

February 13, 2014

Dr. Mark Miller, Chair  
Shiawassee Community Foundation  
1350 E Main St., Ste. 206  
Owosso, MI 48867

Dear Dr. Miller:

**WKAR-TV, your mid-Michigan public broadcasting station, is committed to providing education, entertainment, and enlightenment.** You know WKAR for award-winning programs like *Sesame Street*, *Masterpiece*, *NOVA*, *PBS NewsHour*, *QuizBusters*, and *BackStage Pass*. Educational programs for children and adults are the hallmark of every public broadcasting station.

**WKAR-TV would like to submit an application to help fund our educational programing.** A grant from the Shiawassee Community Foundation will touch the lives of more than 500,000 children and adults every week by ensuring the continuation of quality news, arts, culture and educational programs.

The best example of our educational television is *Sesame Street*. For more than 35 years, *Sesame Street* has used puppets, animation, stories, parodies, and numerous other formats to entertain and educate children. In fact, according to a popular study on children's learning, preschoolers who watched educational television—*Sesame Street* in particular—are shown to have significantly higher grades in English, Mathematics, and Science in middle or high school. They also read more often, showed higher academic self-esteem, and placed a higher value on academic performance. In other words, positive programs produce positive effects.

**WKAR intends to submit a grant application to Shiawassee Community Foundation for funding to help underwrite children's programing.** I look forward to hearing from you. Please contact me if you have any questions or need any further information.

Sincerely,

Betsy Rueckert  
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