



January 10, 2008

Dear Colleague:

There are about 400 days to the end of analog television broadcasting. Are you actively preparing your core contributor base to make the switch to digital TV?

Amidst all the uncertainty, one thing is perfectly clear: Public television's most loyal contributors tend to be older and heavily reliant on over-the-air broadcasting. Many are confused about what they need to do, when, and even why.

Nothing is more important than building and maintaining a strong, loyal base of contributors to sustain our public service mission. As a station CEO, I am concerned about whether our core contributors will make the transition with increased loyalty and passion for our stations... or whether they will drift away forever.

At OPB, we view the switch to digital TV not as a threat, but as an opportunity. It's an opportunity to provide a level of customer service that will strengthen bonds with current and future supporters. And it's an opportunity to communicate with our constituents in a very personal, localized, and direct manner.

Several months ago, we began talking about these challenges and opportunities with TeamSoper's Michael Soper (Mike was formerly the senior vice president of development at PBS and WETA, and a long-time colleague from my days at PBS.) From these conversations, TeamSoper and OPB have developed a partnership to deliver a comprehensive campaign designed to effectively switch your audience to digital TV, and to reinforce relationships with your members at the same time. Not only will this campaign give you all the tools you'll need to implement a successful effort, it will also help you raise the funds required through a series of innovative additional gift campaigns.

At OPB, we have implemented many aspects of this strategy already. Following our December membership campaign, OPB staff and volunteers called 2,000 long-time OPB members, targeted as those most "at risk" for being left behind in the transition. Locally-produced on-air spots, which communicate key information and offer help, have already led to member action (OPB is averaging 100 inbound contacts a day on this subject.) We're making an all-out effort. It's costly in terms of time and resources. But we can see the payoff already.

I encourage you to take a look at this campaign. I believe there is tremendous value here at a very reasonable cost. You may or may not want to do as much as we are, but one of the best

things about the TeamSoper/OPB plan is the ability for you to cherry-pick those aspects that best apply to your local circumstances.

TeamSoper has established a very reasonable fee schedule based on your station's number of active members to make the campaign affordable to everyone. For example, the cost for those stations with more than 40,000 members is roughly \$1,000 per month across the fourteen month period ending in May, 2009. The smallest stations will pay less than \$200 per month.

I've enclosed a copy of the overview of the campaign. Should you have questions or want to participate, please call Michael Soper directly at 435.654.5896, or email him at msoper@teamsoper.com.

Best Regards,

A handwritten signature in cursive script that reads "Steven M. Bass".

Steven M. Bass
President & CEO