

#1

This fall, let your favorite radio station treat you to "2 for one" dining opportunities throughout the valley.

Make a pledge of 80 dollars or more and you'll receive the Nevada Public Radio **MemberCard**, good for the duration of your membership and **very good** for 2 for 1 dining incentives in dozens of valley restaurants.

Go on, give in to dining out and celebrate with a two for one steak dinner, sushi, or even Italian on us. . . Nevada Public Radio...with more of the food that feeds your ears everyday!

Call now and pledge 80 dollars or more at 258 0505 or online at knpr.org

#2

There's no better way to test drive a restaurant than to take them up on a dining incentive.

This fall Nevada Public Radio has **dozens** of them for you to try.

Test drive a new taste with the **MemberCard** for your pledge of 80-dollars or more to Nevada Public Radio.

It's good for the duration of your membership.

So while you test drive our two brand new stations - news 88.9 KNPR and classical 89.7 KCNV, make plans to do some taste testing with our dining partners in Southern Nevada.

Get the MemberCard now by calling 258 0505 or go online at knpr.org.

#3

Are classic rock stations still doing *two-fer tuesdays*? – You know back to back Led Zeppelin or the Eagles all day?

You know what we say to that - BIG DEAL!!!!

We now have the ultimate *two-fer* at Nevada Public Radio with the Nevada Public Radio **MemberCard**.

It'll give you two for one dining incentives at dozens of restaurants across the valley, all for your pledge of \$80 dollars or more.

Call now at 258 0505 or go online a knpr.org and help us celebrate the biggest *two-fer* of all . . . Nevada Public Radio becoming two full time stations.

#4

From time to time members have asked us - Do I get a card to carry that says I'm a member of Nevada Public Radio?

Now you do!!

And, it doesn't just let you know how long your membership is current.

The Nevada Public Radio **MemberCard** gives you two for one dining incentives at dozens of restaurants across the valley.

Pledge just 80 dollars or more now at 258 0505 or online at knpr.org to get yours.

While the **MemberCard** identifies you as a loyal supporter of public radio, we won't make you have a "passport style" picture taken to activate it.

And for many of us - that's what you might call an intangible benefit!

#5

For years, public broadcasting stations around the country have partnered with local restaurants to put together **MemberCard** packages to offer loyal supporters discounted dining opportunities as a thank you for their annual support.

Now, Las Vegas has joined this successful partnership.

For your pledge of only 80 dollars or more you'll receive the Nevada Public Radio **MemberCard** with dozens of 2 for 1 dining incentives around the valley.

And through a simple online **TravelCard** order form you can extend your **MemberCard** benefits to additional cities you may visit during the next year including LA, San Diego, Seattle, Denver, Chicago, New York, New Orleans... you get the idea.

Just by supporting Nevada Public Radio at 80 dollars or more you could be enjoying 2 for 1 dining incentives at home and across the country.

Don't get left out! Call 258 0505 or go online to knpr.org

#6

With the Nevada Public Radio **MemberCard** you'll receive dozens of two for one dining incentives throughout the valley from familiar favorites and enticing new establishments you'll want to explore.

Just pledge 80 dollars and you'll receive your very own Nevada Public Radio **MemberCard**.

In bringing you the **MemberCard** we've joined the network of public radio and television stations across the country that offer this attractive benefit. So, when you join and receive the **MemberCard** with a pledge of 80 dollars or more, you are part of that network too!

For the full-term of your membership, you can access all the restaurants that partner with OTHER public broadcasters across the nation by getting a **TravelCard** to use on vacations or business travel that might take you out of town.

Once you've got your **MemberCard**, you can activate these extended benefits. So pledge 80 dollars now at 258 0505 or online at knpr.org.

Live local, listen global and eat . . . somewhere in between!

#7

Is your wallet handy?

What if someone were to take a peek inside? What would the contents say about you? Some department store cards, video rental, gym membership, drivers license . . .

Anything that reveals that you are a philanthropist? As someone who not only identifies themselves as a community member – but a contributor to that community?

With the Nevada Public Radio **MemberCard** your wallet will serve as a reminder that you are an active supporter of Nevada Public Radio.

But it's more than that - the **MemberCard** gives you access to dozens of two for one dining opportunities across the Valley.

Don't wait to add this important card to your wallet. Pledge any amount greater than 80 dollars and the **MemberCard** will automatically be yours. Call 258-0505 right now or online at knpr.org.

#8

If your wallet is anything like ours you've got plenty of credit card receipts for lunches and dinners.

50 bucks here, \$40 there, before you know it you've racked up a couple of hundred bucks worth of meal expenses. With the Nevada Public Radio **MemberCard** those credit card receipts could be less intimidating when your statement comes in the mail at the end of the month.

By pledging 80 dollars now you'll receive the **MemberCard** that proudly identifies you as a member while also giving you two for one dining opportunities throughout the Valley for as long as your membership is current.

You'll make those dollars supporting public radio do double duty, bringing you great radio and cutting the cost of dining out. Who said there was no such thing as a free lunch! Call 258 0505 or go online to knpr.org

#9

If you're like us, in your purse you've got out-of-date insurance cards, old receipts, expired coupons and ... well...nothing that tells the world you are a smart listener to Nevada Public Radio.

While we can't cure the clutter, we can give you a smart new card that identifies you as a current member of Nevada Public Radio.

And for your pledge of just 80 dollars or more, you'll receive the card that brings you dozens of two for one dining opportunities across the Valley.

