

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p><b>WHYY</b></p> <p>Ms. Sample A. Sample</p> <p>Good through October 31, 2006</p> <p>Very important – see back for member benefits. <b>THANK YOU!</b></p>	<p><b>YES, I will join WHYY as a member and support my favorite programs.</b>  <b>Enclosed is my contribution of:</b> <input type="checkbox"/> \$34 <i>(Special offer - \$6 off the regular rate)</i>  <b>I'd like to help even more:</b> <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____  <input type="checkbox"/> Send me the WHYY Tote Bag. Contribution \$ _____ + \$3.00 Shipping = Total \$ _____  <input type="checkbox"/> Don't send me the Tote Bag. Use my entire contribution for programming.  <input type="checkbox"/> <b>My check to WHYY is enclosed.</b> <b>Charge my:</b> <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover          Acct. # _____ Exp. Date _____ / _____ Signature _____  <input type="checkbox"/> E-mail me <i>In the Loop</i>, an informative WHYY weekly e-newsletter. My e-mail address is: _____</p> <p><b>Direct my contribution to:</b>  <input type="checkbox"/> TV <input type="checkbox"/> FM <input type="checkbox"/> BOTH</p> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> <p><b>WHYY</b>          tv   fm   web   community Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106 Detach this form and mail in the envelope provided.</p>
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**WHYY**

tv | fm | web | community

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

**WHYY must enroll 1,898 new members  
by October 15<sup>th</sup>.**

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

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 15<sup>th</sup> to help reach our campaign goal of \$76,205.**

Ms. Samplejanesamplejanesamplejanesamplejanesample, 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

Independence Mall West, 150 North Sixth Street, Philadelphia, PA 19106  
215-351-0511 [why.org](http://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](http://why.org).

♻ Printed on recycled paper

JIM LEHRER ... and discover treasures on ANTIQUES ROADSHOW. Children in the tri-state area can have fun 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!



Antiques Roadshow



"Katrina's Animal Rescue"  
on Nature



Terry Gross, host of  
Fresh Air



Caillou



Walter Cronkite on  
American Masters



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