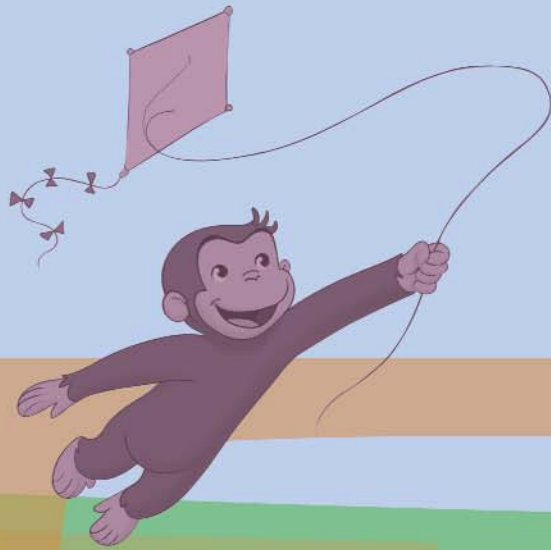


CBA Fundraising Partner

Summer 2007



Helping public broadcasting stations meet the tough challenges ahead.



Taking Direct Response Fundraising to New Levels of Sophistication and Performance



Carl Bloom Associates, Inc. • 81 Main Street, Suite 126 • White Plains, NY 10601
Telephone: 914.761.2800 Fax: 914.761.2744 www.carlbloom.com

INCLUDED IN THIS BOOKLET

QUICK GUIDE TO CBA CREATIVE	1
CBA INTEGRATED DIRECT RESPONSE FUNDRAISING	2-4
CREATIVE RECOMMENDATIONS	
New Creative	5-16
Acquisition	17-28
Additional Gift	29-42
Lapsed	43-46
SCHEDULE: CREATIVE AND MAILING	47
MEMBER FILE REQUIREMENTS	48
GUIDELINES FOR SUPPLYING ART TO CBA	49

QUICK GUIDE TO CBA CREATIVE

New Creative

Keep Our Balance

5

Only member support will guarantee the right balance between station revenue and program cost. This new CBA package offers a timely slant on the importance of more support from viewers.

Free TV

9

But public TV is not free! That's the compelling point this new package makes. All viewers must support your station so they can keep watching all their favorites, whenever they want.

Loyal Member

11

This letter is another way to show your gratitude to loyal members, while asking them to give something more for the extra value your station provides them. Makes perfect sense to us.

Money Well Spent

13

Donors to nonprofits are becoming increasingly concerned that their gifts will be used wisely. They can trust PBS and NPR because they can see and hear their money at work instantly.

Public Trust

15

Station WXYZ is a Public Trust viewers can count on to deliver outstanding television. But memberships and other sources of support won't cover all the costs. So special gifts are needed for the Trust to continue serving the public.

Acquisition

Auto Enrollment

17

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

Bridges

19

Building bridges to and in your community. More individual support means a stronger foundation of funding and less dependence on government.

5,000 New Members

21

Setting a goal motivates people to give, setting a deadline speeds the flow of gifts. The personalized, oversized #11 envelope is an attention-getter in the mailbox.

Free Lunch

23

Everyone knows there are no free lunches, but is that really true? This package reminds viewers to do their fair share to support the favorite programs that appear to be "free."

Perseverance

25

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

Viewer/Member Ratio

27

It's got to change! A relatively low percentage of weekly viewers support the programs they watch. In some cases only one in twelve is "sponsoring" great TV. This package asks for a small change in this ratio, which will bring big dollars for future programs.

Additional Gift

Critical Decision

29

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.

5,000 New Gifts

31

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

Frankly Speaking

33

It's no secret that membership growth has slowed and programming costs have risen. But you can depend on your most generous donors, and Frankly Speaking, you're writing to ask them to support you again. And they will. The package works very well.

Intelligent Alternative

35

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.

Lifeline

37

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

Promises

39

To get the trust of your members, nothing is more important than delivering on your promises of exceptional programs. That's how they expect you to use their gifts. As this letter drives home, their support helps you keep your promises to them.

Respect

41

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.

Lapsed

Auto Reinstatement

43

This package works well year after year to convince former members how important it is to support their favorite public TV programs. In a recent test, it beat the control by 15%.

Urgent Reinstatement

45

Show past members that you know them as individual members, and make the case for asking them back. CBA's special personalization has boosted response and ROI by 20%.

CBA INTEGRATED DIRECT RESPONSE FUNDRAISING



in•te•grate [in-ti-grāt]

1. to combine (one thing) with another so that they become a whole

CBA believes that successful fundraising involves integrating the most important forms of communication — direct mail, telemarketing, email and the Internet — to maximize response and increase retention.

This involves:

- Creating fundraising materials and content that share a common message and design.
- Scheduling delivery and launch of all components to achieve maximum impact.
- Using member data to communicate with prospects and donors personally and effectively.

Contributors want to interact with organizations on their own terms: where, when and how often. But, they are ultimately limited by the options that are given to them. **So we must make all possible options available.** We want to give them freedom to do anything online that they can do offline via direct mail and other means. It can be efficient and cost-effective.

Impact of Integrated Marketing

By the year 2010, it's expected that nearly 30% of all gifts will be made online. But direct mail isn't going away any time soon. It still has the highest response rates and it's the best way to target segments within the marketplace.

By integrating efforts with cross-media support, direct mail response improves. When a direct mail appeal is followed by an email and donors find links online that are related to a promotion they've seen in the mail and their inboxes, the message becomes even stronger.

Email and online appeals are extremely low cost and can be edited with ease, and what's learned through testing is easy and fast to implement. Test results can be read in real time.

How it all works

Traditional direct mail, the most vital component of your direct marketing efforts, is the vehicle through which most members will be contacted and how the majority of revenue will be raised. It arrives in your donors', prospects' and members' mailboxes, bringing a timely, personalized message.

CBA uses direct mail as the primary effort in an integrated campaign — driving the overall message and design.

In order to engender brand recognition, when we create **email**, we edit direct mail to make it suitable for email; reducing overall length, personalizing with member data and using hyperlinks to drive recipients to specialized landing

pages (donation forms). **Integrated donation forms** also carry the direct mail message and suggested gift amounts.

Online appeals are created to fit your organization's website. CBA has found that online appeals bring in considerably more revenue than email — as much as three times more. But it's how they all work together — direct mail, email and online — that has a total positive impact on direct response performance.

CBA works amicably with organizations' web staffs to deliver online content that complements the site's design and attracts attention, without disruption.

CBA's Capabilities

The ubiquity of email and the Internet has spawned great technology that organizations can utilize to accomplish amazing tasks, which not long ago were considered too technically cumbersome and expensive.

As CBA has expanded its expertise in online and email marketing, we've mastered the best, industry-leading software tools (among them **Convio** and **GetActive**) and are proficient in a variety of web technologies. Our creativity and flexibility makes it easy for our team to adapt to whatever situations or challenges are presented to us.

Many PBS stations' websites are powered by either Convio or GetActive. CBA has expertise in both. Our interactive team — including a former GetActive Account Manager — has years of experience creating electronic campaigns, raising hundreds of thousands of fundraising dollars for clients.

If your organization uses one of these two products — or other similar products — and has the ability to market via email and online, or if you are looking to get started with email and online marketing, CBA is ready to assist you.

CBA will partner with your organization's web and database staff to build and deploy electronic campaigns that integrate with current direct mail and telemarketing efforts. We'll set production schedules that revolve around direct mail dates, ensuring timely email and online promotions to generate high levels of revenue.


To learn more about CBA's integrated marketing capabilities, contact us at (914) 761-2800 or integration@carlbloom.com.

Related Links

Convio Inc. - www.convio.com


GetActive Software Inc. - www.getactive.com

KQED (GetActive)



public broadcasting
for northern california

<https://secure.ga3.org/03/welcomeback1206.1>



Welcome Back Members Online Reply Form

Please renew your support and rejoin KQED at the special Welcome Back Members rate of \$25. Save \$15 and be entitled to full membership benefits.

Please select your membership level:

☐ \$25 Welcome Back Members Rate - save \$15

☐ \$40 Help KQED even more

☐ \$50

☐ \$100

☐ \$150

☐ \$250

☐ Other: \$

Complete the following to renew your KQED membership:

Payment method:

Card number:

Expiration date:

Emp#:

Prefix:

First Name:

Last Name:


Address:

Address Line 2:

City:

State:

Zip:




public broadcasting
for northern california

December Welcome Back Members Campaign

KQED must re-enroll 1,694 former members by December 31.