The **MemberCard** will pay for itself in just a handful of meals while you're dollars will still be working hard to bring you more public radio in Las Vegas than ever before.

Call 258 0505 or go online now at knpr.org

#10

This fall Nevada Public Radio serves up more of what you want 24 hours a day.

More news and information at knpr when it becomes news 88.9 FM and full time classical music from the new classical 89.7KCNV.

That's two enormous extra servings of public radio for Southern Nevada.

To celebrate we want to give you an extra serving at dozens of area restaurants.

Renew your membership now by pledging 80 dollars and you'll automatically receive the **MemberCard** bringing you two-for-one entrees as long as your membership is current.

That's an extra serving of whatever tastes good . . . on the air and around the Valley with the Nevada Public Radio **MemberCard**.

Call 258 0505 or go online to knpr.org now!

#11

the following to be done with tongue firmly in cheek

When does public radio remind you of fresh seafood, hearty breakfasts and innovative cuisine? Are you thinkingHmm.. when Ira Glass is zesty and Scott Simon's commentary is like a chewy bagel? Urgh no!

The answer is the Nevada Public Radio **MemberCard**.

Your membership dollars work hard to bring nourishing radio to you everyday, so we're launching the Nevada Public Radio **MemberCard** – yours automatically when you pledge 80 dollars or more.

It'll give you dozens of two for one dining opportunities throughout the Valley – including fresh seafood, hearty breakfasts, innovative cuisine and lots more with our dining partners . . . who want you to think of great dining when you think about great radio - Nevada Public Radio.

Call now 258 0505 or go online to knpr.org

#12

We all know how easy it is to spend 80 on a dinner in Las Vegas . . . even lunch can creep up to that level, especially if you choose some of our world class dining venues on the Strip!

How about investing that 80 dollars in Nevada Public Radio and getting better value for your dining *dollar at the same time* as a benefit of membership?

We're introducing the Nevada Public Radio **MemberCard** this fall.

It's a great reminder in your wallet that your membership is current and it'll bring you two for one dining incentives at restaurants all over the Valley.

With Nevada Public Radio dividing into two great stations this fall, membership has never been a better value - or a smarter investment.

Get more radio, and more out of your dining dollars with your 80 dollar pledge to Nevada Public Radio now.

Call 258 0505 or go online to knpr.org

#13

Everyone loves a two for one deal. It doesn't matter how much you make a year, no one can resist a great sale on something you'd buy anyway.

That's why we're rolling out the **MemberCard** to bring you two for one dining incentives at valley restaurants.

You automatically receive the new **MemberCard** when you pledge at 80 dollars or more.

It's the two for one deal you won't want to pass up, on the air or at the table.

Call now 258 0505 or go to knpr.org

#14

Some choices are hard, some not so hard.

When you pledge 80 dollars or more, your membership benefits include the **MemberCard** -- bringing you two for one dining incentives across the valley.

A value that's sure to pay for itself over and over.

Supporting public radio AND getting additional benefits at area restaurants - come on - that's an easy choice!

Call now, 258 0505 or go online at knpr.org

#15

Two prime-rib dinners for the price of one? . . . two grilled salmon steaks for the price of one? two bowls of linguini, two Schezwan chicken.

OK, I could go on and on but it'll just make me hungry.

New and renewing KNPR members who contribute 80 dollars or more will receive the **MemberCard**, giving them access to dozens of two for one dining incentives at Valley restaurants.

So that's two steak dinners and two seafood feasts and two Mexican plates and two lasagna's and and - I could go on and on, or you could call 258 0505 or go online to knpr.org right now and get your own **MemberCard** and get eating for yourself . . .

#16

Dining out with 80 dollars in your pocket will only take you so far . . . but maybe not to the dessert cart.

Pledging 80 dollars now will feed Nevada Public Radio, and bring you two for one dining incentives across the Valley with the Nevada Public Radio **MemberCard**.

\$80 dollars. Think about it. Nevada Public Radio will satisfy your appetite for great radio with TWO new stations this fall - all news, or all classical.

That's a lot of tasty listening . . . and two for one dining incentives makes for a lot of tasty . . . tasting.

All for \$80 dollars. Call 258 0505 or go online to knpr.org now.

#17

You know you listen to Nevada Public Radio. Your friends know you listen. But do they know you're a member.

Come to think of it, are they?

With the Nevada Public Radio **MemberCard** you'll have proof, and aside from settling those "you said you'd make a pledge" conversations, you'll get two for one dining opportunities around the Valley.

In fact with the **MemberCard** you could take a friend to lunch and have that "you know you want to make a pledge" conversation. hmmm

Call now. Pledge \$80 or more and get proof you did your part: with the **MemberCard**.

The number to call is 258 0505 or knpr.org on the web.

Then take your friends to lunch and make them feel . . . you know . . . guilty!

#18

We doubt that other Nevada Public Radio listeners challenge you to prove your membership, but you just might be tempted with the Nevada Public Radio **MemberCard**.

When you pledge 80 dollars you'll receive the **MemberCard** giving you access to dozens of two for one dining opportunities in the Valley - making your membership investment go even further.

And an attractive wallet card to keep as a reminder of your membership status and renewal date.

You might just want to let a few people see that you're a contributor . . . you know, the ones who always say they'll pledge "next drive"????

Call 258 0505 or go online to knpr.org to get the Member Card.