

William Donald Schaefer  
Governor



Catalyn W. Smith  
Secretary

May 30, 1991

Mr. Ken Becker  
Vice-President  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore, Maryland 21215

Dear Mr. Becker:

Many thanks to you, Carole Taylor and all of your staff who produce "In Your Interest - Sunday Morning." Several of the Department of Human Resources' (DHR) programs have been featured on the show and the response has been very positive. We are in the enviable position of being able to measure the success of our programs because our Information and Referral Service is able to document all incoming calls on our hotlines. For example, when you aired a program on child abuse and neglect.



STATE OF MARYLAND  
OFFICE OF THE GOVERNOR

IN REPLY REFER TO

WILLIAM DONALD SCHAEFER  
GOVERNOR

ANNAPOLIS OFFICE  
STATE HOUSE  
ANNAPOLIS, MARYLAND 21401  
(301) 974-3901

BALTIMORE OFFICE  
ROOM 1513  
301 WEST PRESTON STREET  
BALTIMORE, MARYLAND 21201  
(301) 225-4800

WASHINGTON OFFICE  
SUITE 315  
444 NORTH CAPITOL STREET, N.W.  
WASHINGTON, D.C. 20001  
(202) 638-2215

TDD (301) 333-3098

February 7, 1991

Mr. Kenneth Becker  
Station Manager  
WHSW-TV, Channel 24  
4820 Seton Drive  
Suite MN  
Baltimore MD 21215

Dear Mr. Becker

I am writing to extend my personal thanks to you for agreeing to produce the new public affairs program on WHSW-TV, "In Your Interest Sunday Morning." I have seen the show and think it is terrific! This program provides us with a wonderful avenue to spread the word that Maryland government has a positive impact upon many lives and that state employees care about people.

I also want to thank you for hosting the January 23 meeting of the state's public information officers at your station. Carol Taylor, the show's producer, has shown remarkable dedication throughout this process. The time and energy you and your staff have invested in this worthwhile project is truly commendable.

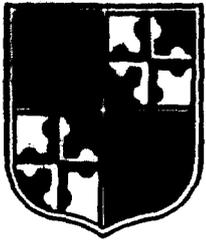
"In Your Interest Sunday Morning" represents an important partnership and provides us with a unique opportunity to point out the positive effects of Maryland government.

Again, thank you for your efforts on behalf of the people of Maryland. Please let me know if we can be of any further assistance. I look forward to our continued cooperation.

Sincerely,

*W.D. Schaefer*  
Governor

*Your help is really appreciated!!  
gives us a chance to "show our side"  
Thank  
D*



**Maryland**  
*You are Beautiful*®

STATE OF MARYLAND  
OFFICE OF THE GOVERNOR  
Annapolis, Maryland 21404  
William Donald Schaefer, Governor  
Floraine Applefeld, Director  
(301) 974-3085

May 28, 1991

Ms. Carole Taylor  
Program Manager, WHSW TV 24  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore MD 21215

Dear Ms. Taylor:

I want to personally thank you for your support of the "Maryland You are Beautiful"  
Program and its "people pride" projects. Floraine Applefeld, the Director of the "Maryland



May 28, 1991

Ms. Carole Taylor  
Program Manager  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore, Maryland 21215

Dear Carole:

You must know by now how impressed I am with your outstanding work, your commitment to quality and to public service. On behalf of DHR and all of the agencies with whom you have worked to date, I want to express our sincere thanks for all your efforts.

The experience of working with you and the staff at WHSN Channel 24 is pure pleasure. You are a true professional. You



May 30, 1991

Mr. Ken Becker  
Vice-President  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore, Maryland 21215

Dear Mr. Becker:

Many thanks to you, Carole Taylor and all of your staff who produce "In Your Interest - Sunday Morning." Several of the Department of Human Resources' (DHR) programs have been featured on the show and the response has been very positive. We are in the enviable position of being able to measure the success of our programs because our Information and Referral Service is able to document all incoming calls on our hotlines. For example, when you aired a program on child abuse and neglect, which included our "Hotline" phone number on April 21, 1991, the following day our calls requesting information and literature, as well as calls reporting alleged child abuse and neglect increased significantly.

