February 2007

Dear:

A lot of KRWG listeners say that we’re like “a constant companion” in their day-to-day lives. We think the station is more like a whole community full of companions, and that life in southern New Mexico and far west Texas just wouldn’t be the same without them. From local personalities like Carrie Hamblen, Leora Zeitlin, Jodi Breisler, Evan Woodward, Fred Dabney, Bob Burns, Chris Grisham, Lily Olivas, Benjy Rivas and Emily Guerra to your favorite public radio hosts like Ira Glass, Terry Gross, Garrison Keillor, and Tom and Ray Magliozzi (better knows as “Click and Clack, the Tappett brothers” of Car Talk), you have an enlightening, witty, and literate circle of friends on radio, and we wouldn’t blame you if you wanted to keep them around.

Thank you for your past support of KRWG! Your contributions told us that you recognize public radio is an important part of your life, and showed that you realize how crucial private support is in making sure that local broadcasting does not become a thing of the past.

Please renew your commitment to KRWG today. Your gift of $120 – just $10 a month – or $250 or $500 or any amount will strengthen your public radio station and help secure KRWG’s future. Many listeners have increased their pledge to $365, or a dollar a day annually, to become Day Sponsors, which allows donors to have a dedication read on-air three times during the special day of their choosing – and recognizes the role of KRWG as a significant part of their everyday lives.

Locally-produced KRWG shows like Intermezzo, Back Porch, KRWG Jazz, Fiesta, Burnsland, Blues with Fred, Vision with Lily Olivas, and Images with Carrie Hamblen are distinctive, intelligent, entertaining and thought-provoking. And if you are a fan of classical music, you know how lucky we are to have a real “live” radio station in our region broadcasting classical music – a feature that many communities larger than Las Cruces cannot boast. As you know,

Enclosed is my support of KRWG-FM

☐ Double your gift by mailing a challenge gift
☐ Match new memberships ☐ Match membership renewals
☐ Create a personal challenge (my co-workers, my neighbors, whoever you think needs also invest in KRWG-FM)

☐ Use my name as part of the Challenge Club
☐ I wish to remain anonymous

Comments

Thank you for your support of Public Radio and KRWG-FM

(Contributions are tax deductible within the limits of current IRS regulations)
it’s not only just good entertainment; KRWG also brings you news and programming from across the country and around the world – a vital service that many of our listeners say they wouldn’t want to live without.

Do you feel that way, too? Because you’ve given before, we know that you find value in what KRWG does for you and our communities. The truth is we wouldn’t be able to do it without your support. Nearly 40% of our budget comes from private support, so the fact that we have new contributors every year, and that those contributors keep coming back to support the station, really is what keeps us here – and thriving – in southern New Mexico and far west Texas.

Membership drives are an important time for us at KRWG. Not only is it crunch time for meeting our financial goals, it’s also when we get to hear from you – our listeners. That’s one of the greatest things about a truly local public radio station. You can reach us, we hear you, and we can respond to your needs directly, right here in southern New Mexico. Many of you who pledge make it a point to tell us that our programming is an important part of your life, and ask us to “Keep up the good work!”

Now is the time for you to do the same. Sending your pledge in early (or giving a gift/pledge on line at krwgfm.org) before the on-air Spring Membership Drive begins, is especially welcome because it helps establish forward momentum before on-air fundraising begins. Your response invigorates us with a sense of community and purpose.

Public radio is an important part of your life. Shouldn’t supporting public radio also be an important part of your life? Thank you for your past support – we hope we can count you in our expanding circle of friends once more, and for many years to come.

Emily Guerra
Jodi Breisler
Carrie Hamblen
Fred Dabney
Bob Burns
Christal Grisham
Leora Zeitlin
Benji Rivas
Colin Gromatzky

P.S. Your gift – of any amount – is important and appreciated. Help us jump-start the Spring Membership drive by renewing your commitment to KRWG today. Gifts and pledges received before March 24th will be eligible for a drawing of a white gold, sapphire and diamond bracelet from Glenn Cutter Jewelers and Gallery. Won’t you send in your gift/pledge today or web pledge at krwgfm.org to ensure your gift is part of our pre-drive goal of $50,500.

Enclosed is my support for KRWG-FM:  □ $60   □ $120   □ $240
□ $365 (Day Sponsor) □ $500 □ $1,000 (Goddard Society) □ Other$__________
□ I Pledge $_______ for____ months = $_______

CREDIT CARD PAYMENT METHOD: □ Mastercard   □ Visa   □ Amex   □ Discover
Account #________________-________________-________________-__________________
Expiration Date:_________/_________ Signature____________________________

□ NMSU Payroll Deduction   $_______ for____ months = $_______
Signature________________________________________

□ Payment Enclosed ~ make checks payable to KRWG-FM ~ Thank you!