

30 Nov 89

WHSW-TV
Balto. MD

ATTN: Mr Becker
Station Mgr.

Gentlemen:

The "Presidential Profiles" you have been running are fascinating. Beautifully composed & delivered in a welcome relaxed manner.

I have a grandson - an A student in senior high - who recently told me the course that appealed least to him is American history. That is a great loss for him which your presentation could change -

Can you send me copies of the scripts of yr series? I will be glad to pay any costs involved. I am certain he will long remember the facts so graphically outlined by yr program. Thank you -

Truly yours

Eire Stevens

MRS. EIRE STEVENS
10401 GROSVENOR PLACE
ROCKVILLE, MD 20852

APT 1518



WHSW

January 8, 1989

Mrs. Eire Stevens
10401 Grosvenor Place Apt. 1518
Rockville MD 20852

Dear Ms. Stevens:

At Ken Becker's request I am sending you the Presidential scripts provided to WHSW TV by the National Association of Broadcasters.

I apologize for the length of time it has taken to respond to your request. I hope the scripts will help your grandson with his studies.

Sincerely,

Carole Taylor
Program Director

CT/me

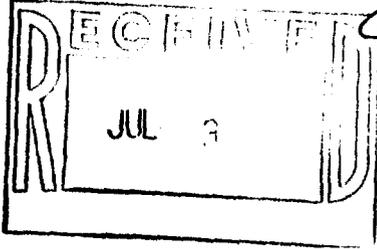
Enclosures

HSN BROADCASTING OF MARYLAND, INC.

4820 Seton Drive - Suite M-N, Baltimore, MD 21215 (301) 358-2400 Fax: (301) 764-7232
A Subsidiary of HSN Communications, Inc.

Why not start your religious programs an hour earlier each Sunday to allow viewers in your area the right to enjoy HSC bargains on Sunday starting at 9 AM rather than 10 AM.

Where would you be without HSC viewers?



Jane Kalitay
8055 Winding Wood Rd.
Blen Burie, MD 21061



Station Manager
WHSW-TV 24
4820 Seton Ave.
Baltimore, MD 21215

ILONA DOMBOVARI
1206 BRETHOUR CT
STERLING, VA 22170

Dear Dr Dre,

You are the "BEST THING" happened
to TV. GOD LOVE YOU!!

I have a 1986 Oldsmobile
Ciera. The brakes are whole
pulsating since day 1.
The dealer replaced my
ROTOR 2 times, turned it
4 times - till they give
up and I could not
afford it they services any
longer!

Then you program came
along: you said to "tork
the bolts." That is what
my car need it, you the
only "ONE" who solved for
me, after mechanics & service
some.

3709 Fairly Street
Silver Spring, Maryland
20906-4350
29 February 1988

Channel 24
4820 Seton Drive
Baltimore, Maryland 21215

Dear Mr. C. Powell,

Reference our telephone conversation of 19 February 1988, regarding a copy of your career series on nursing as a profession. I commend you and your fellow reporters at Channel 24 for your comments on career opportunities, and in particular, the nursing arena. We in the nursing profession are alarmed about the present and future of nursing. In five years, the law of supply and demand will dictate the nursing field, and new graduates will be hard to find. I only hope that other television and/or radio stations will take heed from your series, and continue in promoting nursing as a career option.

You mentioned the possibility of taping the series for me, hence, a blank tape is enclosed. I am composing a marketing plan for recruitment of students into Marymount University (Arlington, VA), School of Nursing, and therefore am especially grateful for the information.

Thank you again for offering an informational series on nursing. Mr. Powell, you and Channel 24 did an excellent job.

Sincerely,



Rosemary Nelson
Captain, U.S. Army
Army Nurse Corps



Established 1742

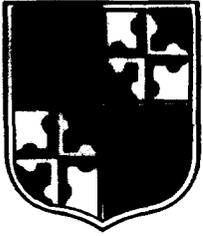
St. Thomas' Church
GARRISON FOREST
232 St. Thomas Lane
Owings Mills, Maryland 21117

The Reverend William P. Baxter, Jr.
Rector

Feb 25th

Dear Craig.

We want to thank you so
very much for that excellent piece
that you led for our church, Paul's Place
and our parish book 2 and p. 11 was a



Maryland
You are Beautiful®

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

January 20, 1988

Mr. Brad Foltyn
Program Director
WKJL-TV Channel 24
Baltimore, MD 21215

Dear Mr. Foltyn:

The first annual "Maryland's Most Beautiful People" Awards Ceremony held on January 7, was a magnificent celebration of people throughout the State. Our first twenty-six winners exemplify the true spirit of the "Maryland You are Beautiful" Program-giving of oneself. Historic St. John's College provided a warm setting for a loving appreciation of our unsung heroes.

