

Children's Television Workshop • One Lincoln Plaza, New York, NY 10023

\* \* \* \* \*

This letter is not for everyone. But if you're the parent of a youngster between the ages of 8 and 14 ...

... then I invite you to send for a free copy of 3-2-1 CONTACT, the award-winning magazine of science, nature and math for the middle grades.

Like the other Children's Television Workshop publications -- Sesame Street and Kid City -- 3-2-1 CONTACT is so spirited, so entertaining, so amusing that its readers seldom notice the fact that it's "educational."

Yet every issue is chock-full of mind-stretching puzzles, mazes, games and mysteries ... amazing facts ... and articles and features that promote analytical thinking, encourage patience and concentration, and generally help prepare your child for the world of tomorrow.

Don't worry -- I'm not asking you to subscribe to this magazine, at least not yet. All I'm asking is your permission to send an issue of 3-2-1 CONTACT to your home,

\* \* \* \* \*

Dear Fellow Parent,

"Why is the ocean salty?"

"When you take an aspirin, how does it know where you hurt?"

"What are eyelashes for?"

"How does a magnifying glass work?"

(over, please ...)

Figure 12.2

(continued)

"Why is my image upside down when I see myself in a spoon?"

"How do fireworks work?"

"Why do some objects glow in the dark?"

"Why is the sky blue?"

*Good you-attitude --  
Avoids  
making  
reader  
feel  
inferior*

\* \* \* \* \*

I don't know about you, but I'm often stumped by the science questions my kids throw at me. I have no trouble helping them with spelling, or simple arithmetic, or even state capitals ... but when it comes to explaining why teeth chatter, or how roosters know what time it is -- I guess I'm not as well-educated as I should be!

And yet our children are growing up into a world that is more technological than ever ...

... a world where familiarity with computers is becoming essential, not just for scientists but for office workers, farmers, teachers, doctors, librarians, almost everyone ...

*Paragraphs  
indented for  
emphasis,  
visual appeal*

... a world in which many of the most interesting, most challenging career opportunities call for a background in science and technology.

That's why I'm pleased that my children read 3-2-1 CONTACT, a magazine for 3rd through 8th graders that does for them what Sesame Street does for younger children: It educates without tears, using cartoons, games, jokes, and the attention-getting tricks of television to stimulate, enrich, and enlighten.

3-2-1 CONTACT is published by the non-profit Children's Television Workshop. It is a glossy, colorful magazine, loosely based on the television show of the same name. Like the show, the magazine has high production values: lively graphics, good writing, clear, full-color photographs and amusing illustrations throughout. Issue after issue, your youngsters will be entertained and challenged by such features as ...

*Builds  
credibility*

**EXTRA!** The puzzles-and-games pages of the magazine, and the section most readers turn to first. Perhaps there'll be a "what's wrong with this picture" game, designed to promote logic and attention to detail. Sometimes there's a maze to get through, or a simple hands-on experiment, or a word-search puzzle.

There's often something to write away for -- for example, a free booklet from Kodak on how to make a pin-hole camera. Sometimes there's a riddle your child can solve by doing a series of math problems. (Can you imagine? Fun math!)

**TNT: Tomorrow's News Today** -- is a popular monthly column that brings our readers interesting news, often before their parents know of it. Have you heard about pop rice? (It tastes like pop corn, but is made from rice.) Did you know that the planet Pluto is a lot smaller than previously thought, and may be downgraded to a "minor planet"? Have

you heard about the plans for a two-mile-long elevated freeway in Los Angeles -- for bicycles only? Do you know about the new aerosol spray that protects against poison ivy? 3-2-1 CONTACT readers know about all these, and more!

The famous magician Blackstone is a contributor to 3-2-1 CONTACT, usually with a remarkable math trick, such as this one:

Using a calculator, punch in any three-digit number. (Example: 627.) Then punch it in again, so you have a six-digit number. (Example: 627,627.) Then divide the six-digit number by seven, divide the answer by 11, and divide that answer by 13. Amazingly, you'll always end up with the original three-digit number! Try it!