Please find attached additional data on incoming calls following the DHR programs featured on "In Your Interest - Sunday Morning."

The service you are providing to this department and the citizens of Maryland is immeasurable. It is an exemplary union between the public and private sectors. Please accept my heartfelt thanks.

Sincerely,

  
Carolyn W. Colvin  
Secretary

Attachment

cc: Governor William Donald Schaefer  
Ray Feldmann  
Helen Szablya  
Carole Taylor

DEPARTMENT OF HUMAN RESOURCES  
PUBLIC INFORMATION OFFICE  
INFORMATION AND REFERRAL SERVICE

Caller Response - "In Your Interest - Sunday Morning"

The chart below shows the effect of each segment of "In Your Interest - Sunday Morning" on call volume for the specific program featured.

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<u>Program Featured</u>	<u>Date Aired</u>	<u># of Calls (Monday) Following Airing</u>
Electronic Benefits Transfer System	1/20/91	28
Women's Services	1/20/91	11
Operation Maryland Shield	3/24/91	6
Child Protective Services	4/21/91	21
Adult Protective Services	4/21/91	14

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The vast majority of calls requesting information and literature were from the various Maryland school systems.

William Donald Schaefer  
Governor



Carolyn W. Colvin  
Secretary

May 29, 1991

Ms. Carole A. Taylor  
Program Manager  
HSN Broadcasting of Maryland, Inc.  
1920 Sotoy Drive Suite M-N



Dairy and Food Nutrition Council  
of the Southeast, Inc.

**VIRGINIA DIVISION**

1-800-768-7799

**HARRISONBURG**

101 South High Street  
Harrisonburg, VA 22801-1954  
(703) 433-1279

**NORFOLK**

18 Koger Executive Center  
Suite 109  
Norfolk, VA 23502-4009  
(804) 461-6310

**RICHMOND**

Surry Building  
Suite 122  
1601 Rolling Hills Drive  
Richmond, VA 23229-5011  
(804) 285-4772

May 3, 1991

Ms. Lori McClarry, Producer  
WHSW - TV  
4820 Seton Dr., Suite MN  
Baltimore, MD 21215

Dear Lori:

It feels like the pace never slows down. But before any more time can pass, I'd like to thank you for having me as a guest on your show "In Your Interest." I'd like to complement you on being so well prepared and so pleasant to work with.

I also want you to know that I appreciate your extra time and effort to make me a copy of the three segments. I thought they looked great.

I hope our nutrition topics in the future will catch your eye as interesting for your viewers; I'd enjoy visiting WHSW again.

Cordially,

Andrea Bowers Perkins, M.S., R.D.  
Program Coordinator  
Norfolk

ABP/ps

3/15/21

Dear Lori —

Thank you for your help  
in publicizing our Smoke Free  
Family Campaign.

You were a wonderful  
listener and made me  
feel comfortable and relaxed.

Once again, thanks for your  
help. I look forward to working  
with you again soon.

Elizabeth Appel





Dear Sami -

3-11-91

I wanted to thank you again for thinking of the Alzheimer's Association. I am delighted the filming went well and we are looking forward to the air date. Coverage such as this allows our organization to continue to grow. Many thanks again -

Debbie Steiniger

AMERICAN  LUNG ASSOCIATION of Maryland, Inc.  
The Christmas Seal People®

M. Jane McMahon, Ed. D., President

Stephen M. Peregoy, Executive Director

March 13, 1991

Carole Taylor  
Public Service Director  
WHSW-TV  
4820 Seton Drive  
Baltimore, Maryland 21215

Dear Ms Taylor:

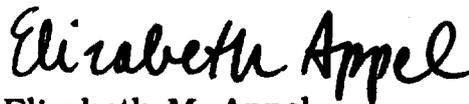
The American Lung Association® of Maryland (ALAM) deeply appreciates your station's help in publicizing our Smoke Free Family Campaign and the baby showers which are part of the campaign.

