

September 15, 2011

Name
Address
City, State



501 East 38th Street
Erie, Pennsylvania 16546-0001
www.mercyhurst.edu

Dear <<Long Salutation>>

Here is a note from Heather Musacchio, a fellow 88.5 JAZZ FM listener from Erie:

Like you, I enjoy jazz and often find myself tuning in to 88.5 JAZZ FM while driving in my car and listening at work. At first I happened upon the station accidentally, looking for an alternative to the same old music selections available. How exciting it was to discover that Erie is home to a unique, all-jazz radio station!

*I have been a loyal listener for several months now, but only recently realized how important contributions are to JAZZ FM. I assumed that others would take care of the cost of bringing this amazing music to me. But I soon realized how important it is for all of us to support this music to help keep it on the radio in our community. I also discovered that we are quite fortunate because currently there are only about **10 radio stations nationwide** that play jazz full time and **88.5 JAZZ FM** is one of them! Mercyhurst College has provided the vehicle for us to enjoy this great programming, but they need continued support from the community to fuel and grow the station. Please join me in contributing to 88.5 JAZZ FM, let us keep jazz alive and thriving in the Erie community!*
– Heather Musacchio.

LISTENERS SUPPORT JAZZ FM

Thanks to people like you and Heather, 88.5 JAZZ FM continues to grow and expand its listenership. According to the latest radio ratings, JAZZ FM has more listeners than at any other time in its 25 year history. In fact since switching to an all-jazz format only a year and a half ago, we have nearly **quadrupled** in size. Despite the growth, we still have a ways to go in membership support for 88.5 JAZZ FM.

BECAUSE OF YOU - THE MUSIC PLAYS ON!

We would like to ask for your thoughtful consideration of becoming a supporting member and helping to continue Jazz FM's mission to inform, educate, and entertain listeners of jazz. Remember, your gift, at any level, is a wonderful way to support culture and the arts in Erie.

As always, feel free to contact me at (814) 824-2264 if you have questions, concerns or just want to share your thoughts. Thank you for listening and for your support.

Yours in Jazz,

Michael Leal
Director, 88.5 JAZZ FM

P.S. *Your tax deductible gift to JAZZ FM during our Fall Membership Drive will assist us with our second year goals which include expansion of the music library, every-day maintenance of the station, and to make jazz even more enjoyable for more listeners.*