Do your part — rejoin now for just \$25. That's a savings of \$15.

 **I want to support KQED and save \$15.**

Dear Robin Smith:

If our records are correct, your KQED membership has lapsed. Since then, program costs have steadily increased.

If you still watch KQED TV or listen to KQED Radio, you need to support your favorite programs. It's a smart investment.

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 \$2 million more than last year. We must bring our revenue back in balance so we can pay for the programs you enjoy and value.

To meet this challenge, KQED must re-enroll 1,694 former members by December 31 to help the station reach its goal of \$512,635 — and we have a special offer to make it very easy for you to renew your KQED membership.

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


It isn't easy finding new members like you who are willing to 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.

I hope you realize how unique KQED's programming is, and how valuable that makes the station to life here in the Bay Area. If you do, please renew your membership today.

You'll save \$15 and still enjoy valuable benefits, including the KQED MemberCard entitling you to special offers on car rentals, hotels, the performing arts and many other attractions in Northern California and beyond.

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

Sincerely,




Marianne Petroni
Executive Director, Membership

P.S. Please rejoin today. You and 1,693 others can help us raise the \$512,635 needed to stay on budget. And you'll save \$15 — that's 37% — when you act now during our December Welcome Back Members Campaign.


Did you know...

- Members currently provide 50% of our budget.
- It costs us \$82.916 per day (\$37.58 per minute) to keep KQED on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of \$25 or more, you'll be entitled to special benefits.


Go Public ...
Support your favorite KQED programs today!




Click and Cook® on Car Talk




Leap Radio on Antiques Roadshow




Ellen Aronson on "Beak House" on Marketplace Theatre



Clunka George



Dinnerlady animated on NOVA



PUBLIC TELEVISION PUBLIC RADIO EDUCATION NETWORK WWW.KQED.ORG

2861 Marina Street San Francisco CA 94110-1426 phone 415.553.2150 fax 415.553.2349

 **Direct Mail**

Email 

Home page



CBA INTEGRATED DIRECT RESPONSE FUNDRAISING

HoustonPBS (Convio)

Donation form ✚

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

HoustonPBS
Ms. Sample A. Sample

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

MEMBERSHIP CONFIRMATION FORM

YES, I want to renew my support of HoustonPBS at this time of critical need. Enclosed is my gift of: \$35 (Special offer - \$2 off the regular rate) to help us help each other. \$40 \$60 \$80 \$100 \$200 Other \$

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

Address: _____ City, State, Zip: _____

Phone: _____

For program updates and HoustonPBS news, I agree to accept notices via:

☐ Please do not send me any more mail. ☐ Please do not send me any more mail. ☐ Please do not send me any more mail.

HYUNDAI *****ALLISON*****
Ms. Sample
Address: _____
Address: _____
City, State, Zip: _____

HoustonPBS must re-enroll 420 former members by June 15.

Ms. Sample, you're only responsible for one.

HoustonPBS belongs to you.

Dear Ms. Sample:

If our records are correct, your HoustonPBS membership lapsed in Month X and 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 Channel 8, you need to support your favorite programs. It's a smart investment. As our membership grows and revenues increase...

But right now the numbers are each week, but only 38,000 are making keeping pace with the rising cost of programming.

This year, HoustonPBS' program balance so we can pay for the program.

And we face an additional challenge: September pledge drive so we could help.

To meet these challenges, HoustonPBS must re-enroll 420 former members by June 15.

This is the reason we've temporarily confirmed, of course. As a special \$35 - a \$5 savings if you act now.

Your timely response will bring us here in Houston. If you do, please renew your membership today. From the center of Houston to another, area residents gain so much from HoustonPBS -- and our members make it possible:

- When a young person in Missouri City is transfused by AFRICAN AMERICAN LIVES, a new series hosted by Dr. Henry Louis Gates Jr., it's thanks to our individual members who make it possible.
- When a grandmother in Conroe experiences the drama of Thomas Hardy's "Under the Greenwood Tree" on...

HoustonPBS
4343 Elgin • Houston, TX 77204-0008
www.houstonpbs.org

✚ Direct Mail

http://www.houstonpbs.org

the channel that changes you

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

HoustonPBS May 06 Welcome Back Campaign

Options | Payment Info | Review and Submit | Confirmation

Mr. Bloom

MEMBERSHIP CONFIRMATION FORM

HoustonPBS needs immediate support from our viewers: We must re-enroll 420 former members by June 15 to help us make up our shortfall of \$200,000.

Please confirm your membership re-enrollment below. Make no mistake about it. Your support counts. And don't forget, HoustonPBS belongs to you.

Please pick a membership level.

☐ \$35.00 (Special Offer -- \$2 off the regular rate)

☐ \$40.00

☐ \$60.00

☐ \$90.00

☐ \$120.00

☐ \$250.00

Other Amount

Next Step | Previous Step | Cancel

Search | FAQ | Privacy Policy | Contact Us | Site Map | Jobs

Rejoin HoustonPBS Today

From: John Hesse <memberservices@houstonpbs.org>
Subject: Rejoin HoustonPBS Today
Date: May 23, 2006 3:30:17 PM EDT
To: Rob Bloom
Reply-To: John Hesse <memberservices@houstonpbs.org>

HoustonPBS

Mr. Bloom, you'll save \$5.00 if you act now to renew your membership.

HELP US MAKE UP OUR SHORTFALL

Dear Mr. Bloom:

We're holding your HoustonPBS membership, pending a confirmation from you.

It's very easy to renew your membership and support the programs you enjoy. Just click here.

Right now, the numbers are out of balance at HoustonPBS. Over 2,000,000 households tune in to Channel 8 each week, but only 38,000 are members. Membership growth has slowed, and our revenue is lagging. We're not keeping pace with the rising cost of programs.

Right now, we face a big challenge: We must replace the funds lost when we cancelled our September pledge drive to help with hurricane relief efforts and make up a shortfall of \$200,000 from our March fundraising campaign.

To meet these challenges, HoustonPBS needs immediate support from our television viewers: We must re-enroll 420 former members by June 15 to help the station stay on track.

Mr. Bloom, your timely response will bring us one important member closer to our goal and every donor counts.

Too many viewers think we don't need their help. They don't see the connection between becoming a contributing member and having their favorite programs on the air every day.

I think you do. You've supported us before. You realize how valuable HoustonPBS is to life here in Southeast Texas. You know that HoustonPBS belongs to you. Click here to help make up the shortfall and make more great programs possible by renewing your membership today.

Sincerely,

John Hesse
John Hesse
General Manager

Mr. Bloom, did you know...

- Members currently provide 61% of our budget.
- It costs us \$23,897 per day (\$16.60 per minute) to keep HoustonPBS on the air.
- 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.

HoustonPBS belongs to you.

Ray Charles on American Masters | Texas Ranch House | Healthy eating habits on Sesame Street | National Memorial Day Concert (2006) | The Vanishing Lions on Nature

Unsubscribe from receiving email, or change your email preferences.

✚ Email

Home page ✚

http://www.houstonpbs.org

the channel that changes you

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

QUICK REGISTER to receive FREE email program updates, newsletter and more...

Program Schedules | Program Search | Local Programs | Program Links | Producer Guidelines

Schedule Updates

12:30 PM Martin Yan Quick & Easy

1:00 PM NOVA - Mystery of the MegaFood

7:00 PM Windstar Castle: A Royal Year - The Banquet

8:00 PM Queen at 88: The... (New Program)

9:00 PM American Masters - The World of Nat King Cole (New Program)

10:00 PM SportsCenter: Beyond the Game... (HoustonPBS Production)

11:00 PM After Party: The... (HoustonPBS Production)

11:30 PM Charlie Rose

WINDSTAR CASTLE: A Royal Year - The Banquet
Wednesday, May 17, 2006 at 7:00 PM

Event planning at the castle requires a team of more than 300 people to ensure that everything runs smoothly. Queen Elizabeth's housekeeper, her grounds, tender on-site and flag men, picture restorers, military knights and guests all play a critical role in preparing for events, including state visits. Six months of planning have gone into preparations for the arrival of France's President.

Art isn't just something that hangs on the walls in museums and galleries. It's all around us in downtown Houston. Join us to uncover the public art in your backyard. **More...**

HoustonPBS needs your support
to make up a shortfall of more than \$200,000

BECOME A MEMBER | RENEW YOUR MEMBERSHIP | GIVE AN EXTRA GIFT

THANK YOU FOR YOUR GENEROSITY.