I was especially impressed by host/producer Lori McClarry who asked relevant questions in a gracious, informed manner. She helped make Lucy Douglass, the ALAM program coordinator who was her guest, feel relaxed and comfortable.

I also want to thank Jim Nelson and John Skelnik for their help during the taping.

Once again, it was a real pleasure to work with the *In Your Interest* crew. I feel confident that the show will generate a positive response from your viewers and will help to ensure the success of this year's Smoke Free Family Campaign.

Sincerely,



Elizabeth M. Appel  
Associate Director  
Communications/Marketing

/cs

**STATE OF MARYLAND**  
EXECUTIVE DEPARTMENT

WILLIAM DONALD SCHAEFER  
GOVERNOR



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OFFICE FOR CHILDREN, YOUTH, AND FAMILIES

301 WEST PRESTON STREET, ROOM 1502  
BALTIMORE, MARYLAND 21201  
(301) 225-4160  
TDD (301) 333-3098  
FAX (301) 333-5248

NANCY S. GRASMICK, SPECIAL SECRETARY  
CHILDREN, YOUTH, AND FAMILIES

*April 11, 1991*

*Ms. Carole A. Taylor  
Program Manager  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore, MD 21215*

*Dear Ms. Taylor:*

*On behalf of the Governor's Office for Children, Youth, and Families, I would like to express my sincere appreciation for the opportunity to appear on **In Your Interest, Sunday Morning**. The community service you are providing to many of Maryland's citizens will truly enable us to increase the public's awareness regarding many of Maryland's services and programs.*

*The professionalism you and your staff displayed made me and my guests feel*



# Maryland

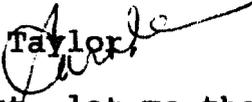
## Department of Economic & Employment Development

*William Donald Schaefer*  
Governor  
*J. Randall Evans*  
Secretary

April 22, 1991

*1100 North Eutaw Street*  
*Baltimore, Maryland*  
*21201*

Ms. Carole Taylor  
Program Manager  
HSN Broadcasting of Maryland, Inc.  
TV 24 WHSW  
4820 Seton Drive, Suite M-N  
Baltimore, Maryland 21215

Dear Ms. Taylor 

First, let me thank you for the opportunity to have our Department of Economic and Employment Development - Maryland Job Service highlighted on the "In Your Interest Sunday Morning" show. In our efforts to reach as many job seekers and employers as we can help, the service your station provides is greatly appreciated.

In light of our conversation on Friday at the Job Service Employer Committee Conference, I have enclosed a video tape and am requesting that you "copy" the "In Your Interest Sunday Morning" show.

Please return the tape to me at either of the following addresses:

DEED - Maryland Job Service      or  
1100 North Eutaw Street  
Room 209  
Baltimore, Maryland 21201

9923 Maidbrook Road  
Baltimore, Maryland 21234

Thanks again for your support of our programs.

Sincerely,

  
Mary C. Frederic

WILLIAM DONALD SCHAEFER  
GOVERNOR

MELVIN A. STEINBERG  
LT. GOVERNOR



BISHOP L. ROBINSON  
SECRETARY

STATE OF MARYLAND  
**DEPARTMENT OF PUBLIC SAFETY AND CORRECTIONAL SERVICES**

SUITE 310, PLAZA OFFICE CENTER  
6776 REISTERSTOWN ROAD  
BALTIMORE, MARYLAND 21215-2341  
(301) 764-4000  
TTY FOR THE DEAF: 486-0677

May 6, 1991

Ms. Carole A. Taylor  
Program Manager  
HSN Broadcasting of Maryland, Inc.  
4820 Seton Drive, Suite M-N  
Baltimore, MD 21215

Dear Carole,

I wanted to take this opportunity to thank you and Ken Becker for the time and enthusiasm you have given to our Department in the production of the "In Your Interest" and "In Your Interest-Sunday Morning" segments. By focusing on the positive aspects of the Division of Correction, the Office of the Fire Marshal and the Maryland Parole Commission, you helped those of us in the Public Information unit share a message with hundreds of thousands of our fellow Marylanders.