THE TIME TEAM is another popular feature of 3-2-1 CONTACT. In each month's story, two teenagers -- with the help of a science fair project gone awry -- travel into the past or the future. Transported to different eras and cultures, the heroes become caught up in exciting historical moments, and have adventures with people both famous and ordinary. In one episode, set in the 1920s, they use their mental agility to help Walt Disney solve a mystery involving the original Mickey Mouse cartoon. In another, they find themselves in the middle of the Civil War. An entertaining blend of fact and fiction, the stories make history and science come alive!

FACTOIDS, too, is a popular monthly column, one that provides our readers with curious little facts which they can share with their friends. For example, did you know that ...

- \* In one day, Americans eat enough pizza to cover 75 football fields.
- \* A codfish lays up to four million eggs at one time, but on average only two will become fish.
- \* Lions sleep about 18 hours a day.
- \* One hundred years ago, the average 9-year-old was about six inches shorter than a 9-year-old today.
- \* In one year, your heart beats about 36,000,000 times.

And of course, every issue of 3-2-1 CONTACT contains several major articles spanning the depth and breadth of science today. For example, recently we had a special issue on Water, with articles on Rescuing a Coral Reef ... River Rafting Catches On ... and Are We Running Out of Water?

We've also had cover stories on Why Baby Animals are Cute (in some species, it's what makes adults take care of their young!) ... on Finding Homes for Wild Horses ... and on Memory, including an article on how memory works, with tricks and techniques for greatly improving your own memory!

\* \* \* \* \*

Figure 12.2

(concluded)

Need to  
improve  
positive  
emphasis  
here

If these examples of what you'll find in 3-2-1 CONTACT have convinced you to subscribe for your family, then indicate "I ACCEPT" on the enclosed Free Issue Request Card. Send no money now -- we'll send you your first issue, enter your subscription, and bill you later.

> Lacks  
you-attitude

If you'd like to see the magazine before making up your mind, indicate "I'M NOT SURE" on the Free Issue Request Card. We'll send you an issue at no cost and with no obligation to subscribe.

When you receive your first issue, show it to your children. Look through it together, and decide if becoming a subscriber is a good idea for you.

Action  
close

If not, write "cancel" on our invoice, return it, and owe nothing. The first issue will be yours to keep, free. But if you like 3-2-1 CONTACT -- the only children's magazine ever to receive the National Magazine Award for General Excellence -- and wish to continue receiving it, we'll send you 9 more issues (10 issues in all) for the low price of \$1.59 per issue.

should  
use you-  
attitude

There's really nothing to lose -- and the exciting world of science and technology to gain. Say "I ACCEPT" or "I'M NOT SURE," but please -- return your Free Issue Request Card today!

Sincerely,

*Nina B. Link*

Nina B. Link  
Publisher  
3-2-1 CONTACT

P.S.

Lacks you-  
attitude

If yours is one of the first fifty request cards to be processed, we'll send you -- absolutely FREE -- a NINTENDO Entertainment System Control Deck. The system includes the Control Deck and two precision-engineered controls designed for instant reflex action! You can play the complete library of NINTENDO games on this system. And its exclusive microchips give you brilliant color, 3-D images and actual shadows -- the most advanced graphics ever! To be considered for this state-of-the-art home entertainment system, remove the "FREE NINTENDO" sticker from the outer envelope and affix it to the postpaid reply envelope provided. Then enclose your request card and mail it immediately!

Split long Ps  
into two  
paragraphs  
for better  
visual impact

As part of our promotion, we're giving away fifty (50) NINTENDO™ Entertainment System Control Decks, with a retail value of \$100.00 each, to the first 50 people who respond to our offer. To assure equal opportunity for all, one system will be awarded to each of the first 50 respondents on a geographical basis proportionate to the geographical distribution of this offer. No purchase necessary. One entry per person. Only entries received by First Class mail are eligible. If you are a winner, you will be notified by mail. For a list of the winners, please send a self-addressed stamped envelope to: Children's Television Workshop, One Lincoln Plaza, New York, NY 10023. Attn: Magazine Circulation Department. Employees of Children's Television Workshop and its suppliers are not eligible. Void where prohibited by law. LIMIT ONE SYSTEM PER HOUSEHOLD.