

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.

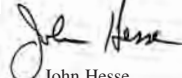
You also help us fulfill our promise as a facilitator in the community. Our outreach events are an extension of our programs and focus on human issues that need to be addressed – education, health care, the elderly, transportation, hurricane relief, and other critical matters.

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 713-743-8483 or 1-800-364-8220.

Did you know...

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



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

Change Service Requested

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HELP US KEEP OUR **PROMISE TO YOU.**

*A second effort
is available and
recommended.*