We look forward to a long and mutually rewarding relationship with Channel 24 in Baltimore.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Kaskie".

Susan Kaskie  
Public Affairs Officer



**Stop hurting, Start healing**

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Metropolitan Contracting Company

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Ronald M. Shapiro

**Executive Director**

Cecelia L. Carroll, LCSW, ACSW

**Administrative Office**

685-0937

**Hotline**

366-RAPE

May 8, 1991

**Ms. Lori McCleary**  
**WHSW-TV 24**  
**Suite MN**  
**4820 Seton Drive**  
**Baltimore, MD 21215**

**Dear Ms. McCleary:**

Thank you for your interest in speaking with our Program Coordinator, Elizabeth Style. Sexual assault is an explosive issue in this coming decade and any publicity is both necessary and appreciated. SARC can only expand through the help of the media and thanks to Channel 24, we are rapidly reaching out to those who need our services.

We greatly urge you to continue to keep your lines of communication open to SARC in the future.

Sincerely,

**Cecelia L. Carroll**  
**Executive Director**

**CLC/vp**

1010 St. Paul Street, Baltimore, Maryland 21202

**AMERICAN  LUNG ASSOCIATION of Maryland, Inc.**  
The Christmas Seal People®

M. Jane McMahon, Ed. D., President

Stephen M. Peregoy, Executive Director

May 13, 1991

Lori McClarry  
WHSW-TV  
4820 Seton Drive  
Baltimore, Maryland 21215

Dear Ms. McClarry:

Thank you for your help in publicizing Clean Air Week for the American Lung Association® of Maryland.

As usual, you and your crew, Jim Nelson and Laurie Barker, did an excellent job in producing three public affairs segments featuring Rebecca Bascom, M.D., ALAM volunteer, and Kathy Hanson, ALAM staff member.

We deeply appreciate your commitment to programming aimed at educating and informing your viewers. Our "Clean Air Is Up to You" message will alert your audience to the dangers of air pollution and will make them aware that they can make a positive impact on the environment.

Once again, thank you for your support.

