mail _____

Direct my gift to:

☐ TV ☐ FM

☐ BOTH

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



tv | fm | web | community

WHYY must enroll 2,910 new members
by October 31.

But you're only responsible for one membership,
AND THAT'S YOURS,
Ms. Sample.

Dear Ms. Sample,

If you watch WHYY TV12 or listen to 91FM, 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.

But right now the numbers are out of balance at WHYY. Membership growth has slowed and our expenses are on the rise. Membership revenue must continue to grow to keep pace with the rising cost of programs.

WHYY broadcasts 17,520 hours of programs – and we do our best to offer something of quality for everyone. To support our broadcast schedule this year, WHYY's programming budget will exceed \$3,750,000 just for national programs provided by PBS, NPR and other sources. That's a huge expense – and a 4 percent increase over last year.

We must bring our revenue back into balance so we can pay for all the programs you enjoy and value. That's why we urgently need more support from our television viewers and our radio listeners.

WHYY must add 2,910 new members by October 31 to help reach our goal of \$117,059.

Ms. Sample, this is the reason we've temporarily pre-enrolled you as a member of WHYY, **pending your confirmation, of course.** As a special incentive to win your support, we're offering a one-year membership for just \$34 – a \$6 savings if you act now.

Your timely response is important because it isn't easy to find concerned new members. Your response now will bring us one important member closer to our goal – and every donor counts.

Too many viewers and listeners 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.

I hope you realize how valuable WHYY is to life here in the tri-state region. If you do, please join WHYY today.

With your help as a member, WHYY can broadcast more great new programs like the first-ever film biography of Bob Dylan on AMERICAN MASTERS ... NOVA's "Einstein's Big Idea," the story about Einstein's revolutionary equation ... RX FOR SURVIVAL about emerging threats to global health, scheduled to air in November. We can also air in-depth news on THE NEWSHOUR WITH JIM LEHRER ... discovered treasures on ANTIQUES ROADSHOW ... and educational children's shows like SESAME STREET.

Your support also helps WHYY produce original programs, like the new EXPERIENCE, a series of



tv | fm | web | community

Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106

Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106
215-351-0511 why.org

Available with
MemberCard
or receipt.

Join now and enjoy these benefits...

For your gift of ~~\$40~~ ^{\$34} or more:

E-newsletter

In the Loop brings you TV12 and 91FM program highlights, invitations to exclusive member events at WHY? and in the community, as well as WHY? MemberCard special offers.



WHYY MemberCard

Entitles you to discounts and special offers at more than 150 cultural and retail locations throughout the tri-state area.



WHYY Tote Bag

This handy, attractive and sturdy WHY? Tote Bag is our thanks to you for supporting the programs you enjoy.

Fill in your email address on the reply form to receive *In the Loop*.



Join WHY? today.

WHYY appreciates your support!

Open a world of possibilities with your WHY? MemberCard. It's your key to our community – for use at over 150 cultural and retail locations throughout the region.

Questions about your membership or benefits? Call WHY? Member Services at 215-351-0511 or visit the Support section of our web site at why.org.

52 short features that offer behind-the-scenes journeys into the arts and cultural life in our area ... FRESH AIR WITH TERRY GROSS ... and RADIO TIMES ON TV WITH MARTY MOSS-COANE.

As a member of WHY?, you'll save \$6 and enjoy valuable benefits:

- * A subscription to WHY?'s e-newsletter *In the Loop*, featuring TV12 and 91FM highlights, special member invitations and much more. Fill-in your e-mail address on the reply form to receive *In the Loop*.
- * The WHY? MemberCard, entitling you to discounts and special offers (see above for details).
- * WHY? Tote Bag.
- * A tax deduction to the full extent of the law.

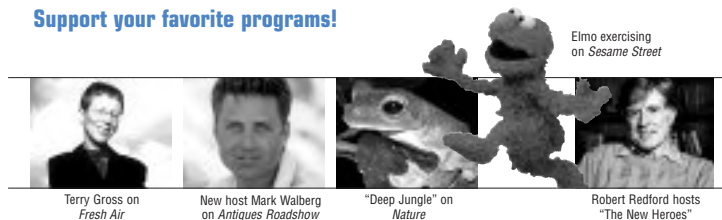
But your most valuable benefit will be the satisfaction of helping to provide the highest quality programming on television and radio today.

Sincerely,

Ed Cunningham
Producer

P.S. Please join today. You and 2,909 other members can help us raise the \$117,059 needed to stay on budget. And you'll save \$6.

Support your favorite programs!



Terry Gross on
Fresh Air

New host Mark Walberg
on *Antiques Roadshow*

"Deep Jungle" on
Nature

Elmo exercising
on *Sesame Street*

Robert Redford hosts
"The New Heroes"



WHYY

Ms. Sample A. Sample

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

Personalized letter and form.



3655 Olive St., St. Louis, MO 63108-3601

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

Dear **Ms. Sample**:

As a nonprofit enterprise, Channel 9's funding is always uncertain. But there's no doubt that members like you depend on us to deliver thoughtful, innovative programming.

So while we are dedicated to producing programs of exceptional value, we can never lose sight of the need to meet their considerable cost.

Cost drives our budget. This year, the cost of purchasing the programs you enjoy has increased by \$500,000. We can't expect the government to fill that gap. And the corporate world is dealing with its own cutbacks. We must rely on members like you who generously provide nearly 90% of our income to make our programming goals possible.

Value drives our purpose. We do everything we can to deliver first-class programming that enriches everyone's life. This is our mission, and it's why you stepped forward to become a member of Channel 9.

So please, **Ms. Sample**, take a moment to consider the value of Channel 9's programs. We urgently need your contribution to support broadcasting excellence. That's why we're asking our best supporters to help us defray the extra cost.

There's no way around it. Those of us with a personal stake in the quality of Channel 9's programming must take action to preserve it – and we must act now!

Think of the programs you value, **Ms. Sample**, and send an additional gift to preserve them. Think of programs like HISTORY DETECTIVES, THE BLUES and LAWRENCE OF ARABIA: THE BATTLE FOR THE ARAB WORLD ... "Dr. Zhivago" on EXXONMOBIL MASTERPIECE THEATRE ... and our own DONNYBROOK. Where else can you find programs like these? And who else produces them so well?

Consider the value: You can always turn to Channel 9 for vital information that keeps you current – from in-depth news and commentary on THE NEWSHOUR WITH JIM LEHRER to local business on STL BIZ and recreation on ANTIQUES ROADSHOW.

Compare CLIFFORD THE BIG RED DOG, SESAME STREET and ARTHUR to what children are exposed to on commercial television. You'll see why we agree with Fred Rogers who said, "The temptation to do something

Detach here and return with your gift.

Ms. Sample,
Please detach and keep
this as a record of your
gift to Channel 9.

**Yes, I value the quality programming only Channel 9 can bring.
Here's my special contribution to help meet programming costs,
so you don't have to sacrifice quality or value.**

☐ \$00 ☐ \$00 ☐ Other \$ _____

☐ **My check to Channel 9 is enclosed.**

Charge my ☐ Amex ☐ MC ☐ Visa ☐ Discover

Account # _____

Exp. Date _____

Signature _____

Optional: My e-mail address is _____

*Ms. Sample,
If you can, a larger
gift will go even further.
Thank you.*

Gift Amount:

Date Paid:

**Thank you for
your support.**

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

Channel 9
3655 Olive St., St. Louis, MO 63108-3601

faster, louder and flashier is something I don't ever want to succumb to."

Neither do we. But programming of value can only continue if friends like you help us meet its rising cost.

When you consider the value of NATURE ... AMERICAN EXPERIENCE ... FRONTLINE and so many other valuable programs ...

... an extra gift of \$35, \$50, \$100 or more seems like a small cost to pay.

Let me assure you: Your special gift is vitally important to Channel 9 right now, because every program we broadcast comes with a price tag. And the only way we can pay that price is with the support of loyal viewers like you.

So consider the value and remember the need. We urgently need your help to meet the cost of great programming. I urge you to be generous, and I thank you for your committed support of Channel 9.

Sincerely,

James Baum
President and CEO

P.S. Please help protect Channel 9's programming from financial uncertainty. With your continued support, and your special contribution today, we'll never be forced to sacrifice value for cost. Thank you.

Did you know that:

- *Members provide nearly 90% of our revenue.*
- *It costs \$25,000 per day to air Channel 9.*
- *Without more members now, programming will be in serious jeopardy.*

more
Your support makes ^ great programs possible.

Fun and learning
on Arthur



KETC/Channel 9
3655 Olive St.
St. Louis, MO 63108-3601

NONPROFIT ORG.
U.S. POSTAGE
PAID
KETC/CHANNEL 9

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

*A second effort
is available and
recommended.*

Personalized letter and form.

Ms. Sample, Please keep this as a record of your extra gift. KQED Valued Member Ms. Sample <i>Marianne F. Petroni</i> Marianne F. Petroni, Director of Membership My gift amount \$ _____ Date sent _____	Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM YES, I want to do my part to help KQED meet its budget in the next 30 days so my favorite programs can stay on the air. Enclosed is my additional gift of: ☐ \$00 ☐ \$00 ☐ \$00 ☐ \$000 ☐ Other \$ _____ ☐ My check to KQED is enclosed. Charge my ☐ AMEX ☐ VISA ☐ MC ☐ Discover Acct. # _____ Exp. Date _____ / _____ Signature _____ Ms. Sample, To meet our budget goal, we must raise \$472,300 in the next 30 days. Your gift of \$amt 2 or more will make the difference. Thank you. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345
THANK YOU FOR YOUR ONGOING SUPPORT! ♻️ RECYCLED PAPER	

KQED
celebrating 50 years

30 DAYS AND COUNTING.

**That's how much time we have to meet our important financial goals.
And we can't do it without your help, Ms. Sample.**

Dear Ms. Sample,

The countdown is on. KQED's summer 2004 fundraising campaign is in full swing and we're counting down the days left to reach our goal.

