



March 14, 2023

Dear Friend of WHFR-FM,

Because of your past support, WHFR Radio, your non-commercial, educational broadcast and internet radio station at Henry Ford College, was recently able to complete a necessary equipment upgrade project. A new transmitter was installed in the fall along with related equipment to make the WHFR signal stronger and clearer, allowing us to branch out farther than ever before. Through your support, we're pleased to serve an even wider area of our local community – as well as those listening through our internet stream worldwide.

For over 37 years, WHFR Radio has been providing local talk and original musical programming from talented, creative independent artists that are little else (or not at all) heard on the metro Detroit radio dial. Whether you've been listening since day one, or are brand new to WHFR, we're so glad you're here.

To keep the station operating successfully, we need to ask for your continued support. We make this request one week out of the year, and we call it Radiothon. This year's Radiothon theme is "Branching out farther into our community" and we're looking for your help to keep our efforts going strong.

Please enjoy some tree puns below (in honor of our pun-loving station founder Jay Korinek):

Not to get **SAPPY**, but will you help us continue to **BRANCH OUT** by making a donation to WHFR during our Radiothon 2023 pledge drive?

This annual fundraiser is the #1 way that we acquire donations to **SPRUCE** up the station, stay on the air, and operate at a level that you expect and deserve. We'll never **LEAF** you! We do not receive government funding, so over 60% of our operating budget comes from donors like you.

Please be part of our 2023 WHFR Radiothon in one of three easy ways:

- 1) On-Air – The on-air portion of Radiothon is March 26 - April 1 when our live on-air DJs will be **BARKING** at you asking for call-ins at (313) 845-9676 to make your tax-deductible donation via credit card or to request a self-addressed envelope to be sent directly to you.
- 2) Online – Simply **LOG** on to whfr.fm and click the "Radiothon 2023" button.
- 3) Mail – Fill out the form on the other side of this letter with your contribution and **STICK** it in the mail.

Feel free to call me at (313) 845-9842 or e-mail at scmcgraw@hfcc.edu anytime with questions regarding Radiothon 2023 or WHFR-FM and check out our website for additional details and fun logo incentive items.

You play a vital role in the continued success of WHFR, and we are committed to staying true to our mission with local, independent, and eclectic programming for you (and not the **POPLAR** hits). Thanks in advance for your support of Eighty-Nine Point **TREE**... I mean three!

Sincerely,

A handwritten signature in blue ink that reads "Susan McGraw". The signature is written in a cursive, flowing style.

Susan McGraw
WHFR-FM General Manager