CREATIVE RECOMMENDATIONS

New Creative

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p style="text-align: center;">WPTV Temporary MemberCard</p> <p style="text-align: center;">Ms. Jane A. Sample</p> <p style="text-align: center;"><i>Signature</i></p> <p style="text-align: center;"><small>Name, Title</small></p> <p style="text-align: center;"><small>Use this temporary card until your new card arrives.</small></p> <p style="text-align: center;">Very important – see back for member benefits. THANK YOU!</p>	<p style="background-color: #e91e63; color: white; padding: 5px;">WPTV can count on me to support great public television.</p> <p style="color: #e91e63;">Enclosed is my contribution to keep WPTV's funding in balance and to support the programs I value.</p> <p> <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$ _____ </p> <p> <input type="checkbox"/> My check, payable to WPTV, is enclosed. Charge my: <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover </p> <p> Acct. # _____ Exp. Date _____ / _____ Signature _____ </p> <p>For program updates and WPTV events, fill in your e-mail address here: _____</p> <div style="text-align: right; padding-top: 20px;"> Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 </div> <p style="font-size: small; color: #e91e63;">WPTV • 123 Main Street • Anytown, ST 12345 • www.wptv.org Detach this form and mail in the envelope provided.</p>
---	--

Jane Q. Sample
President, WPTV

Dear Ms. Sample,

Another year, another threatened budget cut.

Barely a month after the new Congress took office at the start of this year, proposals to cut funding for public broadcasting by tens of millions of dollars began circulating in both the House and Senate.

Efforts to slash federal funding for public broadcasting are as old as public broadcasting itself. In fact, they began less than a year after President Lyndon B. Johnson signed the Public Broadcasting Act of 1967 into law. They've made it a perennial challenge for stations like WPTV to meet annual budget goals, as well as to plan for the future.

Through it all, however, we've moved forward. We've worked hard to become less dependent on government funding by creating a more balanced mixture of funding sources. As it turns out, one of the sources we've been able to count on most is people like you – viewers whose appreciation for the value of WPTV programming is strong, enthusiastic and consistent.

So today, with federal funding again uncertain, we're turning to you. Your decision to become a member of WPTV – to put local public television in *your* budget – is essential to our ability to keep our funding in balance and continue running a first-class public television station for our area.

Just as your budget includes money for concerts, films, travel, dining out and other enriching activities as a regular part of your life, I hope you'll set aside a contribution to support the outstanding programs that come to you every day on WPTV.

Right now, WPTV has set an important goal of enlisting the support of 000 new members by Month, Date – members whose reliable support will help us maintain our funding balance and weather the uncertain storms of government funding cutbacks.

Your gift of \$35, \$75, \$125 or even more will make absolutely certain that the quality programs that distinguish public broadcasting and WPTV continue to be available – for free – on your home television.

WPTV's need for balance goes well beyond our budget. In fact, "balance" is one of our most important assets as well as a requirement of being a public trust.

Consider the balanced perspective on the news that you get every night on NIGHTLY BUSINESS REPORT or THE NEWSHOUR WITH JIM LEHRER – balance that ensures that you're getting all sides of a story.

Or the balanced approach to the issues of our time that you find on every FRONTLINE or WIDE ANGLE documentary . . . the balanced reflection of life on our planet that you get from NOVA, NATURE and other science and environmental programming . . . the choices you have in our unrivaled lineup of arts and leisure programming – GREAT

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

WPTV



**Ms. Sample,
Help keep WPTV
in balance.**

Support WPTV Today.
Click here.

Dear Ms. Sample,

Another year, another threatened budget cut. Barely a month after the new Congress took office this year, proposals to cut funding for public broadcasting by tens of millions of dollars began circulating. These efforts to slash federal funding are as old as public broadcasting itself.

Which is why we've worked hard to become less dependent on government funding. As it turns out, **one of the sources of funding we've been able to count on most is people like you — people who have supported us before** and who truly appreciate the value of WPTV programming.

So today, we're turning to you again. Just as your budget includes money for travel, dining out and other enriching activities, I hope you'll set aside a contribution to support the outstanding programs that come to you every day on WPTV.

[PLEASE PUT PUBLIC TELEVISION IN YOUR BUDGET](#)

WPTV has set an important goal of re-enrolling 000 members by Month, Date — members whose reliable support will make absolutely certain that the quality programs that distinguish WPTV continue to be available — for free.

[CLICK HERE TO REJOIN WPTV AS A MEMBER](#)

Your support keeps our funding in balance and helps us continue running a first-class public television station. And our need for balance goes well beyond our budget. In fact, "balance" is one of our most important assets as well as a requirement of being a public trust.

Consider the **balanced perspective on the news** you get every night on *The NewsHour with Jim Lehrer* or *Nightly Business Report*, or the balanced reflection of life on our planet that you get from *NOVA*, *Nature* and other science and nature programming ... the balanced choices you have in our unrivaled lineup of arts and leisure programming — *Great Performances*, *Masterpiece Theatre*, *Antiques Roadshow*, cooking shows and so much more.

A balance you can only find on public television. A balance that is endangered every time there's a government budget cut or even the threat of one.

[HELP US RESTORE BALANCE. REJOIN WPTV NOW.](#)

Think for a moment about what it means to have the WPTV programs you like most consistently available to you. Then, help us restore balance to the funding needs that make those programs possible. Rejoin WPTV today. Thank you.

Sincerely,

Jane Q. Sample

President
WPTV

Support your favorite programs on WPTV!



"Eugene O'Neill" on
GREAT PERFORMANCES
AT THE MET



Painting by Gaston
Chassaing on
ANTIQUES ROADSHOW



"Dogs That Changed the
World" on NATURE




JAKERS! THE
ADVENTURES OF
PIGGLEY WINKS



Tom Petty and the
Heartbreakers on
SOUNDSTAGE

123 Main Street | Anytown, ST 12345 | www.wptv.org

WPTV


Online Donation Form

WPTV can count on me to support great public television.

I'd like to help keep WPTV's funding in balance and support the programs I value.

My gift is:

☐ \$00
 ☐ \$00
 ☐ \$000
 ☐ Other \$

Complete the following to make your gift to WPTV:

Payment method: * <input type="text" value="Visa"/>	Address: * <input type="text"/>
Card number: * <input type="text"/>	Address Line 2: <input type="text"/>
Expiration date: * <input type="text" value="01"/> <input type="text" value="2006"/>	City: * <input type="text"/>
Email: * <input type="text"/>	State * <input type="text" value="--Choose a State--"/>
Prefix: <input type="text" value="--Select--"/>	Zip: * <input type="text"/> - <input type="text"/>
First Name: * <input type="text"/>	Phone Number: <input type="text"/>
Last Name: * <input type="text"/>	<input type="checkbox"/> Check this box to receive periodic email from WPTV on your favorite programs, special events and more.

Required field

Help WPTV restore balanced funding...

and support your favorite programs.

DONATE TODAY!
CLICK HERE.

Help WPTV restore balance.

Donate Today! Click here.

Email reinforces the message of the direct mail while driving donors to the web. Matching buttons placed on your homepage provide an additional, effective way to support campaigns online.

Auto reply message (not shown) is sent following transaction, thanking member or donor for their support.

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p>	<p>YES, I'll do my part to support WXYZ.</p> <p>I'm enclosing my contribution to help you broadcast more great programs for everyone to enjoy.</p> <p> <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$_____ </p> <p> <input type="checkbox"/> Check enclosed Charge my: <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover </p> <p>Account # _____ Exp. Date ____ / ____ Signature _____</p> <p>For WXYZ program updates, fill in your e-mail address here: _____</p> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 [Barcode]</p>
<p>Ms. Jane A. Sample</p> <hr/> <p><i>Signature</i></p> <p>Name, Title</p> <p>Use this temporary card until your new card arrives.</p> <p>Very important – see back for member benefits. THANK YOU!</p>	<p>WXYZ • 123 Main Street • Anytown, ST 12345 • www.wptv.org</p>

WXYZ is not FREE, but it's there for you to enjoy any time you like.

If you're watching public TV "for free" and like what you see, shouldn't you pay your fair share?

Ms. Sample, become a WXYZ member today. Help us reach our goal of 0,000 new members by Month, Date – so we can deliver more new programs to you.

Dear Ms. Sample,

Why do some viewers support WXYZ and others don't? It's very important for us to know because WXYZ needs to convince more viewers to support the station.