30 days ... 6,000 gifts ... \$472,300. That's our goal.

Our on-air pledge drive will be coming to an end in just a few days, but it's still too early to tell if we'll meet our financial goals. And we simply can't afford to fall short.

That's why we're sending this special letter to loyal members like you.

Ms. Sample, we're counting on you and 5,999 other friends to send an extra gift of support to KQED today.

Direct mail appeals like this one are an essential part of our fundraising efforts. If you don't watch or listen to KQED during pledge drives or prefer not to call in your pledge, responding through the mail is the perfect alternative for you.

Your response now is very important to the future of your favorite programs on KQED TV and KQED Radio. Every contribution counts because it takes the participation of all viewers and listeners to ensure the programming quality you expect from us.

We're depending on you. Without your support, we'll be one important gift short of our goal.

It is very easy to participate. Simply indicate your contribution amount on the attached form and send your gift in the envelope enclosed for your convenience.

Your favorite programs are at stake.

This year, KQED will bring you great programs like "RFK" on AMERICAN EXPERIENCE ... a six part celebration of BROADWAY: THE AMERICAN MUSICAL ... "The Good, the Bad and the Grizzly" on NATURE ... ongoing coverage of this year's presidential election including FRONTLINE'S "The Choice 2004" ... CAR TALK ... MORNING EDITION ... FORUM ... PACIFIC TIME ... and more.

If we miss our fundraising goals, we'll have to start making some very tough decisions. I hate to think of losing a single one of the programs you value. But if we don't have enough membership support, it could happen.

The clock is ticking as the countdown continues. We have just 30 days to raise \$472,300 and meet our goal for

PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG

2601 Mariposa Street San Francisco CA 94110-1426 phone 415 553 2150 fax 415 553 2349

The entire staff of KQED thanks you for your additional support. We will continue to deliver the excellent programs you enjoy.

Matching Gift Program

You can double or triple your gift to KQED without any cost to you ... through your company's Matching Gift Program. Ask your Human Resources department for the necessary form (retirees, also), fill it out and mail it to KQED, Attn: Matching Gifts, 2601 Mariposa Street, San Francisco, CA 94110-1426. For more information about this program, contact KQED's Member Services Department at (415) 553-2150. Thank you.

KQED's annual report will be mailed upon request made to KQED, c/o Corporate Secretary, 2601 Mariposa Street, San Francisco, CA 94110.

Did you know...

- Members currently provide nearly 60% of our budget.
- It costs us \$73,461 per day (\$51.01 per minute) to put KQED on the air.
- Without more member support now, programming will be in serious jeopardy.
- KQED needs your help to raise \$472,300 in the next 30 days.

Your contribution is tax-deductible to the full extent of the law.

this campaign.

It's in your interest to make sure KQED stays on track, because it means you can continue to enjoy all of the intelligent, inspiring and entertaining programs you know and love.

There's a lot on the line right now. From MASTERPIECE THEATRE to GREAT PERFORMANCES to NOVA and so much more. There's never been a more urgent need for your continuing support. Please respond today, while you have this letter in hand. Your contribution means so much and your investment will pay you back with great programs every time you tune to KQED.

Sincerely,



Marianne F. Petroni
Director of Membership
and fellow member

P.S. Every day and every gift counts, as we count down the days and hours of KQED's summer fundraising campaign. We need 6,000 members to each make an additional gift in the next 30 days to help us raise a total of \$472,300. If you appreciate KQED's programs, please do the right thing and send your contribution today. Thank you.

Your support makes ^{more} great programs possible.

Fun and learning on
Arthur



Jimmy Carter on
American Experience



Peace by Peace:
Women on the Frontlines



Old Glory on
Antiques Roadshow



A 17th century experience on
Colonial House

KQED

2601 Mariposa Street
San Francisco CA 94110-1426

NONPROFIT ORG.
U.S. POSTAGE
PAID
KQED

30 DAYS LEFT AND COUNTING...
AND KQED IS COUNTING ON YOU.

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

A second effort
is available and
recommended.

Personalized letter and form.

Ms. Sample,
please keep this as a record of your gift.

ThinkTV Network
Greater Dayton Public Television

Valued Member

Ms. Sample A. Sample

Kay L. High
Kay L. High, Director of Development

My gift amount \$ _____ Date sent _____

Not valid for MemberCard benefits.

THANK YOU FOR YOUR SUPPORT!

Consider the incredible value of Public Television – and send your most generous gift today.

☒ **YES**, I want to help ThinkTV meet rising programming costs so our community can continue to have the highest quality public television available. Enclosed is my gift of:

☐ \$00 ☐ \$00 ☐ Other \$ _____

☐ **My check to ThinkTV is enclosed.**

Please charge my ☐ Visa ☐ MC ☐ Discover

Account # _____ Exp. Date _____ Signature _____

Optional: E-mail address: _____

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

ThinkTV Network
Greater Dayton Public Television
110 South Jefferson Street, Dayton, Ohio 45402-2402 www.thinktv.org

Detach form here and mail with your gift.

ThinkTV Network
Greater Dayton Public Television

WPTD 16 • WPTO 14 110 South Jefferson Street, Dayton, Ohio 45402-2402

Dear Ms. Sample:

It's not often that a simple decision by one thoughtful, intelligent person can have a tremendous impact on the quality of life of an entire community.

But today you can do just that, Ms. Sample. When you make the decision to support ThinkTV with an additional gift, you will help guarantee that you and your family will continue to have access to violence-free, stimulating, informative and entertaining programs you won't find on other stations.

For instance, children's programs on ThinkTV aren't babysitters, they're teachers – and they bring kids together to socialize. And while other networks struggle to outdo each other with absurd survivor shows, PBS makes it easy and sensible with real-life survival programs like MANOR HOUSE.

Your ongoing support of your public TV station, Ms. Sample, helps make possible programs tailored to your standards and your interests, instead of what advertisers' research suggests will make you buy their products.

ThinkTV returns the value of your contribution many times over in excellent programming for you to enjoy throughout the year.

When you consider the value of NOVA ... MASTERPIECE THEATRE ... THE NEWSHOUR WITH JIM LEHRER ... GREAT PERFORMANCES ... as well as our acclaimed local productions OHIO: 200 YEARS and WHEN DAYTON WENT TO WAR: MEMORIES OF THE HOMEFRONT ...

... a gift of \$35, \$60, \$100 or more seems like a very small price to pay.

Remember, more than 25% of our budget comes from individuals. But while many people only give lip service to the value of public broadcasting, few act to support it. That's why the continuing support of caring, concerned members like you is so critical.

You can do your part to pay for the television you enjoy so much, Ms. Sample. You will also be supporting an important community resource – music, film, documentaries, cooking, gardening, business information, science and nature, travel and a wealth of other programming, as well as

*Also available as
Acquisition and
Lapsed with
MemberCard
or receipt.*

The entire staff of
ThinkTV thanks you for
your additional support.

We will continue to
deliver the excellent
programs you enjoy.



As a member of ThinkTV, your public broadcasting station, you are guaranteed the very best in programming. Please share your ideas and opinions about our programs so we can serve you even better. ThinkTV also promises you efficient, timely member service and prompt responses to your questions and inquiries. To contact ThinkTV Member Services, e-mail us at Amy_Vukcevic@wptd.pbs.org or call 937-220-1660 or 1-800-247-1614 during regular office hours.

Your gift counts!

educational shows for our children.

What child's life hasn't been impacted by SESAME STREET and Mr. Rogers? Compare those shows and the imaginative series CLIFFORD THE BIG RED DOG to what children are exposed to every day on commercial television. You'll see why we agree with Fred Rogers who said:

"The temptation to do something faster, louder and flashier is something
I don't ever want to succumb to."

So consider the value, remember the need – and enjoy the result. Please help us preserve this valuable public resource by making a special gift to ThinkTV today. I look forward to hearing from you very soon.

Sincerely,

Kay L. High
Director of Development

P.S. Please help us meet the continuously rising cost of great programming and protect the future of public television in this time of financial uncertainty. Make a special contribution to ThinkTV, in addition to your annual membership, so we'll never be forced to sacrifice value for cost. Thank you.

more
Your support makes [^] great programs possible.

Fun and learning
on Arthur



ThinkTV Network
Greater Dayton Public Television



WPTD 16 • WPTO 14
110 South Jefferson Street
Dayton, Ohio 45402-2402

NONPROFIT ORG.
U.S. POSTAGE
PAID
THINKTV
NETWORK

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

A second effort
is available and
recommended.

Ms. Sample, Please keep this as a record of your gift.  Valued Member Ms. Sample A. Sample <i>Richard A. Lehner</i> Richard A. Lehner, General Manager Thank you for your ongoing support.	YES, I want to help WUFT-TV/DT continue to provide the finest television programming – giving our community an intelligent alternative. Enclosed is my gift of: ☐ \$000 ☐ \$000 ☐ Other \$ _____ ☐ My check, payable to WUFT, is enclosed. Charge my: ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ Signature _____ Ms. Sampleeeeeeeeeeeeeeeeeee, Your gift of \$amt 2, \$amt 3 or more will go even further. Thank you. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345  Friends of Five, Inc. P.O. Box 12865, Gainesville, FL 32604 Detach this form and mail in the envelope provided.
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Dear Ms. Sample,

When I turn on the television and land on one of the networks, I'm sometimes appalled by what I see. Perhaps you feel the same way. Are those reality TV shows for people like us? I don't think so – we have more worthwhile things to do with our precious time.

