

February 18, 1993

Mr. Roy Proctor  
AARP 55 Alive Driving  
2120 Robins Lane S.E.  
Salem, OR 97306-2621

Dear Roy Proctor:

It's been our pleasure to work with you in the past on the production of a segment for one of our "In Your Interest" public affairs features. It's our feeling that the dissemination of this kind of local information is an invaluable service not only to the organizations involved, but to our viewers as well.

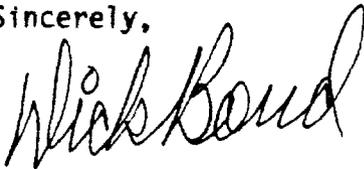
KBSP-TV intends to continue our policy of making free time available to all qualified non-profit organizations.

We have been asked by the Federal Communications Commission to show evidence of our programming on behalf of the public good.

If you feel that our public affairs efforts have indeed benefitted your organization, would you please make a few written remarks to that end. Simply address your correspondence to me at the address listed below. Your comments will be forwarded to the Federal Communications Commission along with our testimony in support of efforts to be included in the "Must Carry" provisions of the Cable Television Act of 1992.

I appreciate your assistance and look forward to working with you again in the future.

Sincerely,



Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, N.E.  
Salem, OR 97305

Your public service announcements of the AARP 55 Alive Mature Driving Program helped develop increased interest among senior citizens in the local area. No actual count of inquiries was kept, but your station was some part of the 55% increase in graduates in 1992; this growth was larger than any other section of the State of Oregon. Thank you.



ROY V. PROCTOR, AARP  
55-ALIVE DRIVER COURSE  
2120 Robins Lane, S.E. #37  
Salem, OR 97306  
(503) 363-3855



**BLACK STAR** COMMUNICATIONS OF OREGON, INC.

4923 Indian School Road, N.E., Salem, OR 97305 (503) 390-2202

FAX: 503-390-6829

February 22, 1993

Mr. Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, NE  
Salem, OR 97305

Dear Mr. Bond,

I would like to thank you for your station's efforts in the taping and airing of the motorcycle safety message for the TEAM OREGON Motorcycle Safety Program.

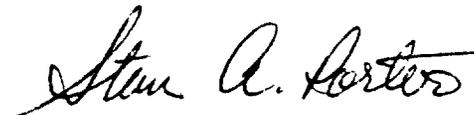
I have been approached by many of my friends, people at work, and even some people on the street that said they saw the spot and enjoyed the information. This has been a very valuable tool for our program.

It would be nice for our information if you could inform me of the size of your audience so that we could possibly calculate how many possible viewers the spot received.

Thank you again for helping with what turned out to be a very valuable tool for our safety program. Several people have called in to our office and borrowed the video tape talked about on the spot and others have called to get other safety related information.

This was a great service to our program and I would like to get together with you in the future and see if we could do another program, say about in May or June when everyone pulls the motorcycles out of the winter storage units and garages. Let me know if this would be possible.

Ride Safe,



Stan A. Porter, Coordinator  
TEAM OREGON Motorcycle Safety Program



# MRS. OREGON AMERICA PAGEANT



David B. Russell  
EXECUTIVE & FINANCIAL DIRECTOR  
M.A.P. Board of Ethics

February 22, 1993

## WINNERS

Debra Johnston 1992  
\* 4th RUNNER UP TO  
MRS. AMERICA  
\* National Ad Sales Winner  
\* Recipient of National  
Scrapbook Award

Maureen Thomas 1991  
National Ad Sales  
Third Place

Marsha J. Naegeli-Grenley  
National Ad Sales  
Winner 1990

Brenda K. Huff 1989

Debi Downey 1988

Robbin Weil 1987

Kathy Martin 1986  
Top Ten Semi Finalist

Becky Rust 1985

Vickie Jenkins 1984  
4th RUNNER UP TO  
MRS. AMERICA

Heather Sandstrom 1983  
Top Ten Semi Finalist

Karee Edwards 1982  
Top Ten Semi Finalist

Candice Oswald 1981  
2nd RUNNER UP TO  
MRS. AMERICA

Dana Garrett 1980

Diana Miller 1979

Cindy Cox 1978

Carol Lukers 1977

## KBSP

ATTENTION: Mr. Dick Bond, Community Affairs Director  
4923 Indian School Road NE  
Salem, OR 97305

Dear Dick:

Thank you for your correspondence of February 18th. Yes, we have found that KBSP has done our organization a great service in airing an interview with our 1992 state winner on the benefits of recycling, etc. We have found that providing community interest interviews has made us far more aware and educated about the events going on around our community. With the choices we have for television viewing, we believe that airing quality pieces continues to educate and inform the public!