So whenever we get a chance to talk with members personally, we pick their brains for information. The number one reason for supporting WXYZ never surprises us – and we think it will make sense to you.

Members support us for the programs they enjoy and value. And they want to see more great programs.

Our supporters see membership as almost a civic duty of "paying one's own way." Members say they appreciate our quality programs without commercial interruptions – and they're willing to pay for that viewing enjoyment.

Of course, you could continue to watch WXYZ's programs for free, if you like. But I want to be sure you have all the information you need to decide if that's a good idea. Please consider these realities:

WXYZ depends on its members for 00% of the revenue that makes your favorite programs possible. Government support for WXYZ is just 00%, and it's never secure. Every year, public broadcasting fights against proposed cuts in federal funding. This year, the administration's FY08 budget submission to Congress called for a funding reduction of 25%, or almost \$145 million less for public broadcasting.

As production costs and broadcasting expenses increase, we can't keep pace unless more viewers are willing to help. And if we don't have funds available when a new series comes along, we may have to pass on it.

That's one important reason we're asking for your contribution to WXYZ now.

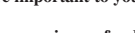
Let me be more specific: Every year, WXYZ pays a fee of \$0,000,000 to PBS for all the national programs the system provides to stations. It's an expense we have to pay so we can broadcast the new fall schedule of programs, coming just around the corner. This year, that includes Ken Burns' incredible new series "The War."

WXYZ doesn't interrupt programs incessantly with commercials and advertisers don't influence us. We broadcast only for you.

WXYZ isn't about making a profit; it's about giving our members a great return for the investment they make in the station. Our programs show that we care about serving an intelligent audience that wants something better than the typical television fare.

Members call our programs "thought-provoking." They really get into a WXYZ program, rather than just watching TV to pass a quiet evening at home.

Most viewers know that WXYZ isn't free. How could it be? Just like any television station, WXYZ has to

<p>KQED</p> <p>Valued Member</p> <p>Ms. Sample A. Sample</p> <hr/> <p>Marianne F. Pelton, Executive Director, Membership</p>	<p>KQED Member Reply from: John A. Sample Yes, I agree that KQED's extra value in programs is worth my extra support. Enclosed is my additional gift to help keep my favorite programs on the air.</p> <p> <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$ _____ <input type="checkbox"/> Charge <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover </p> <p>Acc. # _____ Exp. Date ____ / ____ Signature _____</p> <p><input type="checkbox"/> My check to KQED is enclosed.</p> <p>Ms. Sample, Your gift of Samt 2, Samt 3 or more will go even further. Thank you.</p> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 </p>
<p>THANK YOU FOR YOUR ONGOING SUPPORT!</p>	

Every week people in nearly 2 million homes enjoy their favorite programs on KQED.

But a loyal group of only 11% – one out of nine – support these programs with their contributions.

Thank you, Ms. Sample, for being one of these special people who care enough to do your fair share.

Dear Ms. Sample,

If you're asking yourself why we're writing to the very people who already support KQED, please give me a minute or two to explain.

I think you know that KQED works very hard to attract new supporters to join you as members of the station. We send regular fundraising letters and conduct on-air pledge drives to attract new members throughout the year. Some people join online at www.kqed.org.

KQED also has a regular campaign to encourage annual giving. After someone becomes a member, we are diligent in our efforts to retain every member. Our renewal program makes the case for continuous support, and people like you are generous in renewing your support year after year.

But here's our dilemma: Annual memberships simply don't provide all the funds needed to pay for KQED's ambitious schedule of programs on television and radio. Our wide variety and high standards of broadcasting are very costly. KQED's funding situation is much like performing arts groups that can't rely solely on ticket sales or subscriptions.

Even with generous once-a-year support from many friends like you, it's difficult to keep pace with program costs – and we certainly don't have the additional resources to bring you all the exciting new programs we'd like to air.

This is why we're asking you to send an extra gift of support for the KQED programs that are important to you.

Your additional gift will help fill the gaps in our funding.

Your extra investment in KQED will pay you back many times over in the months and years ahead. We think that your membership is a great value that far exceeds its very reasonable fee. And, in the hope you agree, we are asking for another gift.

For your regular membership, and an extra gift once or twice a year, you get programs that are worth hundreds of dollars or more in comparable entertainment like movies, theater, opera, concerts and the cost of cable television service. KQED provides the best in entertainment for your enjoyment.

We also provide a wide range of vital information that helps you understand the world better, make crucial investment decisions and cast an intelligent vote at election time. KQED is proud to be known as the broadcaster that provides more in-depth news and diverse perspectives than other stations. We always try to tell all sides of a story.

KQED offers how-to programs about cooking, gardening, home renovation, car repair and the appraisal of family

- Members currently provide 50% of our budget.
- It costs us \$82,916 per day (\$57.58 per minute) to put KQED on the air.
- Without more member support now, programming will be in serious jeopardy.

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.

Your contribution is tax deductible.

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

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

Personalized letter and form.

WXYZ

Your contribution to WXYZ is money well spent. It's an investment in more great programs you can trust WXYZ to deliver.

100,000 members trust WXYZ with their annual contributions. But that's only 10% of our viewers. We need more viewers to help pay for the programs they watch.

Join our members, today, Ms. Sample.

Help us reach our goal of 10,000 new members by (month, day).
You'll be rewarded with more great programs in the months ahead.

Dear Ms. Sample,

When you choose an organization to support, you want to know that your contribution will be well spent to benefit all the people it is supposed to serve.

When you make a contribution to WXYZ, you never have to worry. You can give with confidence, because you can trust us to use your gift to produce more great programs.

And you can see the positive result of your contribution anytime you like. Just turn on your TV and go to Channel 10. You'll find your contribution in action, producing great programs for you and your community. You could say that your support "comes to life" in so many ways:

In live performances ... in-depth news and analysis ... great drama and hilarious comedy ... practical advice about home repair, cooking, investing and more ... history and science ... informative documentaries ... educational programs for children ... and more.

WXYZ is the only station that brings you all this value in one place – and viewers make it possible by making modest individual investments.

Today, I'm asking you to make an investment in WXYZ. Join the members of WXYZ and do your fair share to make more intelligent, entertaining programs possible.

What could be better? You'll get instant gratification every time you tune in. Your favorite programs are always there to prove that it's smart to support public broadcasting because you can trust us for information, personal enrichment and even sheer delight.

As a special incentive to join us now, we're offering an annual membership for just \$100. That's \$50 off the regular rate, as an introductory "gift" to you.

Our members are the largest and most reliable source of funding for public television. Members already account for 100% of our programming budget, but that must grow to keep pace as program costs rise.

With your support of WXYZ, you're making an investment in something that's important to you and a great value to

Detach this form and mail in the envelope provided.

Ms. Sample,
Please keep this card as a record
of your contribution.

WXYZ

Ms. Sample A. Sample

Signature

Signature, Title

My gift amount \$

Date sent

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

YES, I trust WXYZ to bring me more great programs. I'm enclosing my gift to support them.

☐ \$30 *Special introductory offer – a \$5 savings*

I want to help more: ☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Other \$

☐ My check, payable to WXYZ, is enclosed. Charge my: ☐ MC ☐ VISA ☐ Discover

Acct. # _____ Exp. Date _____ / _____ Signature _____

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




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


WXYZ
123 Main St. Anytown, ST 12345

CREATIVE RECOMMENDATIONS

Acquisition

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <div style="text-align: center;">  Temporary MemberCard Ms. Jane A. Sample  <small>Jean Moffit, Director, Member Services</small> <small>Keep this temporary card until your new card arrives.</small> </div> <p>Very important – see back for member benefits. THANK YOU!</p>	<p><input type="checkbox"/> YES, I want to confirm my membership enrollment and help WCNY. Enclosed is my gift of: <input type="checkbox"/> \$40 – <i>includes the WCNY MemberCard</i> <input type="checkbox"/> \$70 <input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> Check enclosed. Charge <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date ____/____/____ Signature _____</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 45%;"> <p>Ms. Sample. <small>As soon as we receive your Membership Confirmation, we will activate your benefits.</small></p> </div> <div style="width: 45%; text-align: right;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> </div> <div style="text-align: center; margin-top: 20px;">  The Public Broadcasting Council of Central New York, Inc. <small>P.O. Box 2400 • Syracuse, NY 13220-2400 • www.wcny.org • (315) 453-2424</small> </div>
--	---


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

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.**



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET

Painting by Gaston
Chassaig on
ANTIQUES ROADSHOW

"Dogs That Changed the
World" on NATURE

JAKERS! THE
ADVENTURES OF

Tom Petty and the

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

NOTICE OF ENROLLMENT:



Temporary MemberCard
Ms. Jane A. Sample


Jean Moffit

Jean Moffit, Director, Member Services

Membership card enclosed.
Confirmation requested.