Luckily, we have an intelligent alternative, and that is WUFT! I'm sure you know quality programming when you see it, and that's just what you get every time you turn on WUFT-TV/DT.

Instead of catering to the lowest common denominator, WUFT always seeks to aim higher by providing you with innovative and thought-provoking programs. Unparalleled favorites like NOVA and AMERICAN EXPERIENCE ... the first-rate NEWSHOUR WITH JIM LEHRER ... MYSTERY! ... NATURE, musical extravaganzas featuring classical, swing and big band favorites and more.

What makes these outstanding programs possible? It's a team effort – and **you are an important member of the WUFT team.** As a member, you put a lot into WUFT. In return, we work hard to bring you the very best in broadcasting. Our combined effort pays off in the kind of television that truly enriches our lives here in North Central Florida.

The rewards of our hard work and determination are all around us. You should feel a great deal of personal pride when you see a NATIONAL GEOGRAPHIC SPECIAL, an insightful FRONTLINE or a favorite like ANTIQUES ROADSHOW. After all, your loyal support helps us present them.

Ms. Sample, I hope you will make another generous contribution today so that we can continue to bring you the finest in:

- Entertaining **dramas** and **mysteries**
- The **music** you love, from Glenn Miller to Isaac Stern to Lawrence Welk
- Wonderful **cooking programs** with chefs like Jacques Pépin
- **Public affairs** programs that dig deeper into the issues
- Fascinating **science** and **nature** programs and specials
- Delightfully funny **British comedies** like ARE YOU BEING SERVED?
- **Children's programming** that nurtures the minds of young people
- Television programming produced right here in Gainesville

(please, continue)

Friends of Five, Inc. • P.O. Box 12865 • Gainesville, FL 32604 • www.wuft.tv

The entire staff of WUFT-TV/DT thanks you for your additional support. We will continue to deliver the excellent programs you enjoy.

Help WUFT-TV/DT Double Your Gift ... At No Extra Cost To You!
Send in your special contribution today.

Then check to see if your company has a matching grant program. If so, pick up a form at your Personnel Office, complete your section and mail it in. If you have any questions about matching grant programs, call WUFT's Membership Department at 352-392-5551 ext. 1164. Thanks!

Use this card as your receipt.

Gift Amount:

Check#/Credit Card:

Date Paid:

Thank you.

Your contribution may be tax deductible.

Think about the impact WUFT's programming continues to have on our community. When a child can turn on the television and see SESAME STREET or CLIFFORD THE BIG RED DOG promoting positive values ... when someone can tune in to MASTERPIECE THEATRE instead of another program designed to humiliate ... it really does make a difference in our society. I truly believe that it is our civic duty to support a treasured institution like public broadcasting.

With your ongoing support, we can continue to give the people of North Central Florida an intelligent alternative on WUFT-TV/DT. Through all of our hard work, we've created the very best in television. So let's make sure we will always have it – by sticking together and sticking with WUFT-TV/DT. Please, stand with us once again by making your most generous additional gift today. Thank you so much.

Sincerely,

Richard A. Lehner

Richard A. Lehner
General Manager

Your support makes more great programs possible.

RFK
on American Experience



Broadway:
The American Musical



The Keno brothers
on Find!



Fun and learning
on Arthur



BE MORE ...

aware ... passionate ... informed ... connected ... be more WUFT.

WUFT
Friends of Five, Inc.
P.O. Box 12865
Gainesville, FL 32604

WUFT
Valued Member

Ms. Sample A. Sample

Richard A. Lehner
Richard A. Lehner, General Manager

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
FRIENDS OF FIVE, INC.

*A second effort
is available and
recommended.*

Version for Non-Add Gift givers.

Ms. Sample, Please keep this as a record of your extra gift. ↓  KQED Valued Member Ms. Sample A. Sample  Marianne F. Petroni, Executive Director, Membership	YES, I want to help KQED continue to provide the finest television and radio programming – giving our community an intelligent alternative. Enclosed is my gift of: ☐ \$000 ☐ \$000 ☐ \$000 ☐ \$000 ☐ Other \$ _____ Charge my: ☐ AMEX ☐ MC ☐ VISA ☐ Discover Acct. # _____ Exp. Date ____/____/____ Signature _____ ☐ My check to KQED is enclosed. Ms. Sampleeeeeeeeeeeeeeeeeee, Your gift of \$amt 2, \$amt 3 or more will go even further. Thank you. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345
THANK YOU FOR YOUR ONGOING SUPPORT!	KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org Detach this form and mail in the envelope provided.



Dear Ms. Sample,

When I turn on the television and land on one of the commercial networks, I'm sometimes appalled by what I see. Perhaps you feel the same way. Are those reality TV shows for people like us? I don't think so – we have more worthwhile things to do with our precious time.

Luckily, we have an intelligent alternative, and that is KQED. You and I have been around long enough to know quality programming when we see it, and that's just what you get every time you turn on KQED.

Instead of catering to the lowest common denominator, KQED aims higher, providing the finest television and radio in the land: unparalleled programs like NOVA and AMERICAN EXPERIENCE ... the first-rate NEWSHOUR WITH JIM LEHRER ... musical extravaganzas featuring classical, swing and big band favorites ... and on KQED Radio, programs like CAR TALK, MORNING EDITION and THIS AMERICAN LIFE.

What makes this outstanding programming possible? It's a team effort – and **you are an important member of the KQED team.** As a member, you put a lot into KQED. In return, we work hard to bring you the very best in broadcasting. Our combined effort pays off in the kind of television and radio that truly enriches the life of our community.

It would be great if annual contributions provided all the funds needed to pay for KQED's ambitious (and costly) schedule of programs. But that is not the case. Even with generous once-a-year support from loyal members like you, KQED can't keep pace with rising programs costs.

That's why we depend on additional gifts from our members to fill gaps in funding. Special gifts are very important to maintaining the variety and quality of KQED's program schedule.

If you've never given an additional gift, something more than your annual membership, please consider doing it this year. Your extra gift will help us raise the extra funds that make more new programs possible.

I think it is fair to say that KQED membership is a great value that far exceeds the rather modest annual membership fee. For just (Fill in Member Renewal Amt) a year you get programs that are worth hundreds of dollars in comparable entertainment, like movies, theater, opera, concerts and even the cost of your monthly cable service. KQED provides the best in entertainment and information without charging a monthly fee.

That's why we're asking you to send a contribution now and become an "additional giver," too.

(over, please)



PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG
 2601 Mariposa Street San Francisco CA 94110-1426 phone 415 553 2150 fax 415 553 2349

Did you know...

- Members currently provide nearly 55% of our budget.
- It costs us \$77,789 per day (\$54.02 per minute) to put KQED on the air.
- Without more member support now, programming will be in serious jeopardy.

Matching Gift Program

You can double or triple your gift to KQED without any cost to you ... through your company's Matching Gift Program. Ask your Human Resources department for the necessary form (retirees, also), fill it out and mail it to KQED, Attn: Matching Gifts, 2601 Mariposa Street, San Francisco, CA 94110-1426. For more information about this program, contact KQED's Member Services Department at (415) 553-2150. Thank you.

Use this card as your receipt.

Gift Amount:

Check#/Credit Card:

Date Paid:

Thank you.

Your contribution may be tax deductible.

The entire staff of KQED thanks you for your additional support. We will continue to deliver the excellent programs you enjoy.

The rewards of your commitment to KQED are clear. We are grateful for your annual gift and you should feel a great deal of personal pride when you tune in a NATIONAL GEOGRAPHIC SPECIAL ... an insightful FRONTLINE ... favorites like ANTIQUES ROADSHOW and ALL THINGS CONSIDERED ... or the homespun humor of A PRAIRIE HOME COMPANION. After all, your loyal support helps us present them.

Think about what an impact KQED's programming can have on our community. When a child can turn on the television and see SESAME STREET or CLIFFORD THE BIG RED DOG instead of one of those violent Saturday morning shows ... when someone can tune in to MASTERPIECE THEATRE instead of another program designed to humiliate ... it really does make a difference in our society. I truly believe that it is our civic duty to support a treasured institution like public broadcasting. Because if we didn't have it, where would our country be?

When it comes to doing one's fair share, KQED's members are always there to help. Please stand with us once again by making your most generous extra gift today. Thank you so much.

Sincerely,



Marianne F. Petroni
Executive Director, Membership
and fellow member

P.S. I know you have an active and busy life, but please take a moment right now to send a much-needed contribution to KQED. We really are a team - we're counting on you to help keep KQED going strong. Simply return the attached form with your gift today. Again, we are deeply grateful for your continued partnership.

Go Public ...

Support your favorite KQED programs today!



"Race to the Moon" on
American Experience

Marianne F. Petroni

KQED

2601 Mariposa Street
San Francisco CA 94110-1426

KQED

Valued Member

Ms. Sample A. Sample


Marianne F. Petroni, Executive Director, Membership

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
KQED

*A second effort
is available and
recommended.*

Personalized letter and form.

