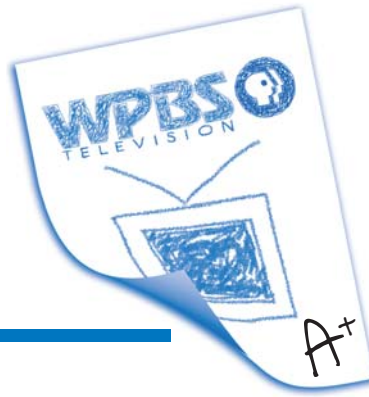




WPBS-TV: THE PEOPLE'S "NETWORK"



Be more proud

May 4, 2009

Dear Member:

In these difficult times, individuals are looking for institutions they can trust, and institutions that offer real value to their lives, the lives of their families and the lives of their communities. For more than 50 years in this broadcast community, we believe that WPBS-TV has met that important standard. With your help and your loyalty, we have offered what we believe to be the best content on television for our two-nation audience.

WPBS-TV has delivered consistent, award-winning news, arts, entertainment and children's educational programming, and we have moved in a bold way in the digital age. We have provided excellent programming on three different digital channels. In addition, WPBS-TV continues to offer a variety of award-winning new local offerings such as *Four Season's of Ottawa, Singer Castle and Folklore & Frost*, to name a few.

WPBS-TV is part of an international community, where Americans and Canadians alike recognize no borders, and we all call WPBS-TV home – a safe place to spend time, learn, travel and be entertained. **WPBS-TV makes our world in Northern New York and Eastern Ontario a better place to live, learn, and worship.**

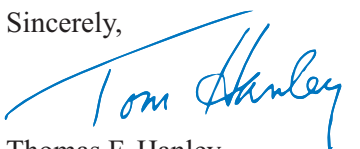
Parents and teachers rely upon and trust WPBS-TV to provide quality children's programming that is used in homes and classrooms. And, with your help we will continue to provide children and parents with compelling and commercial-free educational programming and vital outreach services. **Education has long been at the heart of what we do, and one of the great strengths of public broadcasting is that it is universally available to everyone.**

At WPBS-TV, we feel the impact of the current economic turmoil, as many organizations and indeed many families do. As you may know, our modest public funding has been targeted as government officials struggle with budget deficits and budget cuts. We understand the reality of those challenges. **The fact is, WPBS-TV relies in large measure on station membership and, in turn, from contributions from our loyal viewers. Please consider an additional gift to WPBS-TV, above and beyond your membership in the amount of \$250, \$100, \$70, \$50, or any amount to support the programming we hold so dear to our hearts.**

WPBS-TV exists to serve you, our members. We are committed to continuing the vision and values provided by our founding fathers as written in 1971. **As quoted by W. Henry Case: "Working together we can offer all citizens of our great North Country an educational and cultural bill of fare that will fulfill the appetite of each and every one. This can be truly the people's network, a testimonial to the vision of all who played a part in the beginnings and the development of the St. Lawrence Valley Educational Television Council."**

Please review the annual programming report card on the reverse side of this letter, choose a category or an amount you're willing to contribute and return with the attached reply card. WPBS-TV truly is The People's Network, of which we can all be proud.

Sincerely,


Thomas F. Hanley
President & General Manager


Lynn Brown
Director of Programming & Development

**WPBS-TV
PROGRAMMING DEVELOPMENT
PROGRAM BUDGET FY 09**

PBS

PBS-NATIONAL PROGRAM SERVICE	\$283,433	
		(Includes Overnight Schedule and HD channel)
PBS-PLEDGE PROGRAMS LIKE "DANIEL"	\$22,853	
PBS-PLUS SERVICE (HOW-TO PROGRAMS)	<u>\$5,616</u>	<u>\$311,902</u>

AMERICAN PUBLIC TELEVISION

SUBSCRIPTION FEE	\$9,397	
CREATE LICENSE FEE	\$2,875	
DOC MARTIN II	\$2,560	
DOC MARTIN III	\$2,880	
CASABLANCA	\$346	
TRANSATLANTIC TRAIN	\$1,056	
AGATHA CHRISTIE POIROT	\$3,080	
MYSTERY OF THREE KINGS	\$295	
MOVIE PACKAGE (3 of 3)	\$13,480	
MOVIE PACKAGE (1 of 3)	\$14,890	
GHOSTS OF THE UNDERGROUND	<u>\$299</u>	<u>\$51,158</u>

EDUCATIONAL SERVICES

THINKBRIGHT CHANNEL	\$3,734	
DISCOVERY ONLINE VIDEO CONTENT	<u>\$18,810</u>	<u>\$22,544</u>

EXECUTIVE PROGRAM SVC

SHERLOCK HOLMES I & II	\$7,481	
RED GREEN HOLIDAY	<u>\$606</u>	<u>\$8,087</u>

MISCELLANEOUS

CORINTH FILMS-MOVIES (13 MOVIE TITLES)	\$5,070	
MARKET TO MARKET	\$3,840	
WLIW HIGHLAND HEARTBEAT/VISIONS	\$908	
WELK MUSIC GROUP	<u>\$6,942</u>	<u>\$16,760</u>

BBC

YES MINISTER/AS TIME GOES BY	\$6,400	
Eastenders	<u>\$8,840</u>	<u>\$15,240</u>

TOTAL	\$425,691
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My 9 year old son is a NOVA addict. As he goes to bed at 8:00 pm, we tape the show. But, every Wednesday morning he's up at the crack of dawn, earlier than his usual time, and wants to watch it. ~Tom B.