Sincerely,

Amber M. & David B. Russell  
MRS. OREGON AMERICA PAGEANT

Enc.



OREGON TRAIL  
CELEBRATION COMMITTEE



February 25, 1993

(503) 588-5212

**Steering Committee  
Members**

Jan Fritz, Chair  
Wes Alderson  
Jim Bernau  
Bill Dorney  
Mike Scott

**Honorary Committee  
Members**

Orville Roth,  
Honorary Chair  
Sara M. Bentley  
R. Scott Casebeer  
Art Christiansen  
Ed Dougherty  
Ira Lee Eldred  
Robert L. Engle  
Maureen Ernst  
Bob Freres  
Midge Houck

Dick Bond  
KBSP-TV  
4923 Indian School Rd. NE  
Salem, Or 97303

Dear Dick:

The Pioneer Ball celebration in Salem was an enormous success--in great part because of the efforts of media people like yourself.

We want to thank you for taking the time out of your hectic schedule to promote this event. The coverage we received was tremendous, in newspaper, television and radio. Many of you even gave us free air time or free space! You helped us get the word to Oregonians that this year's 150th Anniversary of the Oregon Trail gives all of us a chance to be in touch with our heritage and



JAMES K. LACE, M.D., Physician  
MARK VLOSSAK, C.H.A., Physician Assistant  
*Diseases of Childhood and Adolescence*  
2395 Center Street, N.E.  
Salem, Oregon 97301  
Phone 364-2181

Feb. 24, 1993

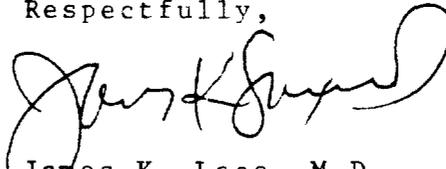
Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, NE  
Salem, Oregon 97305

Dear Mr. Bond:

The public service sessions that you made with me have been very beneficial to my patients. I have received many positive comments from my patients as to the educational value of the tapings.

I am ready to make up more of these whenever your time allows.

Respectfully,



James K. Lace, M.D.  
JKL/BCB



February 22, 1993

Mr. Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, Northeast  
Salem, Oregon 97305

Dear Mr. Bond:

As we wrote to Judy Koenig on November 6, 1992, Neighbor-to-Neighbor has been grateful for the assistance KBSP has given us in promoting our volunteer community mediation service.

We are a non-profit organization and rely heavily on assistance from the media to "get the word out". We know that continual exposure can only help in bringing people to our mediation service, and we feel that your assistance has been effective.

Thank you so much for your advocacy and actions - we are most grateful.

Cordially,

Lorraine Pullman  
President of the Board

LP/aw

(503) 636-0740 ph. & fax  
P.O. Box 5  
Lake Oswego, OR 97034

## Ross Productions

Marv Ross - Rindy Ross

February 23, 1993

Pick Bond  
Community Affairs Director  
KPSP TV, Ch. 22  
4923 Indian School Rd. WE  
SALEM, OR 97305

Dear Pick -

I wanted to take this opportunity ~~to~~ to thank you again for having me on, "In Your Interest." Ross Productions + the Oregon Trail Coordinating Council appreciate very much the exposure you gave "Voices From the Oregon Trail," and I know the air time had a positive influence on the attendance since many people, including Jan Fritz, mentioned it's impact on ticket sales. Also, I wanted to thank you for sending me a video tape of the spot - I thought it turned out great. Once again, thanks for the opportunity + congratulations on an effective program.

Sincerely,  
Marv Ross

TV **22**  
**KBSP**

February 18, 1993

Ms. Sara Harmon  
Workers Compensation Div./Dept. of Insurance & Finance  
21 Labor & Industries Bldg.  
Salem, OR 97310

Dear Sara Harmon:

It's been our pleasure to work with you in the past on the production of a segment for one of our "In Your Interest" public affairs features. It's our feeling that the dissemination of this kind of local information is an invaluable service not only to the organizations involved, but to our viewers as well.

KBSP-TV intends to continue our policy of making free time available to all qualified non-profit organizations.

We have been asked by the Federal Communications Commission to show evidence of our programming on behalf of the public good.

If you feel that our public affairs efforts have indeed benefitted your organization, would you please make a few written remarks to that end. Simply address your correspondence to me at the address listed below. Your comments will be forwarded to the Federal Communications Commission along with our testimony in support of efforts to be included in the "Must Carry" provisions of the Cable Television Act of 1992.