Ms. Sample, Please keep this as a record of your gift. WXYZ 123 Main Street • Anytown, ST 12345 • www.wxyz.org Ms. Sample A. Sample <i>Signature</i> Name Title My gift amount \$ _____ Date sent _____ THANK YOU FOR YOUR SUPPORT!	☒ I agree that WXYZ is a true <u>lifeline</u> for the people of in our community. That's why I want to help the station overcome rising program costs by making a special contribution to the WXYZ Programming Fund. I am enclosing: () \$00 () \$00 () Other \$ _____ ☐ My check to WXYZ is enclosed. ☐ AMEX ☐ VISA ☐ MC ☐ DISCOVER <i>If you can, a larger gift will go even further.</i> Account # _____ Exp. Date _____ Optional: e-mail address _____ Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 WXYZ 123 Main Street • Anytown, ST 12345 • www.wxyz.org
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WXYZ

123 Main Street • Anytown, ST 12345 www.wxyz.org

Dear Ms. Sample:

Have you ever noticed how WXYZ acts as a lifeline for you and the rest of our community?

In times of crisis or peril here and abroad, you can count on public broadcasting to be your lifeline for in-depth information and perspectives. Every weeknight, THE NEWSHOUR WITH JIM LEHRER digs deeper to tell the full story of events and issues in America and around the world.

Public TV's FRONTLINE series and other special programs deliver hard-hitting investigative reporting that reveals untold stories and facts. Leading up to the war in Iraq, we presented "The Long Road to War," a collection of FRONTLINE programs that traced the history of the conflict. As the conflict plays out today, probing documentaries like "Private Warriors" presents a real life picture of the struggle on the ground. Viewers also depend on WXYZ for programs of local interest that profile communities in our area and keep us all informed of the news and politics that can affect our lives now and in the future.

WXYZ depends on your continuing support, Ms. Sample, to make more noncommercial programs possible – and keep the lifeline connected.

We're your public television station, Ms. Sample, and you can be assured we'll stand our ground to bring you unbiased news and insightful programming, as our independence has allowed us to do for more than 00 years.

With rising program costs and relentless financial pressure on public television, I hope you'll support WXYZ again with a gift to the WXYZ Programming Fund, which makes more important shows possible.

For some relief from the headlines of the day, we are your cultural and entertainment lifeline, connecting you with great music, dance and drama on programs such as A CAPITOL FOURTH (2006), a celebration of America's birthday, and the award-winning film, "Whale Rider" about a brave girl and an ancient legend.

Public television wants to continue to air popular programs like NOVA, AMERICAN MASTERS and MYSTERY! When members like you invest more in WXYZ, we can bring you new episodes like "The Inspector Lynley Mysteries" and "Satchmo: The Life of Louis Armstrong."

To help educate the children in our area – and provide a nonviolent safe haven for them on television – WXYZ provides exceptional children's programs like ARTHUR, CLIFFORD and SESAME STREET. We also reach out to families with our innovative READY TO LEARN project designed to help prepare young children for school.

The future of great television programs and vital community services is firmly in the hands of members like you. Only you, through your membership and financial support, can ensure that the future of public television holds as many exceptional moments and memories as it has in the past.

We want to – indeed we must – continue to be your lifeline to those informative, educational and superbly entertaining

more
**Your support makes a great
programs possible.**

Fun and learning
on *Arthur*



History comes alive on
Manor House



Dick Van Dyke and
Mary Tyler Moore star in
"The Gin Game"



Old Glory on
Antiques Roadshow

Support WXYZ today.

WXYZ

123 Main Street • Anytown, ST 12345 • www.wxyz.org

Your gift counts!

moments that only public television can provide.

But we can't do it without you. WXYZ must reach for our own "lifeline" – the continued support of loyal viewers like you.

Financial support from our members is essential and something we must always count on. Your contributions are much more dependable than other less predictable sources of revenue, like government funding and corporate underwriting.

Every year more than 00% of our operating revenue comes from people like you. Without continuous support from our members, we would have to make significant cuts in national program acquisition, in local production and in community outreach.

Your gift to the WXYZ Programming Fund today – a contribution separate from your regular membership – will help us plan for future programming without compromising either the quality or the quantity of the shows you enjoy and value.

In short, I'm asking you to be our lifeline in these challenging times so we can continue to be yours. Thank you.

Sincerely,

Signature

Name

Title

P.S. Your extra gift will help WXYZ continue to be your lifeline to information, events, ideas and culture. Please stand with us to protect our programming independence and your viewing freedom. Thank you for your loyal and generous support.

WXYZ

123 Main Street • Anytown, ST 12345

WXYZ

123 Main Street • Anytown, ST 12345 • www.wxyz.org

Ms. Sample A. Sample

Name, Title

My gift amount \$ _____

Date sent _____

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U.S. POSTAGE
PAID
WXYZ

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

*A second effort
is available and
recommended.*

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and THIS OLD HOUSE, as well as great programs about cooking and gardening.

But annual membership gifts never cover all the costs of these popular programs.

That's why we count on additional contributions from loyal members like you to make up the difference in revenue. And it's why I'm writing today to ask you to send something extra now to help keep WXYZ strong and your personal favorites on the air.

When you mail your extra gift today, you help in the development and airing of new series only available on public TV. TEXAS RANCH HOUSE is an example that you can enjoy in May. If you watched FRONTIER HOUSE or COLONIAL HOUSE, you know about PBS's unique brand of "reality" shows. Expect more of this when you watch our latest group of time travelers try to make it as cowboys circa 1880.

Your additional support is also an investment in daily broadcasts of educational programs for children of all ages: ARTHUR, CLIFFORD, SESAME STREET, READING RAINBOW and much more.

If you agree that your membership in WXYZ is a great value, please take a moment to invest a bit more – \$25, \$50 or even \$100. Whatever you can give in addition to your regular membership dues will be put into more programs for everyone to enjoy.

We also work with local schools by providing programs for students and teaching materials for teachers. Parents can visit www.pbs.org to find ideas and materials to help their children succeed in school.

And you can use WXYZ as your personal learning "machine." We can be your library of the air, your natural history museum, your science experiment, your performing arts center, and your home improvement advisor.

I think Edward R. Murrow would approve of the work WXYZ and it's members do as partners. He would like it that public television doesn't play the "ratings" game, but uses it's energy and skills to serve it's viewing public.

Please mail your extra gift today. Together we can keep Ed Murrow's vision alive on the airwaves so we'll always have a forum for information and ideas, a channel that works for the interests of a free society.

Sincerely,

Signature

Name

Title

P.S. We appreciate your annual membership in WXYZ. If you value the programs you enjoy on public TV, please take a moment to send a special extra gift of support. Members like you are the people who help us fulfill our mission of excellence and service for the benefit of everyone in our community.

The entire staff of WXYZ thanks you for your additional support. We will continue to deliver the excellent programs you enjoy.

Matching Gift Program

You can double or triple your gift to WXYZ without any cost to you ... through your company's Matching Gift Program. Ask your Human Resources department for the necessary form (retirees, also), fill it out and mail it to KQED.

Also, Mail to:

Did you know...

- Members currently provide nearly 00% of our budget.
- It costs us \$00,000 per day (\$00.00 per minute) to put WXYZ on the air.
- Without more member support now.

WXYZ

123 Main St
Anytown ST 12345

NONPROFIT ORG.
U.S. POSTAGE
PAID
WXYZ

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

*A second effort
is available and
recommended.*

Personalized letter and form.

Ms. Sample, Please detach and keep this as a record of your gift to WHY Y.	Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM RESPECT. When It's Earned, It's Good. When It's Mutual, It's Support. Yes, the feeling is mutual! I respect WHY Y's unique commitment to broadcast excellence and programming that reflects my interests and standards. Here's my contribution to prove it. ☐ My check to WHY Y is enclosed. Charge my: ☐ AMEX ☐ VISA ☐ MC ☐ Discover Account # _____ Exp. Date _____ / _____ Signature _____ E-mail _____ Direct my gift to: ☐ TV ☐ FM ☐ BOTH
Gift Amount: Date Paid: Thank you for your support.	Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106 Detach here and return with your gift.

tv | fm | web | community

RESPECT.

Ed Cunningham
Producer

Dear Ms. Sample,

Respect is something we take very seriously here at WHY Y, especially when it comes to you and our other supporters.

Respect for your intelligence, interests and valuable time is our number one priority when we make our programming decisions.

You can count on WHY Y as a vital source of information, ideas and points of view. We provide insights, not sound bites, so you can gain perspective on issues that affect you. Our programs promote understanding and civic participation – and bring you exclusive “live” performances that can inspire and delight you.

That is why I’m writing to you, Ms. Samplejanesamplejanesamplejanesample. If you respect our programming as I believe you do, please send us an additional gift today and support your personal favorites.

Your additional contribution is needed to protect informative and enriching programs on WHY Y.

More and more, it’s YOUR support that ensures the high-caliber programming we deliver. More than 50% of our budget is contributed by loyal members like you.

With your support, Ms. Samplejanesamplejanesamplejanesample, we can continue to broadcast all the WHY Y programs that you’ve come to enjoy and value – programs that have demonstrated for many years our respect for your intelligence and taste:

- * Shows that help you enjoy life more – ANTIQUES ROADSHOW, THIS OLD HOUSE, FRESH AIR WITH TERRY GROSS and WHY Y’s new production, EXPERIENCE, a series of 52 short features that offer behind-the-scenes journeys into the arts and cultural life in our area.
- * Documentaries like “Ghosts of Vietnam” on AMERICAN EXPERIENCE and the first-ever film biography of Bob Dylan on AMERICAN MASTERS.
- * NOVA, NATURE and NATIONAL GEOGRAPHIC SPECIALS, which travel the universe, celebrate nature and respect the environment.
- * Comprehensive news, information and public affairs on THE NEWSHOUR WITH JIM LEHRER,

Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106

215-351-0511 whyy.org

Additional ways to give to WHYY

- ☐ Please send me information about how I can include WHYY in my will or trust.
- ☐ Please send me information about WHYY's professional gift planning services, including gift annuities and charitable remainder trusts.
- ☐ Please call me and tell me how I can make a stock contribution.

