

Bruce Kennedy

Senior News Producer

90.1 WABE-FM

*You've heard me bring you the local news on "Morning Edition".
Today, I've got a more personal story. I'd also like to explain why
Atlanta's public radio needs, and deserves, your support...*

Dear Fellow Atlantan,

It was April and the dogwoods were in bloom when I first arrived here in Atlanta more than a decade ago. I had lived in a number of cities -- both in the U.S. and abroad -- but I soon felt I was "coming home."

My first impression of Atlanta was how green the city was. It seemed a miracle to have so many lush parks and lawns and stately trees in an urban setting. Then I noticed that perfect strangers were nodding to me on the street, acknowledging we were part of a shared experience. That never happened where I grew up.

I felt a real connection with my new city. That's why I was so pleased to join the staff at 90.1 FM.

Working at WABE, I soon realized that my connection with Atlanta was no accident. People work hard to make this city a better place. And I discovered that public radio is one of our most valuable -- and endangered -- instruments for understanding each other and enriching our common experience.

PBA receives no funding from the state. Instead, we rely on people like you who take pride in this local institution and take action with their checkbooks. More than 76% of the financial support for Public Broadcasting Atlanta comes from local, voluntary gifts.

Local news coverage is one of the direct benefits of this support. Possibly you and I have shared commute time as you listened to our reports on the Eric Rudolph capture, or our story about how immigrants living along Buford Highway are working to assimilate into their new community. Perhaps you've used our web site for its interpretive section on the 1906 Atlanta Race Riots. If you've visited other cities, you know how exceptional this coverage is.

In many places, local news is sensationalist. At PBA, our goal is to bring you thoughtful and thought-out perspectives you can rely on to see local events in a global perspective. That's hard to do. And I can tell you as a journalist there are not many stations in cities the size of Atlanta that are doing it. It costs about the same to cover a local news event whether you're in Atlanta or Los Angeles or New York --

which is why the support of our members is so important. Atlanta isn't a huge, faceless city. It's still a size where one person can make a difference.

Today, I'm hoping the person who makes a difference will be you -- through your decision to become the newest member of Public Broadcasting Atlanta.

We're your exclusive source for NPR in Atlanta. When you listen to "Morning Edition" or "All Things Considered," you're listening to WABE-FM. And the fees we pay to bring you these programs are going up -- an increase of \$90,000, just in a single year. The increase is justified. NPR has significant expenses because of its responsibility to report from global hotspots like Afghanistan and Iraq. But now we need to dig deeper into our pockets.

I know you support local institutions that are important to you because that's the kind of people Atlantans are. Today, I'm asking you to add Public Broadcasting Atlanta to that list.

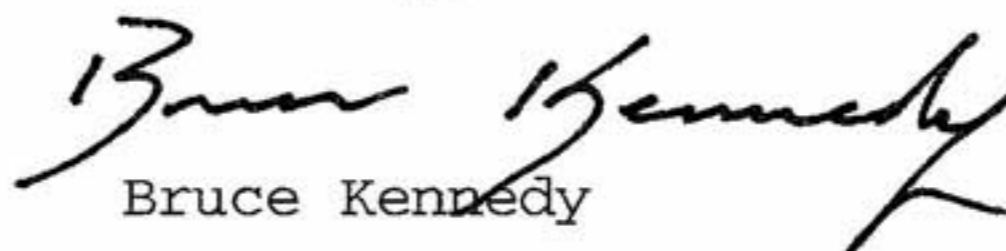
I invite you to join us at special rate of \$28 for the first year of Public Broadcasting Atlanta membership. For less than a dime a day, you can do your part to pay for NPR, our local news events coverage, and a musical oasis through our classical programming during the day and evenings. Compare that to the cost of symphony tickets, CDs, or your monthly cable bill ... and I think you'll agree with me that public radio is a genuine bargain.

Your support also goes to WPBA-TV 30, where you'll find more fine news and analysis from the likes of Jim Lehrer and Bill Moyers, as well as your favorite PBS shows. As a member, I think you'll be more than satisfied with all the proof positive of how hard your membership dollar works.

We've enclosed everything you need to say "yes." Just check off the membership level you select on the acceptance form, then mail it in today.

And please accept my personal thanks for becoming our newest member -- and for your support of programs that make Atlanta better every day.

Sincerely,


Bruce Kennedy

P.S. Nobody has to pay to listen to public radio in Atlanta, yet thousands do so every year through their membership in PBA. It's an example of the pride we feel in our city, and our recognition that our personal support is needed to make it a better place to live and work. Thank you for joining us.