



Personalized letter and form.

Mail your reply form to become
a HoustonPBS Member-Sponsor ►



Ms. Sample A. Sample



John Hesse, General Manager

Use this temporary card until your new card arrives.

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

YES, I'll be one of your new "Member-Sponsors" and help HoustonPBS increase viewer support by just 2%. Here's my gift to keep high-caliber programs on my TV screen:

☐ \$35 *(Special offer - \$5 off the regular rate)*

I'd like to help even more: ☐ \$40 ☐ \$50 ☐ \$60 ☐ \$70 ☐ \$80 ☐ \$90 ☐ \$100 ☐ \$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.

What our "Member-Sponsors" are saying about HoustonPBS:

"You folks do a fantastic job. You've changed my life with your programs. Now I understand the world much better. Please keep up the good work."

John

"I LOVE PBS!! PBS is the last haven for non-commercial media in this country ... Thank you so much for all you do."

Katharine

"PBS has been a part of my entire life. I can vividly recall watching SESAME STREET on a black and white set at age 4! PBS is like family! Thank you for always being there!"

Klaus

We'd like to hear from you, too, Ms. Sample.

Your individual support will help HoustonPBS reach its goal of adding 2,256 new Member-Sponsors by December 31.

Dear Ms. Sample,

It's a real pleasure to hear from people who have such a passion for HoustonPBS' programs. When someone takes the time to send words of praise along with their contribution, we know we're doing the right thing for our community.

But here's our dilemma: Right now, only 4% of the viewers who watch HoustonPBS (that's 1 in 25) have come forward to support their favorite programs as Member-Sponsors. That makes it difficult to cover the cost of public TV's quality programs, because members fund 55% of HoustonPBS' operating budget.

Your public television station can do so much more if viewers like you will join us now – and do your fair share as a supporter of HoustonPBS.

Every week, viewers in 796,000 Southeast Texas households tune in to watch programs on HoustonPBS. But so far, only 32,000 of them make annual contributions to "sponsor" what they're watching.

That's why we're asking you to help us meet our goal – support from at least 6% of our viewing audience. It's a 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.


Ms. Sample, today I'm asking you to be one of these new members – an individual sponsor of public television programs.

Won't you take a few minutes to join today? With your help HoustonPBS can meet its immediate fundraising goal of 2,256 new members during our December campaign. That will be the first step toward reaching the "6% support" goal.

And there's a bonus for you personally: If you respond now, you'll save \$5 with our special new Member-Sponsor offer.

Help us get the ball rolling so HoustonPBS can reach an important goal that will benefit you and our community. Respond now and be one of our 2,256 new Member-Sponsors. Together 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



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!

quickly and significantly when people like you step forward to help.

This year, HoustonPBS will invest \$2.2 million in programs so you can tune in and enjoy NATURE, THE NEWS HOUR WITH JIM LEHRER, ANTIQUES ROADSHOW, MYSTERY!, NOVA, and other programs you prefer.

You can also count on HoustonPBS for programs of local interest, bringing you the stories and issues that affect us all, now and in the future.

Children in our area can turn to HoustonPBS for educational programs like SESAME STREET, ARTHUR and CURIOUS GEORGE. Young people need a safe place where they can have fun while they learn – away from violence and continuous commercial messages.

New programs are waiting in the wings. Our partners and independent producers are working on many new ideas, but we have to provide the funding to help them create and deliver the next great show on HoustonPBS.

Are you aware that HoustonPBS is more than just television? It's also 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.

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

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

Sincerely,

John Hesse
General Manager

P.S. Please become a Member-Sponsor of HoustonPBS today. Public television depends more and more on its viewers, especially when we continually face major threats to federal funding and reduced support by foundations.

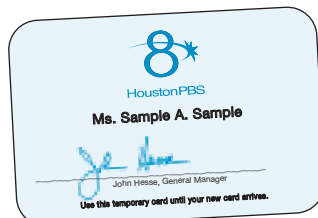
P.P.S. Save \$5 off the regular rate when you become a Member-Sponsor today.

Support your favorite programs!



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NONPROFIT ORG.
U.S. POSTAGE
PAID
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