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

Personalized letter and form.

<p style="text-align: center;">Ms. Sample, Please keep this card as a record of your gift.</p> <div style="text-align: center; background-color: #8B4513; color: white; padding: 5px; font-weight: bold; font-size: 1.5em;">Npt</div> <p style="font-size: 0.8em;">Nashville Public Television, 161 Rains Avenue, Nashville, TN 37203</p> <p style="text-align: center; font-weight: bold;">Ms. Sample A. Sample</p> <div style="text-align: center;">  Beth Curley, President and CEO </div> <p style="font-size: 0.8em;">My gift amount \$ _____ Date sent _____</p> <p style="font-size: 0.8em; font-weight: bold;">Very important – see back for member benefits. THANK YOU!</p>	<p>YES, I will support NPT as a member. I'm enclosing my contribution to help ensure a strong future for all my favorite programs.</p> <p> <input type="checkbox"/> \$35 - <i>(Special offer - \$5 off the regular rate)</i> <input type="checkbox"/> \$60* <input type="checkbox"/> \$100* <input type="checkbox"/> \$150* <input type="checkbox"/> \$500 <input type="checkbox"/> \$1,000 <input type="checkbox"/> Other \$ _____ </p> <p> <input type="checkbox"/> My check payable to NPT is enclosed. Charge my: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> DISCOVER </p> <p> Account # _____ Exp. Date _____ Signature _____ </p> <p>Optional: E-mail _____</p> <div style="display: flex; justify-content: space-between; font-size: 0.8em;"> <p>*For your gift in this amount, get one or more free DVDs. See reverse for details!</p> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> <p style="font-size: 0.7em;">Nashville Public Television, 161 Rains Avenue, Nashville, TN 37203 To join, detach this form and mail in the envelope provided.</p>
--	---

NPT needs 3,250 new members by March 31.

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

Dear Ms. Sample:

It's time to take action to secure the future of Nashville Public Television.

We can't continue to count on fluctuating and unreliable government support. There's always a real possibility that Congress will again threaten to reduce funding for Public Broadcasting.

NPT's loyal viewers have a clear choice now. You can be one of the people who do more than just watch public TV programs or listen to public radio.

You can make a contribution to NPT and invest in something of value for yourself and for all those who depend on us for fine entertainment, education and enrichment. You can invest a modest sum 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 NPT, 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. We bring fine entertainment and enrichment to viewers who have no other source for it.


Your support as a member of NPT will help us build more bridges – and bring our community together for a valued common purpose.

But you have to act now to protect your favorite programs in the future – before politics can intervene. We can't afford to wait and risk our funding and our independence to broadcast fairly for all viewers. We must provide a strong foundation for all the programs you enjoy and value.

When you and 3,249 other new members join NPT by March 31, you'll help the station reach its goal of \$150,000 for this important fundraising campaign.

When you make a contribution as a member of NPT, we'll have new revenue to invest in great performances of music and dance ... groundbreaking documentaries on FRONTLINE ... intimate portraits on AMERICAN MASTERS ... in-depth news and commentary on THE NEWSHOUR WITH JIM LEHRER ... the search for more undiscovered treasures on ANTIQUES ROADSHOW.

You'll be supporting educational programs like ARTHUR and CLIFFORD for children in the



Nashville Public Television

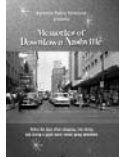
161 Rains Avenue, Nashville, TN 37203-5330 • www.wnpt.net • Membership Dept. 615-259-2100

CHOOSE YOUR FREE GIFT

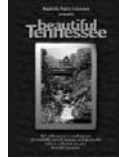
Join at the \$60 level, and choose one. Join at the \$100 level, and choose two.
Join at the \$150 level or higher and get all three!



☐ Memories of
Nashville



☐ Memories of
Downtown
Nashville



☐ Beautiful
Tennessee

Return this form with your contribution and we will send your free thank-you gift right away.
Contributions are tax deductible only to the extent they exceed the fair market value of any benefit you receive in return.

Join NPT today.

Npt

Guarantee

We promise to use your membership gift wisely to broadcast and produce the best programs that television has to offer. If, for any reason, you are ever dissatisfied with our performance, simply tell us and we will refund your membership dues in full. No questions asked.

Your gift counts!

Nashville area – and you'll help NPT produce locally-focused programs like BEAUTIFUL TENNESSEE and MEMORIES OF DOWNTOWN NASHVILLE.

There's another incentive to become a member of NPT now – a \$5.00 savings on your membership. And that's not the only special offer you can take advantage of today. If you join at the \$60, \$100 or \$150 level, you can get one or more free documentary DVDs about Nashville and Tennessee – see the enclosed insert for details.

When you sit down this evening to watch a favorite show on NPT, I hope you'll remember this appeal – and take seriously the important role that members play in supporting all our programs.

You should be part of that community-minded group of supporters. If you're enjoying our programs, you too should be a member who supports your favorite programs and helps us build more bridges to our community.

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

Take advantage of the introductory \$5.00 savings, or give a bit more if you have the means to make a larger contribution. There's no need to deliberate too long. Become a member now and give whatever is right for you.

As a member of NPT, you'll be helping us establish the base of support it takes to overcome the uncertainty of politics. Thank you for making the connection with us and helping NPT be a strong, independent voice for our community.

Sincerely,

Beth Curley
President and CEO

P.S. Please join NPT as a member today. You and 3,249 other new members will help us raise the funds needed to meet our programming budget for 2007. And you'll save \$5.00 when you join now.

P.P.S. Remember, you can get one, two or even three free documentary DVDs when you join NPT today. See the enclosed insert and choose your free gifts today.

Npt

Nashville Public Television, Inc.
161 Rains Avenue, Nashville, TN 37203-5330

Npt

Nashville Public Television, 161 Rains Avenue, Nashville, TN 37203

Ms. Sample A. Sample


Beth Curley, President and CEO

NONPROFIT ORG.
U.S. POSTAGE
PAID
NASHVILLE PUBLIC
TELEVISION INC.

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, 2007

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 contribution of: ☐ \$34 *(Special offer - \$6 off the regular rate)*
 I'd like to help even more: ☐ \$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

Acct. # _____ Exp. Date _____ / _____ Signature _____

☐ E-mail me *In the Loop*, an informative WHYY weekly e-newsletter. My e-mail address is: _____

Direct my contribution to:
☐ TV ☐ FM ☐ BOTH

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



*Ms. Sample,
Save \$6 when you join now!*

WHYY must enroll 1,898 new members by October 15th.

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 be nearly \$4,000,000 just for national programs provided by PBS, NPR and other sources. That's a huge expense – and a 6 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 1,898 new members by October 15th to help reach our campaign goal of \$76,205.

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 continue to broadcast wonderful programs like "The Gray Whale Obstacle Course" on JEAN-MICHEL COUSTEAU'S OCEAN ADVENTURES, expanding on the ocean explorations of his famous father ... "Casanova," a major drama on MASTERPIECE THEATRE ... "Eyes on the Prize," a landmark series documenting the history of the Civil Rights Movement and "The Kennedy Center Presents: The 2006 Mark Twain Prize for American Humor."

You can also enjoy great performances of music and dance, in-depth news on THE NEWSHOUR WITH JIM LEHRER ... and discover treasures on ANTIQUES ROADSHOW. Children in the tri-state area can have fun

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

Available with
MemberCard
or receipt.

Join 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 e-mail 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.

WHYY Tote Bag

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



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.

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 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.

Your gift counts.

while they learn with programs like *CURIOUS GEORGE* – an animated adventure series that incorporates science, math and engineering content.

Your support also helps WHY? produce original programs, like *EXPERIENCE*, a series of short features that offer behind-the-scenes journeys into the arts and cultural life in our tri-state area.

And WHY? 91FM keeps you connected, informed and entertained with *FRESH AIR WITH TERRY GROSS* ... *RADIO TIMES WITH MARTY MOSS-COANE* ... *ALL THINGS CONSIDERED* ... *MORNING EDITION* ... *CAR TALK* and more.

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 1,897 other members can help us raise the \$76,205 needed to reach our campaign goal. And you'll save \$6.

