


*“Show them that you know them” with CBA’s specially personalized letter (see highlights below) and boost response and ROI!*

<p style="text-align: center;">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; text-align: center; padding: 5px; font-weight: bold;">WHYY</div> <p style="text-align: center; margin-top: 20px;">Ms. Jane A. Sample</p> <p style="text-align: center; margin-top: 10px;">Good through October 31, 2006</p> <hr style="border-top: 1px dashed black;"/> <p style="text-align: center; font-size: small;">Very important – see back for member benefits. <b>THANK YOU!</b></p>	<p style="color: #0056b3; font-weight: bold;">YES, I want to renew my support of WHY Y at this time of critical need.</p> <p>Enclosed is my contribution of: <input type="checkbox"/> \$34 <i>(Special offer - \$6 off the regular rate)</i>          I'd like to help even more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$_____</p> <p><input type="checkbox"/> My check to WHY Y is enclosed. Charge my: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date _____ / _____ Signature _____</p> <p><input type="checkbox"/> E-mail me <i>In the Loop</i>, an informative WHY Y weekly e-newsletter. My e-mail is: _____</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="font-size: x-small; margin: 0;">Direct my contribution to:</p> <p style="margin: 0;"><input type="checkbox"/> TV <input type="checkbox"/> FM <input type="checkbox"/> BOTH</p> </div> <div style="margin-top: 20px;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div>
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tv | fm | web | community

Rejoin now and save \$6 -  
15% off our regular membership rate.

**WHYY must re-enroll 2,588 former members  
before October 15<sup>th</sup>.**

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

Dear Ms. Sample,

If our records are correct, your WHY Y membership lapsed in [month, year] – 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 WHY Y TV12 or listen to 91FM, you should support your favorite programs as a member. 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 WHY Y. Membership growth has slowed and our expenses are on the rise. Membership revenue must 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, WHY Y'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 to pay for the programs you enjoy at (Fill-in street). That's why we urgently need more support from our television viewers and our radio listeners.

**WHYY must re-enroll 2,588 former members before October 15<sup>th</sup> to help reach our campaign goal of \$105,616.**

This is the reason we've temporarily re-enrolled you as a member of WHY Y, **pending your confirmation, of course.** As a special incentive to win your support, we're offering a one-year membership for just \$34 – a 15% savings if you act now.

If you still believe WHY Y is valuable to life here in [Fill in town], please renew your membership today. Your timely response is important because it isn't easy to find concerned 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. But that connection is real.

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

## Rejoin 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.

**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.

## Rejoin 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 [why.org/support](http://why.org/support).

♻️ Printed on recycled paper

With your help as a member, WHY? 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 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 TV programs like EXPERIENCE, a series of short features that offer behind-the-scenes journeys into the arts and cultural life in our 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.

When you renew your WHY? membership today, you'll save \$6 and enjoy valuable benefits:

- \* *In the Loop*, featuring a lively and informative weekly e-newsletter.
- \* The WHY? MemberCard, entitling you to discounts and special offers (see above for details).
- \* Invitations to WHY? sponsored events.
- \* Discounts on WHY? ticketed events.
- \* A tax deduction to the fullest 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 mail your renewal today. WHY? is asking you and 2,587 others to contribute \$105.616 to support our programming.



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

*A second effort  
is available and  
recommended.*