Hundreds of companies in the tri-state area have matching gift programs that double – or even triple – employee contributions. You can make your gift go further by enclosing the appropriate company form.

The official registration and financial information of WHYY, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

Information filed with the Attorney General concerning this charitable solicitation may be obtained from the Attorney General of the State of New Jersey by calling (973) 504-6215. Registration does not imply endorsement.

The entire staff
of WHYY thanks
you for your
additional support.

We will continue
to deliver the
excellent
programs you
enjoy.

MORNING EDITION, FRONTLINE and RADIO TIMES WITH MARTY MOSS-COANE.

* High drama on MYSTERY! and MASTERPIECE THEATRE – and hilarious comedy on KEEPING UP APPEARANCES.

* Comedy and storytelling on CAR TALK and A PRAIRIE HOME COMPANION.

Your additional contribution will also reinforce your partnership with WHYY's outreach activities that benefit the children of our community. Through educational programs and materials that help area teachers add variety and substance to their instruction, WHYY is making a difference in the lives of thousands of people.

As long as we can count on your generous support, we'll always be there with the informative, entertaining programs you enjoy, as well as the educational and outreach services that benefit the entire tri-state area.

Please reinforce our mutual trust and commitment by sending your extra gift today. The more you give, the more we can meet our financial goals and guarantee you the programming excellence you've come to expect from WHYY.

Please accept my gratitude for supporting us in the past and especially right now – when your help is so urgently needed.

Sincerely,

Ed Cunningham

P.S. I believe you respect the value of WHYY's programming and the contribution it makes to all tri-state area viewers and listeners. Please send your additional contribution today and help us continue demonstrating our respect for your viewing and listening preferences.

Support your favorite programs!



Elmo exercising
on Sesame Street



WHYY
Children's Service.
Winner of the
Please Touch
Museum's
"Great Friend to
Kids Award."



Honored Member
Ms. Jane A. Sample

Winifred A. Chisholm
Director of Membership

My gift amount _____ Date sent _____

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
FOUNDATION FOR
NEW JERSEY PUBLIC
BROADCASTING, INC.

A second effort
is available and
recommended.

Personalized letter and form.

Ms. Sample, Please detach and keep this as a record of your gift to KTWU. Gift Amount: Check#/Credit Card: Date Paid: Thank you for your support.	Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM KTWU needs to raise \$200,000 by January 31. YES! I'll help KTWU meet its budget to pay for the quality programs I enjoy. ☐ \$00 ☐ \$00 ☐ \$00 ☐ \$000 ☐ Other \$ ☐ My check to KTWU is enclosed. Charge ☐ MC ☐ VISA ☐ Discover Acct. # Exp. Date / Signature Ms. Sample, Thank you for your help in meeting our \$200,000 goal by January 31. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 11 KTWU 1700 College, Topeka, KS 66621-1100 Detach here and mail with your gift in the envelope provided.
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KTWU needs 1,000 additional gifts from its members by January 31.

But you're only responsible for one.

**AND THAT'S YOURS,
MS. SAMPLE.**

Dear Ms. Sample:

Your support of KTWU is a very smart investment: As our membership revenues increase, more great programs come back to you.

But right now the numbers are out of balance at KTWU. Membership revenue has slowed. We're not keeping pace with the rising cost of programs – and this is a very serious situation.

This year, KTWU's programming costs are a half million dollars. We broadcast 8,760 hours of programs – and we try to offer something for everyone.

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 extra support from our members today.

**KTWU must raise \$200,000 by January 31
to help stay on budget this year.**

This is why I'm writing to ask you for a special gift of support.

Ms. Sample, your timely response is important because it won't be easy to reach our goal. But your response now will bring us one important gift closer to our goal – and every dollar counts.

Too many viewers think we don't need their individual contributions to make quality programs possible on KTWU. They don't see the connection between being a contributing member and having their favorite programs on the air every day.

Your membership demonstrates that you realize how valuable KTWU is to life in your community – and we're grateful. That's why we depend on your continuing help.

The quality programs on KTWU are possible because of your generous contributions. Make no mistake about it: your support counts. If you want to help keep your favorite programs on the air, please take a moment

1700 College, Topeka, KS 66621-1100 • www.ktwu.org

Your support makes more great programs possible.

RFK
on American Experience



Fascinating explorations of
our state on
Sunflower Journeys



Broadway:
The American Musical



Fun and learning
on Arthur



BE MORE ...

aware ... passionate ... informed ... connected ... be more KTWU.

The entire staff
of KTWU thanks
you for your
additional support.

We will continue
to deliver the
excellent programs
you enjoy.

to mail your additional gift today.

With your help, KTWU can bring you more great programs like "RFK" on AMERICAN EXPERIENCE ... a six part celebration of BROADWAY: THE AMERICAN MUSICAL ... "The Good, the Bad and the Grizzly" on NATURE ... REGENCY HOUSE PARTY – the latest in our series of reality shows for adults ... and more.

Your most valuable benefit is the satisfaction of helping to provide the best programming on television today.

Sincerely,

Eugene Williams
General Manager

P.S. We're counting on you and 999 other loyal members to help us reach our fundraising goal of \$200,000 by January 31. Please mail your special gift of support today.



KTWU Channel 11
1700 College
Topeka, KS 66621-1100

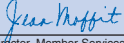
NONPROFIT ORG.
U.S. POSTAGE
PAID
KTWU
CHANNEL 11

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

A second effort
is available and
recommended.

Personalized letter and form.

Ms. Sample,
Please keep this card until you
receive your new MemberCard.


Temporary MemberCard
Ms. Sample

Jean Moffit, Director, Member Services

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

YES, I want to confirm my membership reinstatement, save \$5 and help WCNY.
Enclosed is my contribution of:
☐ \$35 *(\$5 off the regular rate; includes the WCNY MemberCard)*
I'd like to help even more: ☐ \$40 ☐ \$70 ☐ \$100 ☐ \$250 ☐ Other \$ _____
☐ **My check to WCNY is enclosed. Charge my:** ☐ MC ☐ VISA ☐ Discover
 Acct. # _____ Exp. Date _____ / _____ Signature _____

Ms. Sample,
As soon as we receive
your Membership
Confirmation, we will
reactivate your benefits.

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


The Public Broadcasting Council of Central New York, Inc.
 P.O. Box 2400 • Syracuse, NY 13220-2400 • www.wcny.org • (315) 453-2424

To rejoin, detach this form and mail in the envelope provided.


Central New York's Own
The Public Broadcasting Council of Central New York, Inc.
506 Old Liverpool Road • Syracuse, NY 13220
 www.wcny.org • (315) 453-2424

Dear **Ms. Sample:**

WCNY has taken the liberty of re-enrolling you as a temporary member.

Let me explain.

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

However, for reasons I think you will understand, we have a very special need right now to encourage the participation of as many former members as possible, as soon as possible.

That's why we've designed a very special, limited-time offer: a year's membership for just \$35! That's \$5 off the regular \$40 rate!

As soon as we hear from you, we will reinstate your membership in WCNY and you'll once again receive our monthly program guide, CNY PREVIEW. You'll also receive the WCNY MemberCard, usually available at the \$40 level. It entitles you to discounts at many great restaurants and area attractions (see back of reply form for details).

Why are we so eager to have you renew your support at this particular time? There are several reasons.

We know from experience that government funding for public broadcasting is never a guarantee. With the federal and most state governments currently running deficits, we simply must raise more money from our audience.

Our members provide our largest single source of revenue for programs. Without the continued help of members like you, we may not be able to afford the price tag on the superior programs you expect from us like MASTERPIECE THEATRE, NOVA and NATURE, or meet the costs to produce our numerous local programs.

And finally, there just aren't that many people who are willing to stand up and be counted when WCNY asks for support. It takes a special kind of person to contribute voluntarily when it's so easy to enjoy WCNY-TV and CLASSIC FM without contributing at all.

I know you're that special kind of person, **Ms. Sample**, because you've supported us in the past. And since only 10% of our viewers and listeners are members, it hurts us to lose even one of you. That, frankly, is the chief reason why we'd like to have you rejoin us.

Your contribution will help support the very special (and very costly) schedule of programs WCNY has lined up for this season and next.

*Ms. Sample,
Renew your membership now,
and save \$5!*

Rejoin now, save \$5 and enjoy these member benefits...



Receive CNY PREVIEW with your gift of ~~\$40~~ **\$35**

Rejoin today and receive CNY PREVIEW, our membership magazine. Every month you'll get a behind-the-scenes look at your favorite shows and personalities. And with its detailed daily program listings, you'll never miss an important show again.



PLUS... you receive the WCNY MemberCard

When you rejoin WCNY at ~~\$40~~ **\$35** or more you also receive your own WCNY MemberCard. Use your card to enjoy discounts at a number of area restaurants and attractions. You'll save money – and do so much to help us bring excellent television and radio to you and everyone in Central New York. Your card will be valid for a full year.

Your contribution is tax-deductible to the extent that it exceeds the fair market value of any thank you gift or benefit you receive in return.