I appreciate your assistance and look forward to working with you again in the future.

Sincerely,



Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, N.E.  
Salem, OR 97305

REC'D W.C.D.

FEB 22 1993

ADMINISTRATOR'S  
OFFICE

*Dick - your public information spot allowed me to get a message out to the community about the success of the Oregon Workers' Compensation system. I appreciate your efforts in the public interest!*



**BLACK STAR** COMMUNICATIONS OF OREGON, INC.

4923 Indian School Road, N.E., Salem, OR 97305 (503) 390-2202

FAX: 503-390-6829

*Jae 2/23/93*

2895 ALVARADO TERR. S.  
SALEM, OR 97302

ROBERT Y. THORNTON  
SENIOR JUDGE  
STATE OF OREGON

(503) 364-5536

March 2, 1993

Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, NE  
Salem, OR 97305

Dear Mr. Bond:

On behalf of the Salem-Kawagoe (Japan) Sister City  
Association please accept our grateful appreciation for the  
publicity which you have so generously given to our project



# "STRAIT-jacket"™ *The non-photogenic copy window*

10333 Leverman Rd. SE Suite-"A" Aumsville, OR. 97325-9713

Ph: (503) 749-1052

Tuesday, February 23, 1993

Dick Bond  
Community Affairs Director  
KBSP CHANNEL 22  
4923 Indian School Rd.  
Salem, OR 97305

Dear Dick:

It gives me great pleasure to speak out in behalf of you and KBSP CHANNEL 22 Public Service Announcements. The benefits to the community as a whole is unmeasurable. Aside from being a pleasure to receive help from professionals in the television media such as yourself. You and your company are setting the stage and attitude for our future economy. You are showing the viewer that they to can take a product from conception to the market place with little or no budget.

Though it takes a lot of challenges, excitement and hard work to succeeded. It also takes support from professionals like you and companies like yours that have a strong public conscientiousness and are willing to take action.

The time, equipment and professionalism your station has donated to us is truly invaluable. The services provided by KBSP CHANNEL 22 has created a win win situation. We win because with your exposure we will grow and create new jobs. Your audience wins because you have shown them the American Dream is still alive; "We can still dream and create". Dick, there is no telling how much of a positive impact you have had on the public, but you can be certain without a doubt that you and your company are doing your share to get our economy back on its feet.

Dick, If I can be of any future assistants to you or your viewer audience as a source reference please feel at liberty to use me. I would very much like further opportunities to work with you and KBSP CHANNEL 22.

Sincerely,

Wm. J. Nasset  
Owner/Inventor

Enclosures: Most recent developments

PS Dick, I hope you enjoy having your very own personal "STRAIT-jacket" thanks for sharing us with your viewers.



COUNCIL OF MID-WILLAMETTE VALLEY

# SOCIETY OF ST. VINCENT de PAUL

February 24, 1993

Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, N.E.  
Salem, Oregon 97305

Dear Dick:

Thank you for your comments about our involvement with "In Your Interest" public affairs features. As a non-profit organization we are limited by low advertising budgets, and your help is very much appreciated to get our message across to the general public.



# NATIONAL WILDLIFE FEDERATION

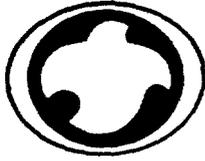
Suite 512

921 S.W. Morrison

Portland, Oregon 97205

503-222-1429

Fax: 503-222-3203



# OREGON DONOR PROGRAM

P.O. Box 532 • Portland, OR 97207 • (503) 494-7888

February 3, 1993

Dick Bond  
KBSP-TV  
4923 Indian School Rd. NE  
Salem, OR 97305

Dear Dick,

The Oregon Donor Program would like to extend our gratitude to you and KBSP-TV for generously providing air time for our PSA. The response has been wonderful.

We truly appreciate the station's commitment to educating the public about the need for organ and tissue donation. Hundreds of people in Oregon and southwest Washington will be the recipients of life saving or enhancing transplants as a result.

We would also like to acknowledge KBSP-TV for the value of the service you are providing. ODP is aware of the expense of purchased air time and wish to thank you for providing, as a free public service, what we could not otherwise.

As a cornea transplant recipient, I can tell you from personal experience how grateful I and countless others are to you for continuing to make the gift of life and sight possible. Transplants are successful, I 'm living proof of the fact.