Support your favorite programs!



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET



Painting by Gaston
Chassaig on
ANTIQUES ROADSHOW



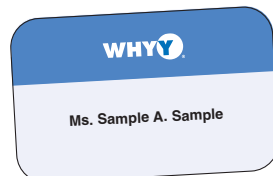
"Dogs That Changed the
World" on NATURE



JAKERS! THE
ADVENTURES OF
PIGGLEY WINKS



Tom Petty and the
Heartbreakers on
SOUNDSTAGE



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

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p style="text-align: center;">↓</p> <div style="background-color: #0056b3; color: white; padding: 5px; text-align: center;"> KQED Temporary MemberCard </div> <p style="text-align: center;">Ms. Jane A. Sample</p> <p style="text-align: center;"><i>Marianne Petroni</i> <small>Marianne F. Petroni, Executive Director, Membership</small></p> <p style="text-align: center; font-size: 0.8em;">Use this temporary card until your new card arrives.</p> <hr style="border-top: 1px dashed black;"/> <p style="text-align: center; font-size: 0.8em;">Very important – see back for member benefits. THANK YOU!</p>	<div style="border: 1px solid #0056b3; padding: 10px;"> <p>YES, I want to do my fair share to support my favorite programs on KQED. I'm enclosing my contribution of:</p> <p><input type="checkbox"/> \$35 <i>Special new member offer – a \$5 savings</i> I'd like to help even more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$250 <input type="checkbox"/> Other \$_____</p> <p>Charge my <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> My check to KQED is enclosed.</p> <p>Acct. # _____ Exp. Date _____ / _____ Signature _____</p> <p><input type="checkbox"/> Email me QED Up, an informative KQED monthly e-newsletter. My email address is: _____</p> <p><input type="checkbox"/> Send me KQED's monthly printed program schedule, <i>The Guide</i>.</p> </div> <div style="text-align: right; margin-top: 20px;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> <div style="margin-top: 20px;"> <p>KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org <small>Detach this form and mail in the envelope provided.</small></p> </div>
--	--

KQED

*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 broadcasting outlet, KQED.

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

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

You see, while our programs are free for people who use them, they cost PBS, NPR and KQED 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 a full 50 percent of our programming budget.

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

Your support is urgently needed now to help us reach our goal of 1,524 new members and \$484,915 in contributions by March 31.

When you support public broadcasting, you are helping us provide programs that educate, entertain and enrich viewers and listeners, young and old. As a member of KQED, 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 KQED, 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

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

Join now, save \$5 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. To access *The Guide* online, go to www.kqed.org or check the box on the front of this form to receive a monthly printed copy.

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.

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 50% of our budget.
- It costs us \$82,916 per day (\$57.58 per minute) to put KQED on the air.
- Without more members now, programming will be in serious jeopardy. **\$35**
- With your gift of \$40 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.

KQED. Seniors who have trouble getting out can attend plays and concerts in their own homes.

- People looking for lifestyle 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 will cost KQED more than \$27,000,000 in program production this year – nearly \$2,000,000 more than last year.

That's why we need your support now. We have to keep pace with rising costs so the producers of favorite programs like NOVA, NATURE, ANTIQUES ROADSHOW and others can continue to develop new episodes, and so KQED Public Television can continue producing uniquely Bay Area programs like our lineup on weeknights at 7:30. This year QUEST, our ambitious new science, environment and nature multimedia series on Tuesdays, joins THE JOSH KORNBLUTH SHOW on Mondays ... SPARK on Wednesdays ... CHECK, PLEASE! BAY AREA (our surprise runaway hit) on Thursdays ... and THIS WEEK IN NORTHERN CALIFORNIA on Fridays.

Your gift today to KQED 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 next to libraries, public broadcasting is the most trusted institution in America. But all the people that trust and value KQED 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 gift 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,

Marianne F. Petroni
Executive Director, Membership

P.S. Please join today. You and 1,523 other new members can help us raise the \$484,915 needed to stay on budget. Everyone who has an appetite for intelligent broadcasting will be happy if you do. And you'll save \$5. Thank you.

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.


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

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
KQED

Personalized letter and form.

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



Ms. Jane A. Sample

James Baum, President & CEO 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



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

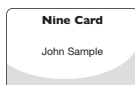
Available with
MemberCard
or receipt.

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.



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET

Painting by Gaston
Chaisac on
ANTIQUES ROADSHOW

"Dogs That Changed the
World" on NATURE

JAKERS! THE
ADVENTURES OF

Tom Petty and the


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



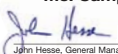
Ms. Jane A. Sample
500 Elm Street
Yourtown, ST 12345

Personalized letter and form.

Mail your reply form to become
a HoustonPBS Supporting Member ►


 HoustonPBS
 Temporary MemberCard

Ms. Sample A. Sample


John Hesse, General Manager
Use this temporary card until your new card arrives.

Member Reply from: John A. Sample
 Yes, I'll help HoustonPBS reach its modest goal of 6% viewer support. Enclosed is my contribution to help make more new programs possible on HoustonPBS.

☐ \$35 (Special offer - \$5 off the regular rate)
 I'd like to help even more: ☐ \$40 ☐ \$60 ☐ \$90 ☐ \$120 ☐ \$250 ☐ Other \$_____


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

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

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

☐ We occasionally exchange names with other nonprofit organizations to reduce costs. Please check here if you'd rather not participate.

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


HoustonPBS
 Association for Community Broadcasting
 P.O. Box 4415, Houston, TX 77210-4415

Detach this form and mail in the envelope provided.

**Every week people in 796,000 homes
enjoy their favorite programs on HoustonPBS.**

But only 4% support them.

Ms. Sample, our goal is 6% viewer support ... to pay for the programs you want in 2007.
Join HoustonPBS as a member today and help us reach this important goal.

Dear Ms. Sample,

Here's our dilemma and why we need your help: Right now, only 4% of our viewers support their favorite programs as members of HoustonPBS. This very modest level of participation makes it difficult to cover the cost of public broadcasting's quality programs because HoustonPBS depends on individuals for 55% of our operating income.

We can do so much more for everyone who tunes in if people like you will join us now – and do your fair share as a supporter of HoustonPBS.

New programs are waiting in the wings – more science and nature, more history and current affairs, new drama and live concerts, cooking, gardening, and more. **And we don't want to put any new programs on hold.**

We need your help to provide the funding for public broadcasters and independent producers to create the next great programs for you.


It's encouraging to have such a large audience of dedicated viewers. But so far, only 1 person in 25 makes an annual contribution to "sponsor" what they're enjoying on HoustonPBS. As a result, every current member is paying the way for 24 others who don't contribute.

That's why we're asking you to help us meet our goal – support from 6% of our audience. It's a very modest increase of just 2%, but it would mean hundreds of thousands of dollars in annual additional revenue to invest in new programs and keep your favorites on the air.

**Today, I'm asking you to become one of these new members
who support the public broadcasting programs they enjoy.**

Won't you take a few minutes to join today? With your help HoustonPBS can meet its immediate fundraising goal of 2,360 new members by March 31. That will be the first step toward reaching the 6% level of support.

(over, please)


HoustonPBS
4343 Elgin • Houston, TX 77204-0008
 www.houstonpbs.org • 713.743.8483 • 800.364.8300

Join now, save \$5, and enjoy these member benefits:



- **HoustonPBS Member Card**
Provides discounts at local museums and cultural events.
- **MyHoustonPBS website**
You'll find the printable eGuide, customizable television schedule, exclusive content, the British TV Club, recipes, and more!

- Access to our exclusive Member Services Hotline at 713-743-8483 or 800-364-8300
- Invitations to special station events

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



For questions and information,
call our exclusive HoustonPBS
Member Services Hotline at
713-743-8483 or 800-364-8300.

Your Gift Counts!

And there's a bonus for you personally: If you respond now, you'll save \$5 with our special new member offer, and still be entitled to all member benefits (see back of response form for details).

Help us get the ball rolling so HoustonPBS can reach an important goal that will benefit you and our entire community. Respond now and become one of our new members. You will help us increase HoustonPBS membership and provide a huge boost in revenue to pay for more programs.

Every goal is reached one gift at a time with the participation of many viewers like you. Contributions add up quickly and significantly when people like you step forward to help.

This year, HoustonPBS will invest \$500,000 more than last year in programs like ANTIQUES ROADSHOW, NOVA, THE NEWSHOUR WITH JIM LEHRER, NATURE, GREAT PERFORMANCES, INDEPENDENT LENS, AMERICA'S BALLROOM CHALLENGE, and all the others you enjoy.

