

Ms. [First Name] [Surname]
Address 1
Address 2
City, ON PCODE

Dear [First Name]:

What's the point of public television, anyways?

Imagine you're one of those white-coated scientists studying the effects of television on developing minds.

In your experiment, you have two observation rooms. In one sits a 5-year old boy, surrounded by the detritus of boyhood – small plastic cars, interlocking bricks, crayons, plastic robots, toy airplanes, spaceships.

Ignoring all this, the boy sits, transfixed, in front of a TV. On the screen two badly animated characters duke it out. The soundtrack pumps out a mix of canned music and tinned laughter. As you watch, the show is interrupted by a frenetic commercial for the latest video game, followed by another for plastic action figures modelled on the newest 3D movie. The boy watches the commercials as intently as he watches the program.

In your other observation room sits another boy, also watching television. But this boy is watching TVO. Two hip, teen scientists are on the screen, demonstrating how to make “super bubble solution” in the boy's very own kitchen. Afterwards, an energetic gang of 10-12-year-olds appears, demonstrating the latest dance moves and inviting viewers to join in. Tentatively, the second boy gets up and starts copying the moves. Pretty soon he's “poppin’,” with a great big grin on his face.

Donors like you allow everyone to enjoy high-quality, commercial-free programming

What's my point? Simple. Without you, there would be no second room.

Your generous donations to TVO have given us the power to make sure every child in Ontario has access to thought-provoking, entertaining and commercial-free programming.

And yes, that's why I'm writing today to ask you to renew your support. But first, let me tell you a bit about what else your gift has accomplished – for both kids and grownups.

Your gift makes Ontario a better place to live, work and play

In 2010 your donations helped TVO:

- Take its flagship current affairs program, *The Agenda with Steve Paikin*, out of the studio and into communities across the province, for the third year running
- Air arresting dramas like the critically acclaimed *Five Daughters*
- Create new and innovative kids' programming, like *Pillars of Freedom*, a show-and-website combo encouraging civic engagement and learning for our young people
- Launch its popular TVOKids program and game, *Melvin's Marvellous Words*, as an iPhone application
- Broadcast Stephen Hawking's first public presentation as Distinguished Chair of Canada's prestigious science think-tank, the Perimeter Institute

In short, your help has made Ontario a better place to live, to work, to think and to play. Won't you take a moment to renew your support for TVO today?

Donating is fast and easy

You can make your gift in any of three easy ways:

- Call us at 1-800-463-6886
- Visit us online at www.tv.org and click "go public"
- Fill in the enclosed reply card, and snail-mail it to us

With your renewed support we can continue providing the high-quality, thought-provoking work you've come to expect of TVO.

Together we can make sure there's always a "second room" for every experiment, and that everyone in Ontario has access to intelligent, entertaining, commercial-free programming.

Thank you!

Winnie Wong
Vice President