

# The Texas Observer

April 30, 2005

[Title] [FirstName] [LastName]  
[Address]  
[City], [State] [Zip]

## Let's Take Back Texas.

Dear [First Name],

You're someone who cares about what's going on here in Texas, someone who can make a difference.

Perhaps, like me, you find the arrogance of many of our elected officials infuriating. Now that they're in power, it's critical that we do everything we can to limit the damage they do. And that means knowing what they're up to — especially the activities that they don't want us to know about.

Of course, it's not just the folks at the Capitol who affect our lives. In towns of all sizes, all over Texas, local politicians, government officials, power brokers, and corporations are impacting the lives of Texans for good or for ill. And while the mainstream media goes after soundbites, you can count on *The Texas Observer* to ferret out the truth.

### This is journalism that changes lives...

- Remember Tulia, Texas? The testimony of a suspect informant put dozens of people behind bars for drug crimes they didn't commit. In fact, for most of them their only crime was not being white. It took *The Texas Observer* to break that story, and today those people are free and the informant that manufactured evidence and railroaded them is on his way to jail. **Color of Justice**
- Or the hijacking of the State House of Representatives by Tom DeLay and his cronies at the Texas Association of Business. The *Observer's* investigative reporting led directly to the first official complaint filed before the U.S. House Ethics Committee in seven years, and many of the players are now being investigated by the Travis County D.A. **Rise of the Machine**

...and wins awards:

please turn over....

- Association of Alternative Newsweeklies 19-time award winner
- State bar of Texas 3-time Gavel Award Winner
- National Magazine Award finalist

And many others. And it's right here in Texas!

### **Get Award-Winning Writing That Feeds Your Mind and Your Soul.**

*Observer* readers know they can trust us to search out the truth and deliver it. But we also know that there's more to keeping our readers' fingers on the pulse of Texas than just uncovering evil-doers. There's culture, literature, and poetry — gifts that inspire us and feed our imaginations.

That's why our readers, in Texas and beyond, turn to the *Observer* out of all the information resources at their disposal.

You can too. Subscribe to the *Observer* today. It's just \$27 for a full year — 24 issues of deep-diving, informative journalism; award-winning poetry pages; insightful book reviews; and provocative commentary that makes you laugh as it makes you think from Molly Ivins, Jim Hightower, and special guests.

**Go with a 3-year subscription, and your cost per issue is just \$1.13.  
Plus, get a limited-edition *Texas Observer* 50<sup>th</sup> Anniversary t-shirt  
free as a special bonus!**

All you have to do is fill in and return the form in the enclosed brochure. Or, for even faster service, start your subscription online at [texasobserver.org](http://texasobserver.org) or by calling us at (800) 939-6620 during business hours.

Don't wait for *60 Minutes* or NPR to pick up the next breaking story in Texas from the pages of the *Observer*. Start your subscription now. What you learn may change how you shop, who you vote for, even what you eat.

I look forward to sending you your first issue.

Sincerely,

Charlotte McCann  
Publisher

P.S. How many publications can count John Kenneth Galbraith and Larry Flynt among its admirers? The *Observer* may be the only one! See why it's loved and relied on by such a diverse audience — and hated by those pulling the strings of power. Start your subscription today.

# The Texas Observer

April 30, 2005

[Title] [FirstName] [LastName]  
 [Address]  
 [City], [State] [Zip]

## Come Back and Help Us Take Back Texas.

Dear [First Name],

You used to subscribe to *The Texas Observer* but somewhere along the way we lost you. Maybe you were really busy and just didn't need one more thing to read. Or maybe you were one of the thousands of people who found yourself downsized when the bust hit and finances got tight. Or maybe you just needed to take a break.

We want you back!

There's a lot happening here in Texas now that you should know about. Just look at the arrogance of many of our elected officials. Now that they're in power, it's critical that we do everything we can to limit the damage they do. And that means knowing what they're up to—especially the activities that they don't want us to know about.

Of course, it's not just the folks at the Capitol who affect our lives. In towns of all sizes, all over Texas, local politicians, government officials, power brokers, and corporations are impacting the lives of Texans for good or for ill. And while the mainstream media goes after soundbites, you can count on *The Texas Observer* to ferret out the truth.

### Journalism that changes lives...

- Remember Tulia, Texas? The testimony of a suspect informant put dozens of people behind bars for drug crimes they didn't commit. In fact, for most of them their only crime was not being white. It took *The Texas Observer* to break that story, and today those people are free and the informant that manufactured evidence and railroaded them is on his way to jail. **Color of Justice**
- Or the hijacking of the State House of Representatives by Tom DeLay and his cronies at the Texas Association of Business. The Observer's investigative reporting led directly to the first official complaint filed before the U.S. House Ethics Committee in seven years, and many of the players are now being investigated by the Travis County D.A. **Rise of the Machine**

### ...and wins awards:

- Association of Alternative Newsweeklies 19-time award winner
- State bar of Texas 3-time Gavel Award Winner

please turn over...

- National Magazine Award finalist

And many others. And it's right here in Texas!

### **Award-Winning Writing That Feeds Your Mind and Your Soul.**

*Observer* readers know they can trust us to search out the truth and deliver it. But we also know that there's more to keeping our readers' fingers on the pulse of Texas than just uncovering evil-doers. There's culture, literature, and poetry — gifts that inspire us and feed our imaginations.

That's why our readers, in Texas and beyond, turn to the *Observer* out of all the information resources at their disposal. Remember?

Restart your subscription to the *Observer* today. It's just \$27 for a full year — 24 issues of deep-digging, informative journalism; award-winning poetry pages; insightful book reviews; and provocative commentary that makes you laugh as it makes you think from Molly Ivins, Jim Hightower, and special guests.

**Go with a 3-year subscription, and your cost per issue is just \$1.13.  
Plus, get a limited-edition *Texas Observer* 50<sup>th</sup> Anniversary t-shirt  
free as a special bonus!**

All you have to do is fill in and return the form in the enclosed brochure. Or, for even faster service, you can restart your subscription online at [texasobserver.org](http://texasobserver.org) or by calling us at (800) 939-6620 during business hours.

Don't wait for *60 Minutes* or NPR to pick up the next breaking story in Texas from the pages of the *Observer*. Restart your subscription now. What you learn may change how you shop, who you vote for, even what you eat.

I look forward to welcoming you back.

Sincerely,

Charlotte McCann  
Publisher

P.S. How many publications can count John Kenneth Galbraith and Larry Flynt among its admirers? The *Observer* may be the only one! Don't miss another issue — restart your subscription today.