

Welcome Back Members Campaign #11 Format

LAPSED

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p>KQED Temporary MemberCard</p> <p>Ms. Jane A. Sample</p> <p><i>Marianne F. Petroni</i> Marianne F. Petroni, Executive Director, Membership</p> <p>Use this temporary card until your new card arrives.</p> <p>Very Important – see back for member benefits. THANK YOU!</p>	<p>Welcome Back Member Reply Form</p> <p>YES, I'll renew my support and rejoin KQED at the special Welcome Back Member rate of \$25. I will save \$15 and be entitled to full membership benefits.</p> <p>Welcome Back Member rate: <input type="checkbox"/> \$25</p> <p>I'd like to help even more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$150 <input type="checkbox"/> \$250 <input type="checkbox"/> Other \$ _____</p> <p>Charge my <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> My check to KQED is enclosed.</p> <p>Acct. # _____ Exp. Date _____ / _____ Signature _____</p> <p><input type="checkbox"/> Email me KQED Up, an informative KQED monthly e-newsletter. My email address is: _____</p> <p><input type="checkbox"/> Send me KQED's monthly printed program schedule, <i>The Guide</i>.</p> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> <p>KQED P.O. Box 7618 San Francisco CA 94120-7618 www.kqed.org</p>
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KQED

KQED must re-enroll 2,235 former members by March 31.

You can do your part, Ms. Sample, by rejoining KQED for just \$25.
That's a savings of \$15 if you respond now during our
special March Welcome Back Members Campaign.

Dear Ms. Sample:

If our records are correct, your KQED membership lapsed in Month X year X – 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 KQED TV or listen to KQED Radio, you need to support your favorite programs. It's a smart investment: As our membership grows and revenues increase, more great programs will come back to you.

But right now the numbers are out of balance at KQED. Membership growth has slowed and our revenue is lagging. We're not keeping pace with the rising cost of programs – and this is a very serious situation.

This year, KQED's programming costs are nearly \$850,000 more than last year. We will broadcast 8,760 hours of programs – and we try to offer something for everyone.

We must bring our revenue back in balance to pay for the programs you enjoy at Fill-in Street Address. That's why we urgently need more support from our television viewers and our radio listeners.

KQED must re-enroll 2,235 former members by March 31 to help the station reach its goal of \$463,700 – and we have a very special offer to make it easier than ever for you to renew your membership in KQED.

We're making March our Welcome Back Members month for people like you who have supported the station in the past. So you can save \$15 on your annual membership if you rejoin by March 31.



When you renew your membership in KQED now, you can do it for only \$25. This special offer gives you a full year of membership for 37% less during this one-month-only promotion in March. And you still receive your KQED MemberCard entitling you to special discounts and other exciting perks (see back for full member benefits).

Your timely response is important because it isn't easy to find new members like you who are willing to actively support the quality programs they enjoy on KQED. Your response now will bring us one important member closer to our goal – and every donor counts.

Unfortunately too many viewers and listeners think we don't need their help. They don't see the connection between contributing and having their favorite programs on the air every day. But that connection is real.

We know you realize how unique KQED's programming is, and how valuable that makes the station to all of us here in the Bay Area. Just think back over the events of the past year – the war in Iraq, the tsunami, Hurricane Katrina, the CIA leak investigation in Washington and so much more. Instead of the sensationalized, cookie-cutter coverage of the commercial networks, KQED presented an unbiased, in-depth perspective.

We're so proud to bring you programs that dig deeper than the rest, like NOVA and THE NEWSHOUR

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

Rejoin now, save \$15 and enjoy these member benefits.



KQED MemberCard

Provides discounts and special offers on car rentals, hotels, the performing arts and many other attractions in Northern California and beyond.

KQED's Monthly Program Schedule

The Guide features KQED radio and television schedules, program highlights and news for KQED members. Check the box on the front of this form to receive your monthly printed copy. To access The Guide online, go to www.kqed.org.

KQED Up

Fill in your email address on the reply form and we'll send you QED Up, our monthly e-newsletter that tips you off to the best of KQED – with links to the programs and events you really need to know about, right now.

KQED will not rent, exchange or share your email address with anyone.

Member tours of KQED

Eligibility for a KQED credit card

A great way to support KQED at no extra cost to you.

Your gift is tax deductible less the fair market value of any premium you receive.



Did you know...

- Members currently provide nearly 55% of our budget.
- It costs us \$77,789 per day (\$54.02 per minute) to put KQED on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of \$40^{or more}, you'll be entitled to special benefits.

KQED's annual report will be mailed to you upon request to KQED, c/o Corporate Secretary, 2601 Mariposa Street, San Francisco, CA 94110.

WITH JIM LEHRER – and the intelligent analysis of KQED-FM programs like MORNING EDITION and FORUM. In today's world, these programs are more essential than ever. If you agree, please renew your membership today.

With your continued help, KQED can bring you wonderful shows like "John & Abigail Adams" on AMERICAN EXPERIENCE, "Arctic Passage" on NOVA, "Under the Greenwood Tree" on MASTERPIECE THEATRE and JEAN-MICHEL COUSTEAU'S OCEAN ADVENTURES, a KQED production that continues the undersea explorations of his famous father.

You can also enjoy great performances of music and dance, ground-breaking documentaries on FRONTLINE and discovered treasures on ANTIQUES ROADSHOW. Children in the Bay Area can have fun while they learn with ARTHUR and CLIFFORD THE BIG RED DOG.

And KQED Radio keeps you informed and entertained with ALL THINGS CONSIDERED ... MARKETPLACE ... PACIFIC TIME ... CAR TALK ... and more.

Please stay connected! When you renew your KQED membership today, you'll save \$15 and enjoy valuable benefits including the KQED MemberCard, entitling you to discounts and special offers, and member-only tours of the KQED studios. Plus, you'll stay informed with *The Guide*, our monthly program schedule, and QED Up, our lively e-newsletter. And of course, your gift is tax-deductible to the full 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,

Marianne F. Petroni
Executive Director, Membership

P.S. Please rejoin KQED as a member now. You and 2,234 other members can help us raise the \$463,700 needed to stay on budget. And you'll save \$15 – that's 37% – if you act now during our March Welcome Back Members month. It's the ideal opportunity to renew your support for your favorite programs. But this offer is only good for March 2007. Don't miss this saving; mail your contribution today.

Go Public ...

Support your favorite KQED programs today!



Elmo exercising
on Sesame Street

KQED

2601 Mariposa Street
San Francisco CA 94110-1426

KQED Temporary
MemberCard

Ms. Jane A. Sample

Marianne F. Petroni, Executive Director, Membership

Use this temporary card until your new card arrives.

KQED's March Welcome Back Members Campaign

Save \$15 until March 31!

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

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U.S. POSTAGE
PAID
KQED

A second effort
is available and
recommended.