I am very pleased that the eyes of Maryland were upon us that evening. They saw the joy expressed by people who truly love their state. What they did not see directly was the efforts of people like you who give of their time, talents and resources to insure the success of our first "Maryland's Most Beautiful People" Awards Ceremony. I would like to take this opportunity to express my deep appreciation to you for being a member of this hardworking, dedicated group. Mrs. Floraine Applefeld, Executive Director of the "Maryland You are Beautiful" Program had informed me that your station has been running a wonderful public service announcement on the "Maryland You are Beautiful" Program. Mrs. Applefeld tells me that the Program has received a tremendous amount of exposure as a result of your efforts. Thank you for your support.

On behalf of our "Most Beautiful People" and the citizens of Maryland, you have my most sincere appreciation.

Sincerely,


Governor

cc: Floraine Applefeld

Baltimore

**RADIO
READING SERVICE**

vision through voices



March 3, 1988

Susan Burke
WHSW - TV
4820 Seton Drive
Baltimore, MD 21215

Dear Susan:

Your production of promotional spots for the Baltimore Radio Reading Service was most appreciated. Your generosity of time and commitment is indeed encouraging to those of us working in the non-profit sector.

We received a number of calls and many friends told us they saw it on the air. So it certainly was beneficial for us.

Thank you again for all your hard work on our behalf.

Sincerely,
BALTIMORE RADIO READING SERVICE

Karen E. Meadow
Executive Director

KEM/jd



**Epilepsy
Association of
Maryland, Inc.**

5438 York Road
Baltimore, Maryland 21212
(301) 435-1100
1-800-492-2523

M. Stanley Samuelson
President

March 3, 1988

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Estee M. Summers, RN

Honorary Member
Elise Burgin

Lee Ann Kingham, A.C.S.W.
Executive Director

Susan Burke
Channel 24
4820 Seton Drive
Baltimore, MD 21215

Dear Sue:

Now that the epilepsy series is complete, I'm sure you can breathe a sigh of relief! After watching all five parts, I can say you did a terrific job of pulling all the pieces together. The program was comprehensive and provided a total picture of epilepsy.

I really appreciated the personal interest you took in this subject. Your concern for dispelling the myths of epilepsy was evident throughout the series!

Thanks for all your efforts. I hope to work with you again.

Sincerely,

Sylvia Blair
Director of Public Affairs

SB/kc



Oakleigh Elementary School

White Oak Avenue, Baltimore, MD 21234

January 12, 1988

Ms. Susan M. T. Burke, Producer
Silver King Broadcasting of Maryland, Inc.
4820 Seton Drive, Suite M-N
Baltimore, Maryland 21215

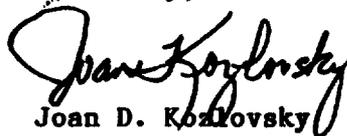
Dear Susan:

Oakleigh School was truly excited to be included on TV 24's program "In Your Interest." We have received much productive feedback and several inquiries about our "DOVE" program. Your assistance in spreading what we consider to be an important message is greatly appreciated.

If you would have a good copy of the TV segment, I would appreciate being able to share it with Baltimore County's associate superintendent of instruction.

Many thanks, again, for your support and interest.

Sincerely,



Joan D. Kozlovsky
Principal

ph

3/20/87

Hi.

Your Topics on "In Your Interest", really are interesting, I find the subjects and views of the people, mostly, true and to the point.

The Welfare and Reform Program is right on target. I agree to the answer very much. Being a Baltimorean, I know, more are receiving benefits that shouldn't, than those that really need the help. We have four and five generations on relief. That's something to think about.

111 (25 R 2 11 P 12

Dear Mr. Becker:

Greetings. I am writing
to you to respond to your advertisement
asking viewers to offer comments on
the public interest interviews.

First let me say how

However, as regards the interviews with people on the street, there are, I feel, several changes that should be implemented immediately to refine the fine performance exhibited by channel 24.

My complaints in re the interviews are twofold: 1. I think it is wrong to keep talking to the same people although on different subjects. 2. I think the interviews are shown over and over again far too many times in the course of normal broadcasting practices and procedures.