Sincerely,

*Elizabeth Appel*

Elizabeth M. Appel  
Associate Director  
Communications/Marketing

cc: Carole Taylor

/cs

WILLIAM DONALD SCHAEFER  
GOVERNOR

MELVIN A. STEINBERG  
LT. GOVERNOR



BISHOP L. ROBINSON  
SECRETARY

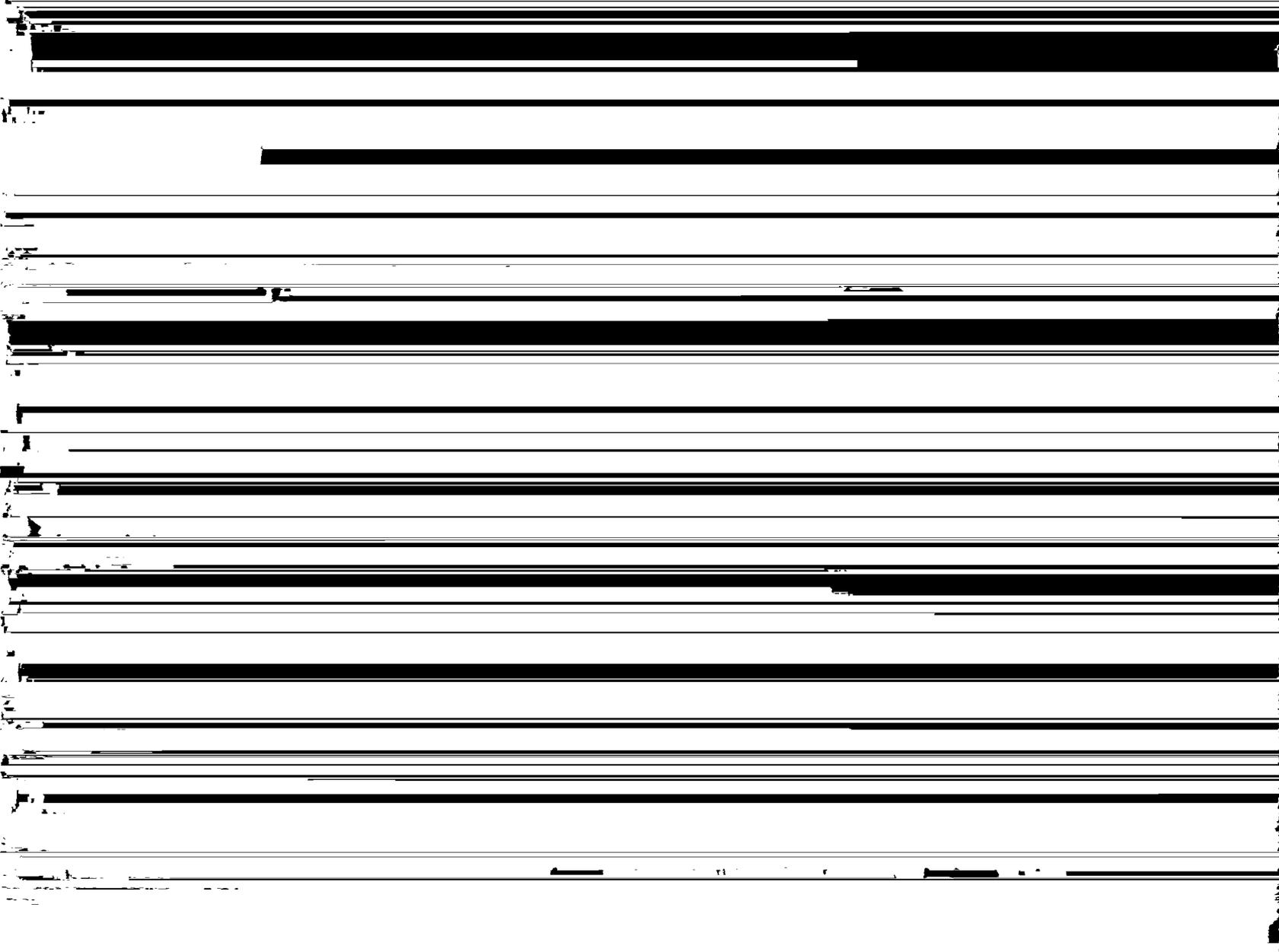
STATE OF MARYLAND  
**DEPARTMENT OF PUBLIC SAFETY AND CORRECTIONAL SERVICES**

SUITE 310, PLAZA OFFICE CENTER  
6776 REISTERSTOWN ROAD  
BALTIMORE, MARYLAND 21215-2341  
(301) 764-4000  
TTY FOR THE DEAF: 486-0677

May 24, 1991

Ms. Carole A. Taylor  
Program Manager

~~1000 Pennsylvania Avenue, N.W., Washington, D.C. 20004~~





ASSOCIATION FOR  
RETARDED CITIZENS/FREDERICK COUNTY, INC.

1315 ORCHARD WAY • FREDERICK, MD 21702 • 663-0909

John W. Campbell, Ed. D.  
President

Joanna L. Pierson  
Executive Director

May 30, 1991

Ms. Carol Taylor  
Program Director  
WHSW -TV Channel 24  
4820 Seton Drive  
Suite MN  
Baltimore, Maryland 21215

Dear Ms. Taylor:

The Association for Retarded Citizens/Frederick County is pleased to inform you that WHSW TV has been selected to receive our 1991 Media Award for the four and one-half minute PSA that aired on Channel 24 through March of this year. Ms. Lori McClarry and Jim Nelson developed this video and we hope you will extend our congratulations to them.

We would be honored if you would join the FCARC and other Frederick County service providers as our guest at the Annual Awards ceremony on Monday, June 24th. The awards ceremony will immediately follow our covered dish dinner which will begin at 6:30 P.M. at the Evangelical Lutheran Church, Trunk Hall, 31 East Church Street, Frederick, Maryland.

