

WHAT IS A PUBLIC TELEVISION MEMBER?

Members feel public television "Is Worth Paying For." We must guarantee that it is TV Worth Watching.

Members deserve value and excellence for their financial support ... in the programming they watch and the service they receive.

Members are good Friends (with a capital "F"). Treat them as part of the family. Members are a source of ideas, requests, demands, criticism, and support.

Keep the promises you make to them. Honor their requests. Welcome their criticism as an opportunity to prove we care ... and can improve.

Be honest. Acknowledge mistakes made in their treatment and apologize. Members' decisions to continue their support are made one member at a time.

We are not doing a member a favor by serving her or him. They are doing us a favor by providing us the opportunity to do so. Members are precious and too easy to lose. It is easier not to give than to give.

Members will win any and every argument. Their perception of service is real and we must face it.

Members are heroes. They have paid for what everyone receives for free. Honor them at every opportunity. Show them appreciation. Give them recognition. Say thanks, sincerely!