Regarding my first complaint, I cannot tell you how it bothers me to see the same people over and over again being asked different questions. I think you missed the point in that I do not want to know what a few people think about a lot of subjects, but rather the reverse: I want to know what a lot of people think on a few subjects.

I think instead of showing us the same people talking about their personal beliefs on this, that and the other, that it would be much more informative and entertaining to give the viewers a wide and diverse offering of personal opinions.

There are several cases in point that I will defer to describe here in this format, but suffice it to say that certain individuals have the talent and ability to bore me right out of the room when they are droning on about their opinion on whatever.
Please in the interest of variety

As regards my second complaint, I feel the interviews are repeated far too many times in the course of a day of television viewing. As a form of comparison, in our daily food consumption we need a diet that is made up of many different components; the same goes for our television entertainment diet, in that it needs to be composed of many different elements.

Just as we do not eat spinach for breakfast lunch and dinner, we do not want to watch the same thing over and over.

As proof of this, the Home Shopping Club stands as an excellent model of variety in that they offer an item for several minutes and then move on to something new.

You need to do likewise with the interviews: show us one group of people expressing their views and then move on to another group of people. To not do so, is to invite boredom into your viewers homes each and every day.

Finally, thank you for the chance to express my own views on the operation of your station. We have been loyal viewers to Channel 24 before it was under the WHSW banner. We enjoyed it then and we enjoy it now. You and your staff are doing a great job and with the implementation of certain improvements, will be doing an absolutely excellent job of providing viewers with a complete and balanced package of entertainment. And in the final analysis isn't that what

2-2-1437

NO ADDRESS



Important to all
 kids patients & hospital
 - kept in isolation, with
 obligatory help only, & should be
 treated as - (as) medical help
 doctors, nurses and etc. are
 all in danger of this
 deadly disease. & know several
 of nurses that are ready
 to quit, & do to the fact they
 aren't even told when the
 patients they are working
 with, have the Aids.
 These doctors and nurses must
 come home to their families
 and are living in constant
 fear.
 There are few more for
 the Aids patients. But
 what about the medical
 help? For the kids patients



help each other.

I think this country should force everyone to take an Aids test. Especially food handlers.

Doctors don't know enough about this deadly Aids yet and I think it's terrible that nurses must be told to nurse them and go home to their children + husbands.

Ask some of those people that think doctors + nurses should be made to work with a killer disease, if they would volunteer to do so?

Please read this note on your station - "Thank you"

Sincerely yours
A daily viewer

Deal

NO ADDRESS

September 4, 1987

Dear Sirs,

Please do say it is not so. Say you are not taking the "Home Shopping Club" off the air. We shut ins and invalids need it.

Lunar has it, September 13, 1987, will be the last airing. Please do say it isn't so.

An Avid fan,
J. H. G.