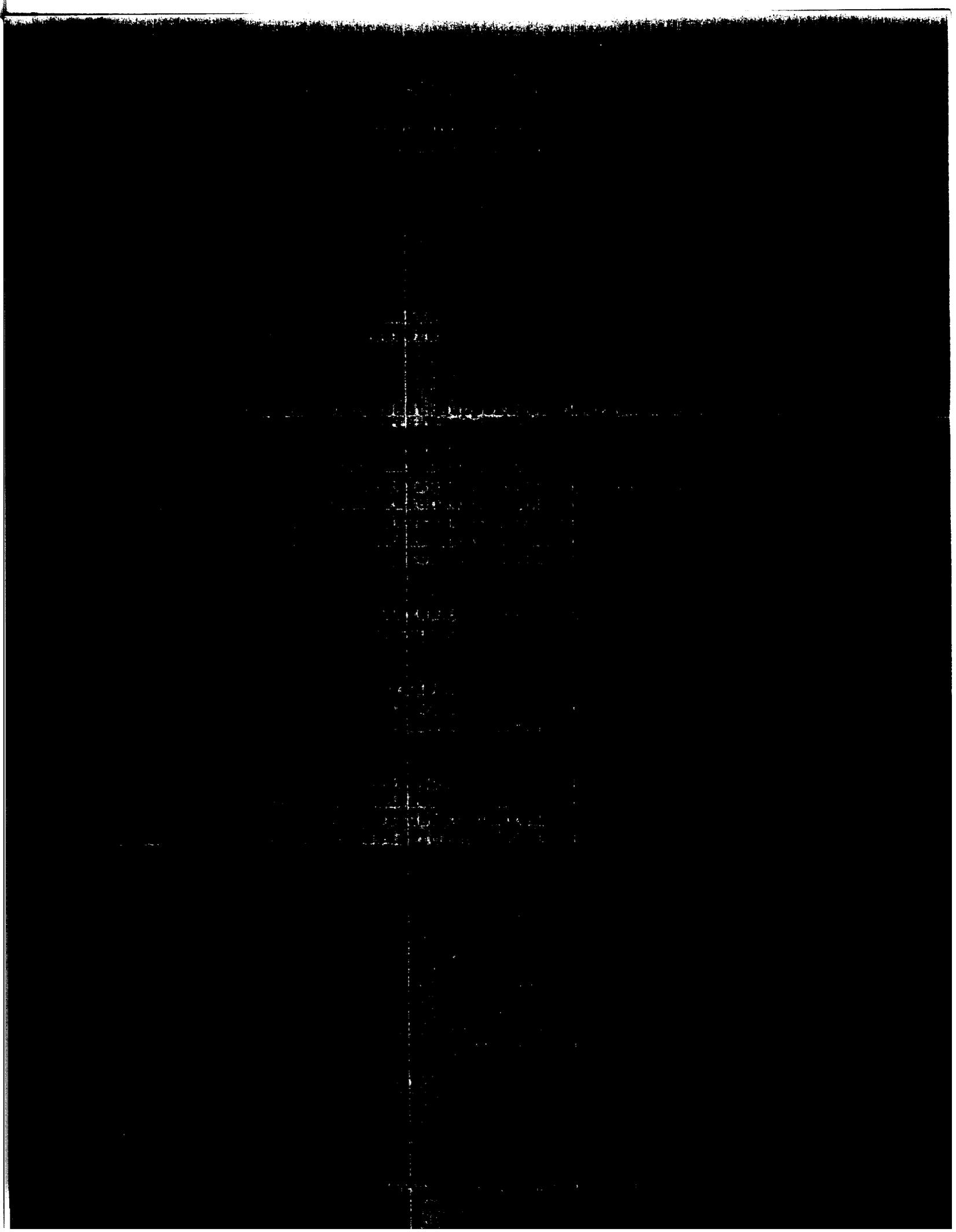
Congratulations and I look forward to seeing you on June 24th. Please RSVP by June 19th - our staff will be glad to give you directions at that time.

Sincerely yours,

Rosemary J. Rosensteel  
Support Services Director

RJR/jh





24 July 1991

WHSW-TV 24  
4820 Seton Drive  
Suite M-N  
Baltimore, Maryland 21215

Dear Mr. Becker:

This is the kind of letter that I am most happy to write because I am taking this means of thanking you for your choice of sponsorship with Shadow LTD/Homeless.