HoustonPBS is more than just television. It's a vital community resource. Our Community Education and Outreach Department extends the value of television programs that are relevant to and beneficial for our community. For example, we held a teacher institute connected to the AFRICAN AMERICAN LIVES series to train teachers to encourage students to research their family histories for a better understanding of themselves. We also forged a local coalition of agencies to help families dealing with childhood cancer. When we aired A LION IN THE HOUSE – the harrowing, yet inspiring film dealing with the same issue – viewers were able to call social services volunteers right here in the station for referrals and information.

And speaking of children, please know that your membership support will help ensure children in Southeast Texas can have fun while they learn with ARTHUR and CURIOUS GEORGE.

Your support as a member of HoustonPBS will make a difference. Please join with us today by mailing your contribution and enrollment form.

Then sit back and enjoy all the informative, stimulating, and entertaining programs you choose, knowing that you played an important role in making them possible for everyone.

John Hesse
General Manager

P.S. Please respond by March 31 and become a supporting member of HoustonPBS. Public broadcasting depends more and more on its viewers, especially when we continually face reduced foundation and corporate support.

P.P.S. Save \$5 off the regular rate when you become a member.



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

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



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

CREATIVE RECOMMENDATIONS

Additional Gift

Personalized letter and form.

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

ThinkTVNetwork
Greater Dayton Public Television

Valued Member
Ms. Sample A. Sample

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

My gift amount \$ _____ Date sent _____

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

ThinkTVNetwork
Greater Dayton Public Television

110 South Jefferson Street, Dayton, Ohio 45402-2402 www.thinktv.org

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

ThinkTVNetwork
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 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. 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 educational

(over, please)

The entire staff of
Think^{TV} thanks you for
your additional support.

We will continue to
deliver the excellent
programs you enjoy.



As a member of Think^{TV}, 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. Think^{TV} also promises you efficient, timely member service and prompt responses to your questions and inquiries. To contact Think^{TV} 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!

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 Think^{TV} 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 Think^{TV}, 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.



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET



Painting by Gaston
Chassaic on
ANTIQUES ROADSHOW



"Dogs That Changed the
World" on NATURE



JAKERS! THE
ADVENTURES OF
PIGGELEY WINKS



Tom Petty and the
Heartbreakers on
SOUNDSTAGE

Think^{TV}Network
Greater Dayton Public Television



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

NONPROFIT ORG.
U.S. POSTAGE
PAID
THINKTV

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

A second effort
is available and
recommended.

Personalized letter and form.

<p>Ms. Sample, Please detach and keep this as a record of your gift to KTWU.</p> <hr/> <p>Gift Amount: <input style="width: 100%;" type="text"/></p> <p>Check#/Credit Card: <input style="width: 100%;" type="text"/></p> <p>Date Paid: <input style="width: 100%;" type="text"/></p> <p>Thank you for your support.</p>	<div style="text-align: center;"> Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM </div> <p>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.</p> <p> <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$ _____ <input type="checkbox"/> My check to KTWU is enclosed. </p> <p> Charge <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover </p> <p> Acct. # _____ Exp. Date ____/____/____ Signature _____ </p> <div style="display: flex; justify-content: space-between; font-size: small;"> <div> <p>Ms. Sample, Thank you for your help in meeting our \$200,000 goal by January 31.</p> </div> <div style="text-align: right;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> </div> <div style="display: flex; justify-content: space-between; font-size: x-small; margin-top: 10px;"> <div> 1700 College, Topeka, KS 66621-1100 </div> <div>Detach here and mail with your gift in the envelope provided.</div> </div>
---	---

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

more
Your support makes [^] great programs possible.



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET

Painting by Gaston
Chaussac on
ANTIQUES ROADSHOW

"Dogs That Changed the
World" on NATURE

JAKERS! THE
ADVENTURES OF
PIGGLEY WINKS

Tom Petty and the
Heartbreakers on
SOUNDSTAGE

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.

KQED

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

Dear Mr. Sample:

I'm writing to you because of your exceptionally generous support of KQED. Quite frankly, I'm hoping to appeal to your generosity once more.

Although generosity is voluntary, KQED's dependence on it is not. In fact, viewer and listener support is increasingly important to KQED's ability to keep pace with the rising cost of television and radio production. Programming costs have risen dramatically higher – nearly \$1 million in the last year alone. This is an increase we simply cannot absorb without the extra support of viewers and listeners like you.

To complicate matters, membership growth has slowed. More and more people are watching KQED Public Television and listening to KQED Public Radio, but fewer people are stepping forward to play their part as members. That makes your decision to be an active and generous supporter critically important.

As a nonprofit enterprise, KQED's funding is always uncertain. There is never a guarantee that this year's funding from government and business sources will continue into next year. What we bank on – indeed, what we thrive on – is the steady and reliable commitment of our members.

Mr. Sample, I write today to urge you to demonstrate your commitment to public broadcasting once again. KQED radio and television must have the support of our most loyal members to meet our budget, and to continue bringing you the outstanding and original programming that is our hallmark.

Special gifts, such as the one I hope you'll make today, are the reason why KQED can deliver the kind of programming that is so unique to public, nonprofit broadcasting.

- Coming in the fall, KQED brings you an exciting new episode of JEAN-MICHEL COUSTEAU'S OCEAN ADVENTURES. Co-produced by KQED and the Ocean Futures Society, "America's Underwater Treasures" is a two-part, two-hour program that explores 13 unique national marine sanctuaries, including Gray's Reef, Thunder Bay and more.
- You find more wonderful drama on MYSTERY!, featuring Robert Lindsay as the brilliant Scotland Yard crime solver on "Jericho" ... Geraldine McEwan, reprising her role as the famous spinster sleuth on "Agatha Christie's Miss Marple, Series II" and other favorites.
- Reality TV is worth your time when you watch PBS programs like COLONIAL HOUSE, FRONTIER HOUSE and the latest installment, TEXAS RANCH HOUSE, which challenged a



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

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

KQED
Valued Member

Ms. Jane A. Sample

Marianne F. Petroni
Marianne F. Petroni, Executive Director, Membership

THANK YOU FOR YOUR ONGOING SUPPORT!

YES, I'LL SUPPORT KQED TODAY. I realize my special contribution is crucial to assure KQED's ability to meet its programming budget at a time of rising costs, diminished membership growth and unpredictable government and corporate funding for public broadcasting.

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

Charge ☐ AMEX ☐ MC ☐ VISA ☐ Discover



Acct. # _____ Exp. Date _____ / _____ Signature _____


☐ My check to KQED is enclosed.


Mr. Sample,
Please remember: the
more you give, the more
priceless programs
you'll enjoy on KQED.
Thank you.

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

KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org

<p style="text-align: center;">Ms. Sample, Please keep this as a record of your gift.</p> <p style="text-align: center;"> Valued Member</p> <p style="text-align: center;">Ms. Sample A. Sample</p> <p style="text-align: center;"><i>Richard A. Lehner</i> Richard A. Lehner, General Manager</p>	<p>YES, I want to help WUFT-TV/DT continue to provide the finest television programming – giving our community an intelligent alternative.</p> <p>Enclosed is my gift of: <input type="checkbox"/> \$000 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> My check, payable to WUFT, is enclosed. Charge my: <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date ____/____/____ Signature _____</p> <p>Ms. Sample, Your gift of Samt 2, or more will go even further. Thank you.</p> <p style="text-align: right;">Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p>
<p style="text-align: center;">Thank you for your ongoing support.</p>	<p style="text-align: center;"> Friends of Five, Inc. P.O. Box 12865, Gainesville, FL 32604</p>





UNIVERSITY OF
FLORIDA

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

more
Your support makes [^] great programs possible.



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

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

*A second effort
is available and
recommended.*



Jerry Carr
President & CEO



Detach this form and mail in the envelope provided



P.O. Box 6607, West Palm Beach, FL 33405-0607

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 1,170
contributions for the March 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 \$175,990 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.

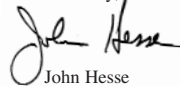
You also help us fulfill our promise as a facilitator in the community. Our outreach events are an extension of our programs and focus on human issues that need to be addressed – education, health care, the elderly, transportation, hurricane relief, and other critical matters.

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 713-742-8488.



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

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

NONPROFIT ORG.
U.S. POSTAGE
PAID
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 detach and keep
this as a record of your
gift to WHYY.