Sincerely,

Debi Downey  
Resource Developer

DD/et

— working miracles through transplant —



A United Way Agency

January 31, 1993

2305 Front St. • NE Salem, OR 97303 • (503) 581-3855



December 28, 1992

Mr. Dick Bond  
Community Affairs Director  
KBSP TV-22  
4923 Indian School Rd NE  
Salem, OR 97305

Dear Mr. Bond:

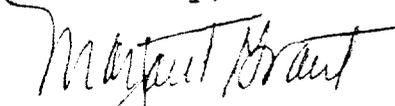
Speaking for the Marion-Polk Food Share Board and 42 charitable member agencies, I wanted to personally thank you, Jerry Nichols and the staff at KBSP for the wonderful \$100.00 in donations you raised by playing "Scratch-off" for charity in our behalf.

Last year, the 42 charitable agencies in Marion-Polk Food Share's Network of emergency food providers were able to provide 28,130 food boxes and 392,518 on-site meals to people in need.

Your generous gift will have a great impact on these efforts to feed the hungry in our community. It is particularly significant since, in the last five months, we have distributed 24.8 percent more food than in the same period last year.

With your help, we will continue the work to ensure that no individual, family or child in the two-county area will have to go without enough to eat. Thanks, again, and I hope you all have a great 1993.

Sincerely,

  
Margaret Grant  
Executive Director

A regional food bank serving Marion and Polk counties

• Established by Mid-Willamette Valley Community Action Agency • Member of the Oregon Food Share-Second Harvest Network •



U. S. SMALL BUSINESS ADMINISTRATION  
PORTLAND DISTRICT OFFICE  
222 S.W. Columbia St., Suite 500  
Portland, Oregon 97201-6605

(503) 326-2682

December 4, 1992

Judy Koenig  
General Manager, KBSP TV-22  
4923 Indian School Rd NE  
Salem, OR 97305

Dear Ms. Koenig:

On behalf of the Small Business Administration I would like to thank you for your support in airing our public service announcement, INNOVATION WORKSHOP. With the assistance of stations like KBSP TV-22 we were able to respond to a very real need of the inventors, engineers, and entrepreneurs, of Oregon and the Northwest, who attended the workshop.

You might be interested to know that not only was the program a success, but attendance was noted as the second largest ever for this national event.

I would also like to thank you for the letters that were sent updating me on the broadcast dates and times of our PSA at your station. This will be of great assistance in our evaluation of the publicity campaign used. Going this extra mile is a credit to yourself, Dick Bond the Community Affairs Director, and the station. I only wish more stations showed as much diligence and consideration.

Again, THANK YOU!

Sincerely,

A handwritten signature in cursive script that reads "Kevin Simmons".

Kevin Simmons  
Small Business Administration

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DEPARTMENT OF  
STATE POLICE

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GENERAL  
HEADQUARTERS

105

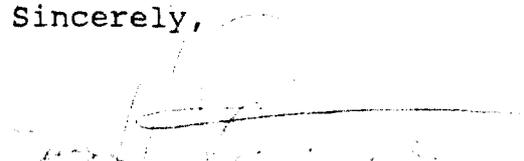
December 7, 1992

Judy Koenig, General Manager  
TV 22 KBSP  
Blackstar Communications of Oregon, Inc.  
4923 Indian School Road, NE  
Salem, OR 97305

I would like to thank you and the staff of TV 22 for broadcasting the Drug Abuse Resistance Education (D.A.R.E.) Program as part of the "In your Interest" series.

If we can be of further assistance, please feel free to contact us at 378-3720.

Sincerely,

  
James H. Stevenson, Captain  
Patrol Division

JHS:taj  
cc: Central Files



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107 Public Service  
Building  
Salem, OR 97310  
(503) 378-3720  
FAX (503) 363-5475

December 7, 1992

Judy Koenig and Dick Bond  
TV22-KBSP  
Blackstar Communications of Oregon, Inc  
4923 Indian School Rd NE  
Salem OR 97305



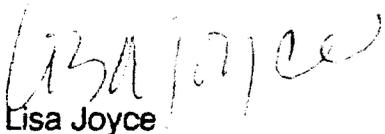
Dear Judy and Dick:

I wanted to write and thank you for taping and airing the piece on our Medicare Supplement Guide.

Many people have contacted our office in response to the spot. We appreciate the chance to get the word out about this valuable publication.

Thank you so much.

