

Personalized letter and form.

KQED

Ms. Jane A. Sample
 500 Elm Street
 Yourtown, ST 12345
 11111111111111111111111111111111

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 Petroni
 Marianne F. Petroni, Executive Director, Membership

Use this temporary card until your new card arrives.

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

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