Did you know...

- Members currently provide 40% of our budget.
- Without more members now, programs and services you depend on could be affected.
- With your gift of ~~\$40~~ **\$35** or more, you'll be entitled to special benefits.

A copy of WCNY's latest annual report may be obtained, upon request, from WCNY, 506 Old Liverpool Road, Syracuse, NY 13220, or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, New York 10271.

Here's where your support pays off in practical terms, by translating directly into the programs you and your family enjoy.

Membership dollars help us sustain signature programs like *GREAT PERFORMANCES*, *AMERICAN EXPERIENCE*, *SESAME STREET*, *FRONTLINE* and *ANTIQUES ROADSHOW*. They help us broadcast a remarkable range of how-to programs on WCNY 2, from sewing to woodworking, from collecting to cooking and much more.

And they help WCNY produce relevant local programs like *HOOR CNY*, featuring the people, places and events of Central New York; *CENTRAL ISSUES*, providing in-depth analysis of the issues our region faces today; *IVORY TOWER HALF HOUR*, presenting academic perspective on major issues of the day; and the many beautiful concerts you enjoy on CLASSIC FM, the *only* local classical music radio service in Central New York.

It's broadcasting as it should be: creative, thought-provoking and sensitive to viewers' and listeners' needs. This is especially important in times of crisis and uncertainty.

Please rejoin WCNY by returning the enclosed confirmation form today. I look forward to welcoming you back as a member.

Sincerely,

Lisa Hoeschele
Vice President & Director of Development

P.S. There's never been a better time to rejoin WCNY. When you renew your membership for just \$35 – a savings of \$5 off the regular rate – you'll receive the WCNY MemberCard, usually available at the \$40 level.

more
Your support makes [^] great programs possible.

Fun and learning
on *Arthur*



NONPROFIT ORG.
U.S. POSTAGE
PAID
THE PUBLIC
BROADCASTING COUNCIL OF
CENTRAL NEW YORK, INC.

NOTICE OF REINSTATEMENT AND SPECIAL SAVINGS



Confirmation requested.

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

A second effort
is available and
recommended.

Personalized letter and form.

Ms. Jane A. Sample, Please keep this card until you receive your new MemberCard. Temporary MemberCard Ms. Jane A. Sample Good through February 15, 2006 Very important – see back for member benefits. THANK YOU!	YES, I will renew my support of WHYY as a member. I'm enclosing my contribution to help ensure a strong future for all my favorite programs. Enclosed is my contribution of: ☐ \$34 <i>(Special offer - \$6 off the regular rate)</i> I'd like to help even more: ☐ \$40 ☐ \$50 ☐ \$100 ☐ Other \$ _____ ☐ My check to WHYY is enclosed. Charge my: ☐ AMEX ☐ VISA ☐ MC ☐ Discover Acct. # _____ Exp. Date ____/____/____ Signature _____ ☐ Email me <i>In the Loop</i>, an informative WHYY weekly e-newsletter. My email address is: _____ Direct my contribution to: ☐ TV ☐ FM ☐ BOTH Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 tv fm web community Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106
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**WHYY NEEDS THE SUPPORT OF
2,469 FORMER MEMBERS BY FEBRUARY 15TH.**

**But you're only responsible for one membership.
And that's yours,
Ms. Sample.**

Dear Ms. Sample,

If you're a person who wants to make your community a better place, you can do just that as a member of WHYY. And you'll be doing your fair share to support your favorite programs, just as you have in the past.

Your partnership with us is the best way to provide a strong foundation for all the programs you enjoy on WHYY. Right now, more than 50 percent of our budget comes from individual viewers and listeners – people like you who believe that WHYY makes a valuable contribution to every person in our area.

You can make a contribution to WHYY and invest in something of value for yourself and for all those who depend on us for fine entertainment, education and enrichment. You can make a modest investment and get a huge return – more of your favorite programs, plus new series and specials that are waiting in the wings.

When you renew your support of WHYY, you help us build bridges throughout the diverse communities in our broadcast area. In a very real way we connect people to each other by exposing them to different experiences, ideas and cultures. Our bridges connect you to vital information, perspectives and points of view.

Public TV reaches out to children, bringing them nonviolent educational programs that help them learn and succeed in school. We also bridge the gap between the standard fare on other stations and high-quality programming for all the people who want more.

That's why WHYY must re-enroll 2,469 former members by February 15th to help reach our fundraising goal of \$101,822. Your annual membership helps us raise the money it takes to keep all your favorite programs on the air.

This year, it will cost WHYY TV12 and 91FM more than \$3,750,000 – a 4 percent increase over last year – just to bring you national programs like ANTIQUES ROADSHOW, NATURE, THE NEWSHOUR WITH JIM LEHRER, MORNING EDITION, ALL THINGS CONSIDERED, plus ARTHUR and SESAME STREET for our children.

Your active support also helps WHYY produce original programs like EXPERIENCE. This series includes 56 short features that offer behind-the-scenes journeys into the arts and cultural life in our area, plus a 30-minute special on Ben Franklin to celebrate his 300th birthday by exploring

Also available as
Acquisition with
MemberCard
or receipt.

Rejoin now, save \$6 and enjoy these benefits...



WHYY MemberCard

Entitles you to discounts and special offers at more than 100 cultural and retail locations throughout the tri-state area.

Invitations to WHY? sponsored events

Discounts on WHY? ticketed events

In the Loop

Fill in your email address on the reply form and we'll send you *In the Loop*, our weekly e-newsletter featuring TV12 and 91FM program highlights, invitations to exclusive member events as well as WHY? MemberCard special offers.

Matching Gift Program: You can double or triple your gift to WHY? without any cost to you ... through your company's Matching Gift Program. Ask your Human Resources Department for the necessary form (retirees, also), fill it out and mail it to WHY?, Attn: Member Services, Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106. For more information about this program, contact WHY?'s Member Services Department at (215) 351-0511. Thank you.

Rejoin WHY? today.

WHYY appreciates your support!

Open a world of possibilities with your WHY? MemberCard. It's your key to our community – for use at over 100 cultural and retail locations throughout the region.

Questions about your membership or benefits? Call WHY? Member Services at 215-351-0511 or visit the Support section of our Web site at why.org.

Franklin-related sites in and around the Delaware Valley. Members also support popular programs like FRESH AIR WITH TERRY GROSS, now celebrating her 30th anniversary as the show's host, and RADIO TIMES WITH MARTY MOSS-COANE, both on WHY? 91FM.

As a member of WHY?, you will help us build more bridges and make them even stronger. You'll be helping us bring our community together for a worthy common purpose that serves our valued viewers and listeners every day of the year – and every day of their lives.

But you have to act now to help ensure that the programs you enjoy will be here tomorrow. We're counting on you to be part of WHY?'s community-minded group of supporters.

When you sit down this evening to watch a favorite show on TV12 or tune into 91FM tomorrow morning, I hope you'll remember this appeal – and take seriously the important role that members play in making all of our programs possible.

It's easy to renew your membership in WHY?, while you have this letter and your reply form handy. Simply write a check or use your credit card, whichever works better for you.

Whatever you choose to give will be appreciated. Your contribution along with the support of other members adds up to the grassroots support that helps keep WHY? TV12 and 91FM on the air to serve you.

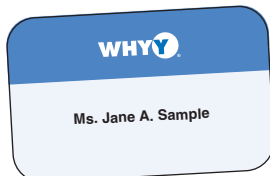
As an active member, you'll receive the WHY? MemberCard and a subscription to *In the Loop*, our weekly e-newsletter for members. All the benefits of membership in WHY? are explained on the back of your reply form.

We're counting on you again to help make your favorite programs possible and help WHY? remain a strong, independent voice for our community.

Sincerely,

Ed Cunningham
Producer

P.S. Take a few minutes now to renew your support as a member of WHY?. You and 2,468 other renewing members will help us reach our fundraising goal of \$101,822. And you'll save \$6 on your annual membership. Thank you.



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

*A second effort
is available and
recommended.*

“Show them that you know them” with CBA’s specially personalized letter (see highlights below) and boost response and ROI! Note: We will keep you apprised of the new postal issues regarding the use of personalization in nonprofit mail.

Ms. Sample, Please keep this card until you receive your new MemberCard. ↓ KQED Temporary MemberCard Ms. J. Sample <i>Marianne F. Patroni</i> Marianne F. Patroni, Director of Membership Use this temporary card until your new card arrives. Very important – see back for member benefits. THANK YOU!	Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM YES, I want to renew my support of KQED at this time of critical need. Enclosed is my gift of: ☐ \$30 <i>(Special offer - \$10 off the regular rate)</i> I'd like to help even more: ☐ \$40 ☐ \$50 ☐ \$100 ☐ \$150 ☐ \$250 ☐ Other \$ _____ ☐ My check to KQED is enclosed. Charge my ☐ AMEX ☐ VISA ☐ MC ☐ Discover Acct. # _____ Exp. Date _____ / _____ Signature _____ ☐ Send me KQED's monthly printed program schedule, <i>The Guide</i>. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org To rejoin, detach this form and mail in the envelope provided.
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KQED
public television

KQED
public radio

**KQED must re-enroll 2,025 former members
by January 31.**

**But you're only responsible for one membership.
AND THAT'S YOURS, MS. SAMPLE.**

Dear Ms. Sample:

If you watch KQED TV or listen to KQED Radio, 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.

But right now the numbers are out of balance at KQED. 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.