Sincerely,



Lisa Joyce  
Assistant Insurance Consumer Advocate  
(503) 378-4484

476-INSCA/DDG



**MARION COUNTY  
FIRE DISTRICT NO. 1**

300 Cordon Road N.E.  
Salem, Oregon 97301

Telephone 588-6526

*December 8, 1992*

*Judy Koenig  
General Manager  
KBSP TV 22  
4923 Indian School Road N.E.  
Salem OR 97305*

*Dear Ms. Koenig*

*Thank you for keeping us apprised of the play of the various fire safety education segments. Making these segments has been both fun and educational.*

*I would like to thank Mr. Dick Bond and the entire crew who continue to be receptive to new ideas and toward producing more fire safety spots.*

*Enclosed you will find a recognition of your stations efforts and one also for Dick Bond. If you can think of a special way that you would like to present these and I can help, don't hesitate to call. Many thanks for your help.*

*Happy Holidays*

A handwritten signature in cursive script that reads "Bill".

*Bill O'Neil  
Deputy Fire Marshal*



*e n v i r o n m e n t a l   f e d e r a t i o n   o f   o r e g o n*

December 1, 1992

Judy Koenig  
KBSP-TV CH22  
4923 Indian School Road NE  
Salem, Oregon 97305

Dear Judy:

This is just a short note of thank you for your participation in the Environmental Federation of Oregon's 1992 public service advertising campaign. With the help of media outlets such as KBSP-TV CH22, EFO was able to better present itself to thousands of Oregonians interested in protecting our fragile environment. As EFO does not have an advertising budget, your contribution was very special indeed!

Although final fundraising results are not yet in, all indications point to another successful year for EFO and the programs it helps to fund. We can all sleep a little easier knowing more and more Oregonians are becoming involved in the process of conserving Oregon's natural resources. As it says on the broucher, EFO really is "the easiest way on earth to do the right thing."

Again, thank you for your generous contribution to EFO's 1992 fall campaign.

Sincerely,

Thomas L. Webb  
Chair  
EFO Marketing Committee

P.O. Box 40333  
Portland, Oregon 97240  
503-223-9015



# Stayton Union High School

Marion-Linn County District UH4J

757 West Locust Street Stayton, Oregon, 97383 Phone, 769-2171

November 12, 1992

Blackstar Communications of Oregon, Inc.  
4923 Indian School Road NE  
Salem, OR 97305

Attention: Judy Koenig

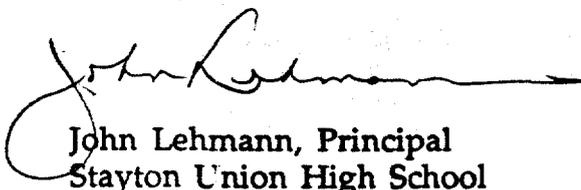
Dear Judy:

I would like to take this opportunity to thank you for broadcasting our Cafeteria Construction Project on your station. It was a pleasure working with you and your staff. As a result of your broadcasts, we have had many volunteers show up at our cafeteria site offering a helping hand.

I look forward to working with you again as our cafeteria begins to shape-up. We are now preparing to enclose the roof and begin working indoors. Perhaps we can tape a "mid-way progress broadcast" in a few weeks?

Thanks again.

Sincerely,



John Lehmann, Principal  
Stayton Union High School

JL/aj



The public schools  
There's no better place to learn



November 6, 1992

Judy Koenig  
General Manager  
KBSP TV 22  
4923 Indian School Road NE  
Salem, Oregon 97305

Dear Judy:

We have been very fortunate to work with your organization in bringing our Neighbor to Neighbor message to the public.

Thank you so much for your support, as evidenced by the many times our tape was run in October. It is, of course, hard to determine if any of our mediations have been or will be as a direct result of your efforts - but we know that the exposure can only help in bringing people to mediation.

Your advocacy and actions are a tremendous help! Thank you so much.

Cordially yours,

Lorraine Pullman  
President

BUSH BARN  
ART CENTER  
(503) 581-2228

BUSH HOUSE  
MUSEUM  
(503) 363-4714

TEXTILE  
DESIGN CENTER  
(503) 581-2228



600 Mission Street SE  
Salem, Oregon 97302

October 29, 1992

Dick Bond  
KBSP Ch 22  
4923 Indian School Road NE  
Salem, OR 97305

Dick,

I want to thank you for the Bush House spot you did with Jenny! It turned out very well and I'm very happy we have KBSP to help inform the community about the Salem Art Association.

Thanks again!

A handwritten signature in cursive script, appearing to read "Tere".

Tere Barkley  
Publicity Coordinator



COUNCIL OF MID-WILLAMETTE VALLEY

# ST. VINCENT de PAUL SOCIETY

October 23, 1992

Judy Koenig  
Blackstar Communications of Oregon, Inc.  
4923 Indian School Rd NE  
Salem, Oregon 97305

Dear Ms. Koenig:

Thank you very much for your help airing our ad for the Saint Vincent de Paul promotion. Our goal was to start some type of program to help our image in the community as well as