

Dear (Insert WKAR Friend),

We appreciate your concern over the loss of the Metropolitan Opera. Unfortunately, the broadcast agreement demanded by the Met prevented us from continuing. The agreement stipulated that WKAR could not secure underwriting or pledge dollars to air their performances. We could no longer lose steady \$20,000 per year to air these performances.

By nature, opera is a visual performance medium. Hearing only the sound offers a less than complete experience. Understanding this, the Met has begun to offer their operas in various movie theaters so audiences can both hear, and now see, the performance in stunning HD video quality. There are several theaters in the Lansing area that regularly present the Metropolitan Opera performances.

Likewise, with advances in web streaming technology, the Met offers their programs directly to viewers online while it can be easily viewed on a computer or iPad. In fact, they even have a free App at the Apple Store to allow you to watch. This option is particularly interesting as it is 'on-demand', so you may watch on your schedule. The Met website at www.MetrOperaFamily.org will list their radio performances.

With all of these viewing opportunities coming directly from the Met, the value of the radio only portion has greatly diminished in its importance. Our listenership has dropped markedly and our ability to support the broadcasts is compromised. I hope you will investigate some of the viewing options noted previously. WKAR will lament the loss of the operatic programming, but we have to concede there are better viewing options available.

Thank you so much for your interest.

Sincerely,

Cathy Zell
Senior Director of Development