This year, KQED's programming costs will be nearly \$1 million more than last year. We will broadcast 8,760 hours of programs – and we try to offer something for everyone.

We must bring our revenue back in balance to pay for the programs you enjoy at **(Fill-in Street Address)**. That's why we urgently need more support from our television viewers and our radio listeners.

**KQED must re-enroll 2,025 former members by January 31
to help the station reach its goal of \$285,000.**

This is the reason we've temporarily re-enrolled you as a member of KQED, pending your confirmation, of course. As a special incentive to win your support, we're offering a one-year membership for just \$30 – a \$10 savings if you act now.

If our records are correct, Ms. Sample, your KQED membership lapsed in **(Month X year X)** – and we lost a valuable contributor we counted on. Since then, with program costs increasing, we have really missed the financial support you gave us.

Your timely response is important because it isn't easy to find concerned new members. Your response now will bring us one important member closer to our goal – and every donor counts.

Too many viewers and listeners 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.

I hope you realize how valuable KQED is to life here in **(Name of Town)**. If you do,

PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG

2601 Mariposa Street San Francisco CA 94110-1426 phone 415 553 2150 fax 415 553 2349

Rejoin now, save \$10 and enjoy these member benefits.



KQED MemberCard

Provides discounts and special offers on car rentals, hotels, the performing arts and many other attractions in Northern California and beyond.

Plus



KQED's Monthly Program Schedule

The Guide features KQED radio and television schedules, program highlights and news for KQED members. Check the box on the front of this form to receive your monthly printed copy. To access The Guide online, go to www.kqed.org.

Member tours of KQED

Eligibility for a KQED credit card

A great way to support KQED at no extra cost to you.

Your gift is tax deductible less \$5 if you receive The Guide and less the fair market value of any premium you receive.

Did you know...

- Members currently provide more than 60% of our budget.
- It costs us \$75,521 per day (\$52.45 per minute) to put KQED on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of ~~\$40~~ ^{\$30} or more, you'll be entitled to special benefits.

KQED's annual report will be mailed upon request made to KQED, c/o Corporate Secretary, 2601 Mariposa Street, San Francisco, CA 94110.

please renew your membership today.

With your help, KQED can bring you more great programs like "RFK" on AMERICAN EXPERIENCE ... a six part celebration of BROADWAY: THE AMERICAN MUSICAL ... "The Good, the Bad and the Grizzly" on NATURE ... REGENCY HOUSE PARTY, the latest in our series of reality shows for adults ... political coverage acclaimed for its focus on issues rather than personalities ... CAR TALK ... MORNING EDITION ... FORUM ... PACIFIC TIME ... and more.

You can save \$10 and enjoy valuable benefits:

- * The KQED MemberCard, entitling you to discounts and special offers (see above for details).
- * Member tours of the KQED 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 and radio today.

Sincerely,

Marianne F. Petroni
Director of Membership

P.S. Please rejoin today. You and 2,024 other members can help us raise the \$285,000 needed to stay on budget. And you'll save \$10.

Your support makes more great programs possible.

RFK
on American Experience



Broadway:
The American Musical



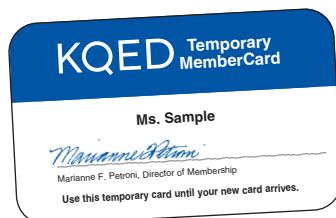
The Keno brothers
on Find!



Fun and learning
on Arthur



NONPROFIT ORG.
U.S. POSTAGE
PAID
KQED



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

*A second effort
is available and
recommended.*

Personalized letter and form.

Ms. Sample, Please keep this card until you receive your new MemberCard. KQED Temporary MemberCard Ms. Jane A. Sample <i>Marianne F. Petroni</i> Marianne F. Petroni, Executive Director, Membership Use this temporary card until your new card arrives.	Welcome Back Member Reply Form YES, I'll renew my support and rejoin KQED at the special Welcome Back Member rate of \$25. I will save \$15 and be entitled to full membership benefits. Welcome Back Member rate: ☐ \$25 I'd like to help even more: ☐ \$40 ☐ \$50 ☐ \$100 ☐ \$150 ☐ \$250 ☐ Other \$ _____ Charge my ☐ AMEX ☐ VISA ☐ MC ☐ Discover ☐ My check to KQED is enclosed. Acct. # _____ Exp. Date _____ Signature _____ ☐ Email me QED Up, an informative KQED monthly e-newsletter. My email address is: _____ ☐ Send me KQED's monthly printed program schedule, <i>The Guide</i>. Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345
Very important – see back for member benefits. THANK YOU!	KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org

KQED

KQED must re-enroll 2,235 former members by March 31.

You can do your part, Ms. Sample, by rejoining KQED for just \$25.
That's a savings of \$15 if you respond now during our
special March Welcome Back Members Campaign.

Dear Ms. Sample:

If our records are correct, your KQED membership lapsed in Month X year X – and we lost a valuable contributor we counted on. Since then, with program costs increasing, we have really missed the financial support you gave us.

If you still watch KQED TV or listen to KQED Radio, you need to support your favorite programs. It's a smart investment: As our membership grows and revenues increase, more great programs will come back to you.

But right now the numbers are out of balance at KQED. 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.

This year, KQED's programming costs are nearly \$850,000 more than last year. We will broadcast 8,760 hours of programs – and we try to offer something for everyone.

We must bring our revenue back in balance to pay for the programs you enjoy at Fill-in Street Address. That's why we urgently need more support from our television viewers and our radio listeners.

KQED must re-enroll 2,235 former members by March 31 to help the station reach its goal of \$463,700 – and we have a very special offer to make it easier than ever for you to renew your membership in KQED.

We're making March our Welcome Back Members month for people like you who have supported the station in the past. So you can save \$15 on your annual membership if you rejoin by March 31.

When you renew your membership in KQED now, you can do it for only \$25. This special offer gives you a full year of membership for 37% less during this one-month-only promotion in March. And you still receive your KQED MemberCard entitling you to special discounts and other exciting perks (see back for full member benefits).

Your timely response is important because it isn't easy to find new members like you who are willing to actively support the quality programs they enjoy on KQED. Your response now will bring us one important member closer to our goal – and every donor counts.

Unfortunately too many viewers and listeners think we don't need their help. They don't see the connection between contributing and having their favorite programs on the air every day. But that connection is real.

We know you realize how unique KQED's programming is, and how valuable that makes the station to all of us here in the Bay Area. Just think back over the events of the past year – the war in Iraq, the tsunami, Hurricane Katrina, the CIA leak investigation in Washington and so much more. Instead of the sensationalized, cookie-cutter coverage of the commercial networks, KQED presented an unbiased, in-depth perspective.

We're so proud to bring you programs that dig deeper than the rest, like NOVA and THE NEWSHOUR

PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG

2601 Mariposa Street San Francisco CA 94110-1426 phone 415 553 2150 fax 415 553 2349

Rejoin now, save \$15 and enjoy these member benefits.



KQED MemberCard

Provides discounts and special offers on car rentals, hotels, the performing arts and many other attractions in Northern California and beyond.

KQED's Monthly Program Schedule

The Guide features KQED radio and television schedules, program highlights and news for KQED members. *Check the box on the front of this form to receive your monthly printed copy.* To access *The Guide* online, go to www.kqed.org.

QED Up

Fill in your email address on the reply form and we'll send you QED Up, our monthly e-newsletter that tips you off to the best of KQED – with links to the programs and events you really need to know about, right now.

KQED will not rent, exchange or share your email address with anyone.

Member tours of KQED

Eligibility for a KQED credit card

A great way to support KQED at no extra cost to you.

Your gift is tax deductible less the fair market value of any premium you receive.



Did you know...

- Members currently provide nearly 55% of our budget.
- It costs us \$77,789 per day (\$54.02 per minute) to put KQED on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of ~~\$40~~ ^{\$25} or more, you'll be entitled to special benefits.

KQED's annual report will be mailed to you upon request to KQED, c/o Corporate Secretary, 2601 Mariposa Street, San Francisco, CA 94110.

WITH JIM LEHRER – and the intelligent analysis of KQED-FM programs like MORNING EDITION and FORUM. In today's world, these programs are more essential than ever. If you agree, please renew your membership today.

With your continued help, KQED can bring you wonderful shows like "John & Abigail Adams" on AMERICAN EXPERIENCE, "Arctic Passage" on NOVA, "Under the Greenwood Tree" on MASTERPIECE THEATRE and JEAN-MICHEL COUSTEAU'S OCEAN ADVENTURES, a KQED production that continues the undersea explorations of his famous father.

You can also enjoy great performances of music and dance, ground-breaking documentaries on FRONTLINE and discovered treasures on ANTIQUES ROADSHOW. Children in the Bay Area can have fun while they learn with ARTHUR and CLIFFORD THE BIG RED DOG.

And KQED Radio keeps you informed and entertained with ALL THINGS CONSIDERED ... MARKETPLACE ... PACIFIC TIME ... CAR TALK ... and more.

Please stay connected! When you renew your KQED membership today, you'll save \$15 and enjoy valuable benefits including the KQED MemberCard, entitling you to discounts and special offers, and member-only tours of the KQED studios. Plus, you'll stay informed with *The Guide*, our monthly program schedule, and QED Up, our lively e-newsletter. And of course, your gift is tax-deductible 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 and radio today.

Sincerely,

Marianne F. Petroni
Executive Director, Membership

P.S. Please rejoin KQED as a member now. You and 2,234 other members can help us raise the \$463,700 needed to stay on budget. And you'll save \$15 – that's 37% – if you act now during our March Welcome Back Members month. It's the ideal opportunity to renew your support for your favorite programs. But this offer is only good for March 2006. Don't miss this saving; mail your contribution today.