Gift Amount:

Date Paid:

**Thank you for your
support.**

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 WHYY's unique commitment to broadcast excellence and programming that reflects my interests and standards. Here's my contribution to prove it.

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

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

Account # Exp. Date

Signature E-mail

Ms. Samplejanesamplejanesamplejanesample,
If you can, a larger
gift will go further.
Thank you.

Direct my gift to:

☐ TV ☐ FM

☐ BOTH

WHYY
tv | fm | web | community Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106

Detach here and return with your gift.

WHYY
tv | fm | web | community

RESPECT.

Ed Cunningham
Producer

Dear Ms. Sample,

Respect is something we take very seriously here at WHYY, 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 WHYY 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. Sample. 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 WHYY.

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. Sample, we can continue to broadcast all the WHYY 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 WHYY’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.

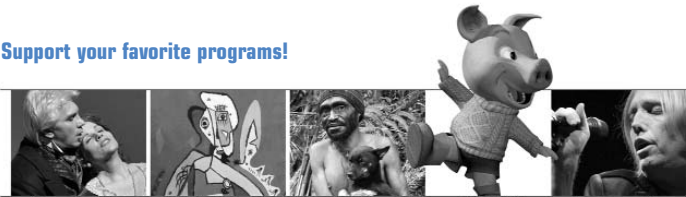
Please accept my gratitude for supporting us in the past and especially right now – when your help is so urgently needed.

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!



"Eugene Onegin" on
GREAT PERFORMANCES
AT THE MET

Painting by Gaston
Chassaing on

"Dogs That Changed the
World" on

JAKERS! THE

Portrait of a woman



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



Honored Member
Ms. Jane A. Sample

Winifred H. Davidson
Director of Membership

My gift amount _____ Date sent _____


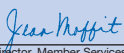

Ms. Jane A. Sample
500 Elm Street
Yourtown, ST 12345

A second effort
is available and
recommended.

CREATIVE RECOMMENDATIONS

Lapsed

Personalized letter and form.

<p style="text-align: center;">Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <div style="text-align: center; border: 1px solid black; padding: 10px; margin: 10px 0;">  Temporary MemberCard Ms. Sample  <small>Jean Moffitt, Director, Member Services</small> </div> <p style="text-align: center;">Very important – see back for member benefits. THANK YOU!</p>	<p>YES, I want to confirm my membership reinstatement, save \$5 and help WCNY. Enclosed is my contribution of:</p> <p><input type="checkbox"/> \$35 <i>(\$5 off the regular rate; includes the WCNY MemberCard)</i></p> <p>I'd like to help even more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$70 <input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> Other \$ _____</p> <p><input type="checkbox"/> My check to WCNY is enclosed. Charge my: <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date _____ / _____ Signature _____</p> <p>Ms. Sample, As soon as we receive your Membership Confirmation, we will reactivate your benefits.</p> <p style="text-align: right;">Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p>
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <small>The Public Broadcasting Council of Central New York, Inc. 506 Old Liverpool Road • Syracuse, NY 13220 www.wcny.org • (315) 453-2424</small> </div> <div style="width: 50%; text-align: right;"> <p><i>Ms. Sample, Renew your membership now, and save \$5!</i></p> </div> </div>	

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.

(over, please)

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.
\$35
- 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.

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

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.



"Eugene Oregan" on
GREAT PERFORMANCES

Painting by Gaston

"Don't Tell Me"

NOTICE OF REINSTATEMENT AND SPECIAL SAVINGS



Confirmation requested.

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

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

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!

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p style="text-align: center;">↓</p> <div style="background-color: #0056b3; color: white; padding: 5px; text-align: center;"> KQED Temporary MemberCard </div> <p style="text-align: center; margin-top: 20px;">Ms. Sample A. Sample</p> <p style="text-align: center;"><i>Marianne Petroni</i> <small>Marianne F. Petroni, Executive Director, Membership</small></p> <p style="text-align: center; font-size: small;">Use this temporary card until your new card arrives.</p> <hr style="border-top: 1px dashed black;"/> <p style="text-align: center; font-size: small;">Very important – see back for member benefits. THANK YOU!</p>	<div style="background-color: #0056b3; color: white; padding: 5px; text-align: center;"> Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM </div> <p>YES, I want to renew my support of KQED at this time of critical need.</p> <p>Enclosed is my gift of: <input type="checkbox"/> \$25 <i>(Special offer – \$15 off the regular rate)</i></p> <p>I'd like to help even more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$250 <input type="checkbox"/> Other \$ _____</p> <p>Charge my <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> My check to KQED is enclosed.</p> <p>Acct. # _____ Exp. Date _____ / _____ Signature _____</p> <div style="margin-top: 20px;"> <div style="float: right; text-align: right;"> Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345 </div> <div style="clear: both;"></div> </div> <div style="margin-top: 20px;"> <div style="float: left;"> KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org </div> <div style="text-align: right; font-size: x-small;">Detach this form and mail in the envelope provided.</div> <div style="clear: both;"></div> </div>
---	--

KQED

Ms. Sample,
Rejoin KQED now and save \$15.

KQED must re-enroll 2,053 former members by March 31.

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

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 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 \$2 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 2,053 former members by March 31 to help the station reach its goal of \$484,915.

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 \$25 – a \$15 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 contributing members and having their favorite programs on the air every day. But that connection is real.

I hope you realize how unique KQED's programming is, and how valuable that makes the station to life here in Name of Town. If you do, please renew your membership today.

With your help, we'll continue to bring you programs that dig deeper than the rest, like NOVA and THE NEWSHOUR WITH JIM LEHRER – which is celebrating 30 years of credible, gimmick-free broadcast journalism. And let's not forget the intelligent analysis of KQED FM programs like MORNING EDITION and FORUM. In today's world, these programs are more essential than ever before.

KQED also brings you exciting programs like AMERICA'S BALLROOM CHALLENGE, a new five-part series covering the sizzling action of the world's largest ballroom dancing competition ... "Raptor Force" on NATURE ... "Treasures

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

In a recent CBA test, a \$25 offer (a \$15 savings) produced 14% more members and more net revenue than a \$30 offer (a \$10 savings). Let's get more lapsed members back on the file for renewals and add gifts!

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. To access *The Guide* online, go to www.kqed.org or check the box on the front of this form to receive a monthly printed copy.

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.

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 50% of our budget.
- It costs us \$82,916 per day (\$57.58 per minute) to put KQED on the air.
- Without more members now, programming will be in serious jeopardy. **\$25**
- With your gift of **\$40** 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.

of the Sunken Sea" on NOVA ... and Charlotte Bronte's beloved classic "Jane Eyre" on MASTERPIECE THEATRE.

Every weeknight you can tune in for a uniquely Bay Area program that offers local perspectives:

- On Mondays, THE JOSH KORNBLUTH SHOW offers offbeat interviews with celebrities and other creative thinkers.
- Tuesday is the night for QUEST, our ambitious new science, environment and nature multimedia series about Northern California's natural wonders and threatened resources.
- SPARK, our Emmy-winning program in its fifth season, comes to you on Wednesday nights with its look at Bay Area artists and arts organizations.
- Tune in on Thursday nights for CHECK, PLEASE! BAY AREA, a runaway hit in which regular people review their favorite restaurants.
- On Fridays, don't miss THIS WEEK IN NORTHERN CALIFORNIA, our benchmark public affairs program that gives viewers an inside look at the stories behind the headlines.

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

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

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 ... plus *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 today. You and 2,052 other members can help us raise the \$484,915 needed to stay on budget. And you'll save \$15.



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

*A second effort
is available and
recommended.*

SCHEDULE AND CHECKLIST AUGUST 2007 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 next page. Please feel free to ask any questions to make your tasks easy and quick.

	2007
Station commitment, provide SCF's and past results	April 5 – 13
CBA closed for Good Friday	April 6
Send copy information and package materials	April 13 – 19
Purge and Prospect files due at CBA	May 2 – 4
CBA closed for Memorial Day	May 28
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 25 – 26
Mail dates: Second drop – Acquisition, Lapsed and Additional Gift	August 16

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.

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: maciej@carlbloom.com

2. FTP Transfer: Call Maciej Przybylowski 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:

Maciej Przybylowski
Carl Bloom Associates, Inc.
81 Main Street, Suite 126
White Plains, NY 10601
Tel: 914 761 1800 (ext 21) • Fax: 914 761 2744
maciej@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



Carl Bloom Associates, Inc.
81 Main Street, Suite 126
White Plains, NY 10601