



November 12, 2021

**RE: Can You Help Us Meet our \$2,500 Matching Gift Challenge?**

Dear Friends:

You probably know the St. Louis Media History Foundation as the non-profit group working to collect, catalog and preserve the St. Louis region's rich media archives. Or, maybe you know us for the St. Louis Media Hall of Fame dinners where we recognize the greats in our industry. You might even know us as the scruffy, little 501c3 group that survived the 2019 fire at the Karpeles Museum.

However you know us, we have a humble request: will you please consider **a small donation to help us meet our matching gift challenge to support our ongoing work?** A generous anonymous donor has stepped forward to match dollar-for-dollar every donation we receive from now through the end of 2021, up to \$2,500. That means with your help, we could raise up to \$5,000 to replace lost income from two cancelled fundraisers due to COVID-19.

Founder & Executive Director, Frank Absher, and our committed volunteer Board continue to make great things happen, and we hope you agree these results are worthy of our support:

- **10,000+ STL media archives and artifacts preserved so far**, including irreplaceable recordings, photos, ads, oral histories and memorabilia
- **100+ STL Media Hall of Fame members inducted** to date, recognizing our region's legendary innovators and giants from TV, Radio, Print, Advertising/PR and Digital
- **Countless volunteer hours preserving and cataloging** our region's media history

If you can help with a year-end tax-deductible donation in any amount (\$25? \$100? \$500?), it will be matched up to \$2,500 to double the impact! **Here are two easy ways to give:**

1. Mail a check, payable "STLMHF" to: **St. Louis Media History Foundation, 1805 Park Ave. 3D, St. Louis, MO 63014-2924**; or
2. Visit [www.saveSTLmedia.org](http://www.saveSTLmedia.org) and hit "DONATE NOW" to donate securely by credit card.

We are grateful to all who have supported and continue to support our mission to preserve the St. Louis media archives and Media Hall of Fame. We hope you'll join us for an upcoming event, and watch for more details for our **Feb. 26 Trivia Night**, and our soon-to-be-scheduled **2022 HOF Inductee Dinner**. Stay healthy and safe, and thank you.

A handwritten signature in black ink that reads "Eric W. Rothenbuhler".

**Eric Rothenbuhler,**  
STLMHF Board President

A handwritten signature in blue ink that reads "Frank Absher".

**Frank Absher,**  
STLMHF Founder/Executive Director