

Personalized letter and form.

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| <p>Mail your reply form to become a WXYZ Member-Sponsor ►</p>  | <p><b>WXYZ Member-Sponsor Reply from: John A. Sample</b><br/>Yes, I'll help WXYZ reach its modest goal of 10% viewer support. Enclosed is my Member-Sponsor contribution to help make more new programs possible on WXYZ.<br/><input type="checkbox"/> \$35 <input type="checkbox"/> \$30 – a \$5 discount offer <input type="checkbox"/> \$50 <input type="checkbox"/> \$75 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____<br/><input type="checkbox"/> My check, payable to WXYZ, is enclosed. Charge my: <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover</p> |
|  <p><b>Ms. Sample A. Sample</b><br/>Name, Title</p> | <p>Acct. # _____ Exp. Date ____/____/____ Signature _____<br/>For program updates and WXYZ events, fill in your e-mail address here: _____</p> <p>Ms. Jane A. Sample<br/>500 Elm Street<br/>Yourtown, ST 12345</p>  |
| <p>Very important – see back for member benefits.<br/>THANK YOU!</p>   | <p><b>WXYZ</b><br/>123 Main St. Anytown, ST 12345</p> <p><small>Detach this form and mail in the envelope provided.</small></p>   |

**Every week viewers in 358,000 homes  
enjoy their favorite programs on WXYZ.**

**But only 8% of them support  
the programs they watch.**

Ms. Sample, our goal is 10% viewer support ... to pay for the programs you want in 2007.  
Join WXYZ as a member-sponsor today and help us reach this important goal.

Dear Ms. Sample,

Here's our dilemma and why we need your help: Right now, only 8% of our viewers (that's 1 in 12) support their favorite programs as Member-Sponsors. This very modest level of participation makes it difficult to cover the cost of public TV's quality programs, because WXYZ depends on individuals for 50% of our operating income.

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

New programs are waiting in the wings – more science and nature, more history and current affairs, new drama and live concerts, appraisals of family treasures, cooking, gardening and more. **And we don't want to put any new programs on hold.**

We need your help to provide the funding for Public Television stations and independent producers to create the next great shows for you.

It's encouraging to have such a large audience of dedicated viewers of WXYZ. But so far, less than 30,000 of them make annual contributions to "sponsor" what they're watching. As a result, every current member is paying the way for eleven other viewers who don't contribute.

That's why we're asking you to help us meet our goal – support from 10% of our viewing audience. It's a modest increase of just 2% (about 7,000 donors), but it would mean an additional \$280,000 in annual revenue.

**Today, I'm asking you to be one of these new members,  
who support the public television programs they enjoy.**

Won't you take a few minutes to join today? With your help WXYZ can meet its immediate fundraising goal of 1,500 new members during our December '06 campaign. That will be the first step toward reaching the 10% level of viewer support.

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

**WXYZ**  
123 Main St. Anytown, ST 12345



## We've reserved these membership benefits for you...

### Monthly Program Guide

Complete listings, timely reviews and backstage profiles of your favorite personalities in public television are yours to enjoy each month with your one year subscription to our lively program guide.



### MemberCard

As a member of WXYZ, you'll enjoy discounts at area attractions, cultural venues and restaurants by presenting your WXYZ Member Card. Visit [www.wxyz.org](http://www.wxyz.org) or call WXYZ Member Services at 555-1212 for all the details.

## Join WXYZ today!

### WXYZ appreciates your support!

Your WXYZ MemberCard offers discounts at over 100 cultural and retail locations throughout the region.

Questions about your membership or benefits? Call WXYZ Member Services at 555-1212 or visit the Membership section of our Web site at [www.wxyz.org](http://www.wxyz.org)

## Your gift counts.

Help us get the ball rolling so WXYZ can reach an important goal that will benefit you and our community. Respond now and be one of our new Members. You will help us increase WXYZ 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 quickly and significantly when people like you step forward to help.

This year, WXYZ will invest \$0,000,000 in programs from PBS, so that you can tune in and enjoy NATURE, ANTIQUES ROADSHOW, GREAT PERFORMANCES, NOVA and the other programs you prefer.

You can also count on WXYZ 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 WXYZ for educational programs like SESAME STREET, ARTHUR and CLIFFORD. Young people need a safe place where they can have fun while they learn – away from violence and continuous commercial messages.

Your support as a member of WXYZ 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,  
*Signature*

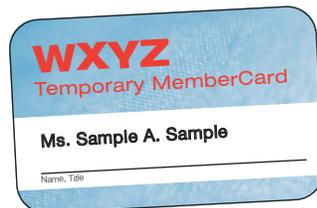
P.S. Please respond and become a supporting member of WXYZ today. Public television depends more and more on its viewers, especially when we continually face major threats to federal funding and reduced support by foundations.

## Support your favorite programs!



**WXYZ**  
123 Main St.  
Anytown, ST 12345

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U.S. POSTAGE  
PAID  
WXYZ



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