Go Public ...

Support your favorite KQED programs today!



Elmo exercising
on *Sesame Street*

KQED

2601 Mariposa Street
San Francisco CA 94110-1426

KQED Temporary
MemberCard

Ms. Jane A. Sample

Marianne F. Petroni, Executive Director, Membership

Use this temporary card until your new card arrives.

KQED's March Welcome Back Members Campaign

Save \$15 until March 31!

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
KQED

*A second effort
is available and
recommended.*

CBA FUNDRAISING PARTNER 2006

Contact CBA

Let us develop a new plan to integrate your fundraising efforts and increase your station's revenue.

President

Carl Bloom: cbloom@carlbloom.com

Account Management

Brooke Coneys: bconeys@carlbloom.com

Dave Johns: djohns@carlbloom.com

George Whelan: george@carlbloom.com

Carrie Bloom: carrie@carlbloom.com

Robert Bloom: rob@carlbloom.com

Deniz Isler: deniz@carlbloom.com

Art Studio

Britt Rosenbaum: britt@carlbloom.com

Vanessa DeJongh: vanessa@carlbloom.com

General: artstudio@carlbloom.com

General Inquiries

Matthew Fitzpatrick: matthew@carlbloom.com

Mailing Address

81 Main Street, White Plains, NY 10601

Tel: 914 761 2800 Fax: 914 761 2744

On the web: www.carlbloom.com

SCHEDULE AND CHECKLIST AUGUST 2006 MEMBERSHIP MAILINGS

The following dates and promotion requirements have been carefully planned to make the production process flow smoothly and to get your mailings out on time. [Member File Requirements](#) are on the reverse. Please feel free to ask any questions to make your tasks easy and quick.

	2006
Station commitment, provide SCF's and past results	April 5 – 13
CBA closed for Good Friday	April 14
Send copy information and package materials	April 17 – 21
Purge and Prospect files due at CBA	April 26
CBA closed for Memorial Day	May 29
Lapsed files due at CBA	June 1
Additional Gift files due at CBA	June 1
CBA closed for Independence Day	July 4
Mail dates: First drop – Acquisition, Lapsed and Additional Gift	July 26 – 27
Mail dates: Second drop – Acquisition, Lapsed and Additional Gift	August 17

Please provide the following copy information and package materials:

- ☐ Copy comments/revisions.
- ☐ Local programming information.
- ☐ Membership dollar levels.
- ☐ Charge card information.
- ☐ Three (3) different program guides (or artwork of covers).
- ☐ Premiums (if used). You may send descriptions and photos or premium samples for CBA to photograph.
- ☐ Camera-ready artwork of station logo (first-time CBA mailers).
- ☐ Signature of person signing letter (black felt pen on white bond for best reproduction).

Signatures, logos and guide covers may be e-mailed to:
Britt Rosenbaum and Vanessa DeJongh: artstudio@carlbloom.com
Please notify your CBA Account Representative in advance.

(See next page for Member File Requirements)

MEMBER FILE REQUIREMENTS

MEDIA

ELECTRONIC

Format: MS/DOS, fixed field and fixed record length, or comma-delimited (“,”) preferred (specify maximum length and delimiter). Files must be compressed.

Note: For best results, use WinZIP or PKZIP to compress your files, and Netscape Messenger or Microsoft Outlook to send them.

Record Layout: E-mail or fax record layout under separate cover.

Method of Transmission:

1. E-mail to: deniz@carlbloom.com

2. FTP Transfer: Call Deniz Isler if you prefer to transfer your files via FTP.

File identification: *It's critical that every electronic file be clearly named and identified.* Name your files as follows: Your call letters followed by campaign type (i.e., Purge, Lapsed, Add. Gift) and campaign date. Also please provide the number of records in each file.

Important: However you send your files, be sure to include source codes as necessary (i.e., Target tags, expiration dates, etc.) but don't create separate files for each source code. Doing so will incur multiple file conversion charges.

INFORMATION TO INCLUDE ON FILES

ACQUISITION PURGE FILE

Names and addresses of members to be eliminated from acquisition mailing. (Include lapsed names on purge file if you are doing a lapsed mailing this campaign so that your lapsed members' names will be excluded from rented or exchanged Acquisition lists.)

LAPSED MAIL FILE

Names, addresses, salutation line and member account numbers of all lapsed members to receive mailing. We recommend tracking by Target tag or expiration date (month/year), so please include it on the file and let CBA know they're there as well as the count for each tag.

ADD. GIFT MAIL FILE

Names, addresses, salutation line, account numbers and most recent membership gift amounts. We recommend that you exclude members who are scheduled to receive first and second effort renewal promotions the months before, during and after this mailing. Let CBA know if you are including Target tags on your file and the count for each tag.

QUESTIONS?

Please contact:

Deniz Isler
Carl Bloom Associates, Inc.
81 Main Street, Suite 126
White Plains, NY 10601
Tel: 914 468 8935 • Fax: 914 761 2744
deniz@carlbloom.com

GUIDELINES FOR SUPPLYING ART TO CBA

DIGITAL SPECIFICATIONS

When supplying art to CBA for your direct mail package the following guidelines will help us to produce the clearest and cleanest reproduction.

Digital files should be submitted on a Zip, CD-R or e-mailed to **Britt Rosenbaum** at **britt@carlbloom.com**

Adobe Illustrator

(format; eps file) — used for logos, graphs and stylized type. Imported images (ex: photoshop tiff) should be included to ensure proper reproduction.

Adobe Photoshop

(format; tiff, eps, jpeg, photoshop) — used for photos, and logos. Photos must have a resolution of 300 dpi (dots per inch) for printing. Line art images (logos, signatures) must have a resolution of 1200 dpi. Full-color art should be saved in CMYK format.

Adobe Acrobat PDFs

(formatted for print production) all fonts, graphics and colors must be embedded in the file.

QuarkXpress

Document must be accompanied with fonts and imported images from Illustrator and/or Photoshop. Imported graphics should not be enlarged + or - 20% (in other words 80% and 120% of original respectively). Art intended to bleed should be set to at least 1/8" over edge.

ART WORK SPECIFICATIONS (non-digital)

Program Guides

Photos, slides and transparencies are acceptable. Actual printed guides (please provide two) will work, however, when guides are scanned there will be a diminished level of quality. If the scan reproduces poorly, the art may need to be stripped in during the printing phase which will incur a cost. Please speak with your account representative.

MemberCards

See specifications for Program Guides.

Premiums

See specifications for Program Guides. Photos of premiums should be attractively displayed with good contrast and no shadows. If a photograph is not available, send us the premiums and we can have them professionally photographed (this will incur a cost.) Please speak with your account representative.

Logos

Provide a clean, black and white, high-resolution printout of the artwork. Please specify if there are any color, font and/or size restrictions.

Signatures and Initials

Provide several signatures and initials in dark black or blue ink. Please provide two in different pen types; ball point and thin marker.

Please call, fax or e-mail Britt Rosenbaum or Vanessa DeJongh with any questions.

Tel: 914 761 2800 • Fax: 914 761 2744 • email: artstudio@carlbloom.com

Example

Program guides that are clean, in-focus, with good contrast will reproduce better than guides that are busy and/or saturated with color.

Good
Repro
Quality



Bad
Repro
Quality



Visit www.carlbloom.com to learn more about our expert service, winning ideas and proven creative.

Carl Bloom Associates, Inc. - Direct Marketing

http://www.carlbloom.com/

Welcome to
CARLBLOOM.com
The internet location for Carl Bloom Associates, Inc.

2006 - CELEBRATING OUR 30TH YEAR
A full service direct response marketing and advertising agency, serving for-profit and non-profit clients since 1976.

[HOME](#) [SOLUTIONS](#) [SERVICES](#) [CLIENTS](#) [SLIDESHOW](#) [ARTICLES](#) [COMPANY](#) [CONTACT](#)

[Go](#)

CBA test patterns

[Sign-up](#) to receive CBA Test Patterns, our free email newsletter featuring test results, direct marketing information and more.

Find out about CBA's Integrated Approach to direct marketing.

- Direct Mail Services
- Email Campaigns
- Online Fundraising

[Find out](#) how CBA makes them all work together.

Is your organization using email as part of its marketing efforts?

We'd like to know. [Complete our brief survey](#) and we'll share our findings with you.

Carl Bloom Associates, Inc.
41 Main Street, Ste 101
White Plains, NY 10601
Tel: 914 761 2800

For Your Information...



Personalized Email Works! Are You Getting the Most From It?

Email marketing should take its place as an important component of your integrated marketing strategy. It takes work to get it right, though. First, get permission from your constituents to email them, then make sure your messages are relevant, timely, and deliverable. That's just the beginning though. Those who want to see results from their investment of time and money have to use the direct response segmentation skills they've honed in offline marketing efforts and apply them to their online campaigns. Might seem daunting at first, but it's truly enlightening once you thoroughly test and measure your results. [Read more.](#)

Additional Reading

- [CBA's Trusted Email Marketing Service Providers](#)
- [Review: MarketingSherpa's Email Marketing Benchmark 2006](#)
- [Courtin' the Mid-Level Donor](#)
- [What Your Organization Needs to Know About Direct Mail Fundraising](#)

Announcements

- [CBA Partners with former WNET E-Marketing Expert, Luke Vander Linden](#)

E-mail comments to the [webmaster](#).
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