

HODDING CARTER III  
*President and CEO*

Dear Friend,

Many observers agree that the notorious 30-second-spots that dominate our television screens every political season have helped to corrupt the nation's electoral process. Every election cycle, they increasingly displace the kind of substantive, non-partisan information the public needs to participate knowledgeably as citizens in a democracy.

A recent pilot project demonstrated that Americans can receive much more from television, public television in particular. In the 2000 election year, USA Talk Network and Colorado Public Broadcasting Television KBDI/Channel 12 in Denver formed a partnership to counter the 30-second spot syndrome with a substantial amount of election-oriented news and information. In that year, with 13 hours of prime time, non-partisan general election programming called "Colorado Election 2000," Channel 12 covered an entire statewide ballot, including federal and state contests involving candidates and ballot issues. The programming was fully supported by the major parties and included minor party participants as well.

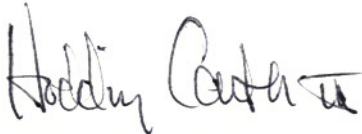
The idea was funded in part by the John S. and James L. Knight Foundation, which this year is lending support to attempt to take it nationwide. Titled "Election 2002", the project includes training, a web site and promotional videos. It is being led by the non-partisan Democracy and Media Education Foundation, which has set a high priority on helping other stations in the Public Broadcasting System offer viewers a full slate of local election programming. The goals are to provide information and services, at no charge, to all 200 public television stations across the country and to encourage them to develop their own non-partisan programming.

Knight Foundation has pledged a \$250,000 challenge grant to launch the project. With the election year already having begun, it is crucial that additional funding be obtained promptly. "Election 2002" is budgeted at \$3.4 million. We hope you will consider matching our support.

Please feel free to call or e-mail the Democracy and Media Education Foundation's president, Matthew R. Silverman at (303) 443-2626 or Silverman@DMEFD.com. You also can directly contact the originator of this innovative concept and the host of the television series, Aaron Harber at (303) 666-6161 and Aaron@HarberTV.com.

We're sure you agree that the outcome of elections and policy decisions should be based on the informed decisions of the American people, rather than simply reflecting the interests of those who can finance the most 30-second spots. We believe supporting the Democracy and Media Education Foundation's non-partisan "Election 2002" effort is an excellent way to help achieve that goal.

Sincerely yours,



Hodding Carter, III  
President and Chief Executive Officer