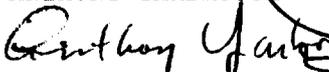
Your name ranks high among those of our loyal and distinguished "repeat" clientele who, year after year, give us definite proof that we are setting the pace of helping those who are less fortunate. It is to friends like you that we owe the success of the Shadow LTD 91'/Homeless bike ride.

I wish to express my sincere appreciation of your patronage, and to assure you that we shall continue to do everything within our power to maintain our present standards of service in benefiting the "HOUSE THE HOMELESS" program.

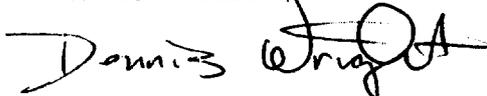
Thank you again!

Very sincerely yours,

ANTHONY YARBROUGH



DENNIS WRIGHT



AY/DW/sfa



William Donald Schaefer  
*Governor*

**Maryland Department of Natural Resources**

Tawes State Office Building  
Annapolis, Maryland 21401

Torrey C. Brown, M.D.  
*Secretary*

John R. Griffin  
*Deputy Secretary*

November 21, 1991

Ms. Carole Taylor  
TV 24, WHSW  
4820 Seton Drive, Suite M-N  
Baltimore, Maryland 21215

Dear Ms. Taylor,

Thank you for your assistance in producing a number of PSA's encouraging public participation in DNR's "Catch and Release" program.

You provided us a fine crew consisting of Ms. Lori McClarry, producer; Jim Nelson, Director/cameraman and Mr. Bill Kardian, Intern.

I was also pleased to learn that you are planning a number of programs featuring DNR-related topics and people.

Again, thank you for your support and assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Torrey C. Brown".

Torrey C. Brown, M.D.

TCB: jfb

# GOVERNOR'S DRUG & ALCOHOL ABUSE COMMISSION

WILLIAM DONALD SCHAEFER, GOVERNOR

LIEUTENANT GOVERNOR MELVIN A. STEINBERG,  
CHAIRMAN

FLOYD O. POND,  
EXECUTIVE DIRECTOR

June 26, 1991

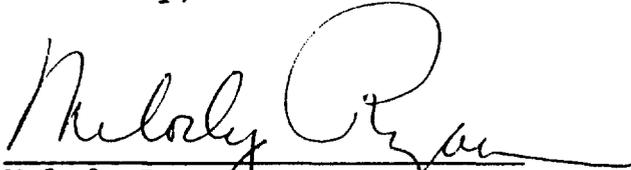
Mr. Kenneth Becker  
Station Manager  
4820 Seton Drive  
Suite MN  
Baltimore MD 21215

Dear Mr. Becker:

I wanted to thank you for allowing our agency to appear on T.V. 24's In Your Interest Sunday Morning program. Our agency is the Governor's Drug and Alcohol Abuse Commission. We did a show which discussed our agency and the coordination we have with other State agencies, as well as the issues of substance abuse. Our office was extremely pleased with the outcome of the production. I also had the pleasure of working with Laurie Barker on her Project Graduation "Celebration Week". We did several Public Service Spots on the signs and symptoms of drug use, as well as having the Lt. Governor do several spots on the Governor's Drug and Alcohol Abuse Commission.

Overall, I must say that I thoroughly enjoyed working with your staff. They are a delightful group of individuals who are extremely pleasant as well as professional. They assisted us in a variety of ways and were extremely helpful. Our office appreciates immensely the opportunity your station affords us to promote our cause and our programs to the public. For a station to so generously offer time and services is rare. Again, Thank you for everything. It really was our pleasure to have this opportunity.

Sincerely,



Melody Ryan  
Public Information Officer



**Maryland Department Of Natural Resources**

3/11/91

Dear Lori -

Thank you so much for helping us to publicize our Smoke Free Family Campaign and the baby shower.

You were a super host - one of the best I've ever worked with. I hope I have the opportunity to work with you again.

Best regards,  
Christina Appel