Probably refers
to H. S. Game



BUYERS UP

November 12, 1987

Miss Susan Burke
4820 Seton Drive, Suite M-N
Baltimore, MD 21215

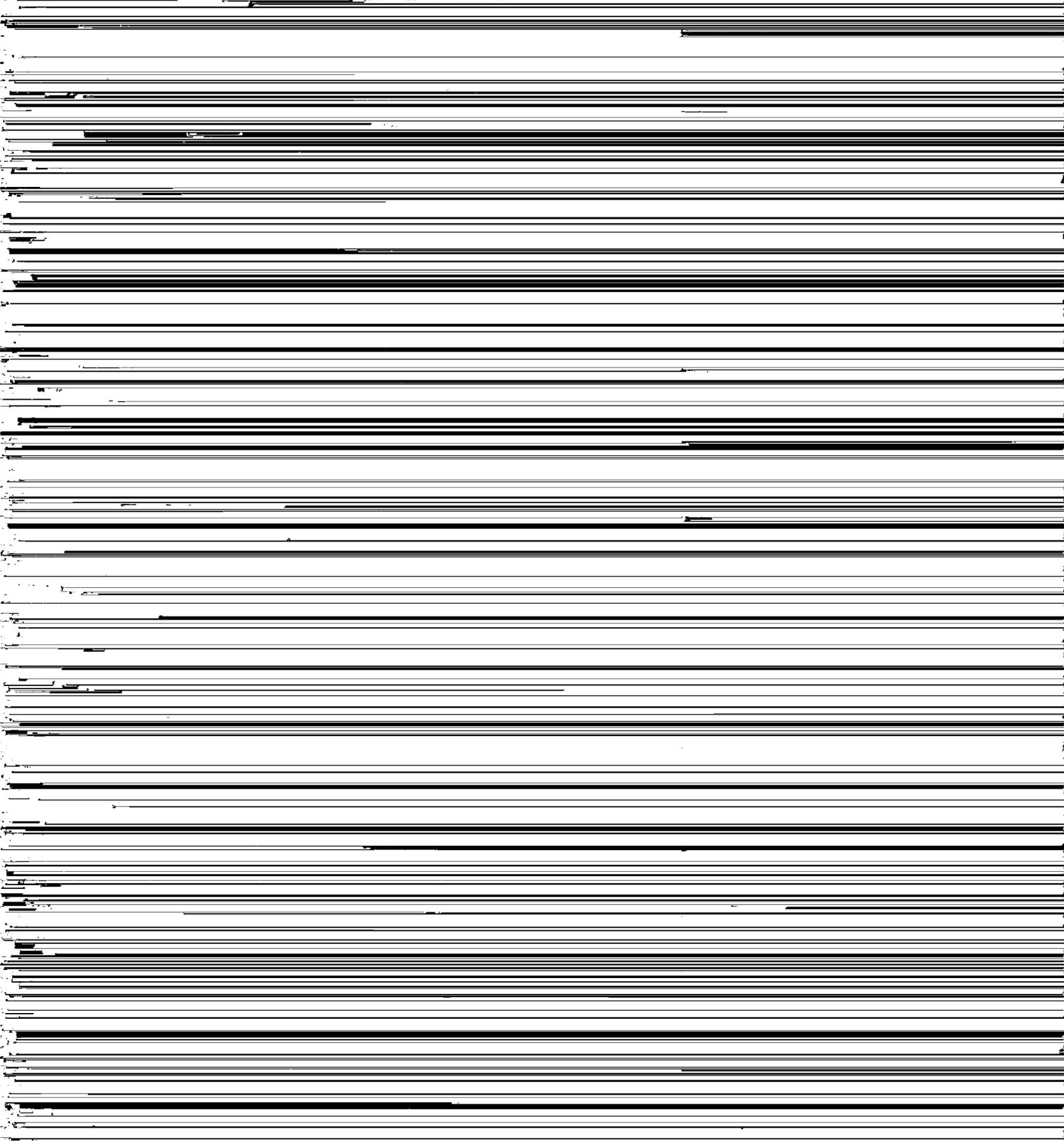
Dear Miss. Burke,

Thank you so much for running the public interest story about Buyers Up. Buyers Up recieved 113 inquiry calls about our organization during the week of November 1, 1987. Over 75% of the inquiry calls came from viewers of channel 24.

During the week of November 8, 1987 Buyers Up recieved 195



SECRET





BALTIMORE
COUNTY
GENERAL
HOSPITAL TELE-CARE SERVICE

November 17, 1987

Mr. Brad Fulton
Program Director WHSW TV
4820 Seton Drive
Baltimore, MD 21215

Dear Mr. Fulton,

Thank you for broadcasting the information about the Tele-Care Service for people who live alone.

Susan Burke has done a great job with the interviews and with putting the whole tape together so that it is very informative and touching.

In the fifteen years that we have been in existence, Tele-Care has saved fourteen lives and with your help we may be able to save more people in the future.

We have had quite a few requests for information from people who have viewed your program and hope that they will take advantage of this service.

Very truly yours,

[Handwritten signature]

BALTIMORE'S BEST
Baltimore is Best.



OFFICE OF THE MAYOR
CITY OF BALTIMORE
220 City Hall
Baltimore, Maryland 21202
Clarence "Du" Burns, Mayor
Floraine Applefeld, Executive Director

October 30, 1987

Mr. Keith Plummer
WKJL-TV Channel 24
4820 Seton Drive
Baltimore, MD 21215

Dear Mr. Plummer:

The Fifth "Baltimore's Best Neighborhoods" Awards Luncheon on October 22nd was a very special occasion. It will long be remembered by the winning neighborhoods and everyone who attended and contributed to the event.

I want to thank you, as a member of the media, for your direct involvement in this project. Community level projects often do not receive the attention and merit they deserve. By the media covering and publicizing these events, we are able to offer the recognition and appreciation so well deserved. The people who make their neighborhoods special are to be commended in every possible way as well as the individuals and companies contributing their resources, time, personnel and support. They all make these events possible.

Thank you for your support for the "Baltimore is Best" Program and the "Baltimore's Best Neighborhoods" project in particular. The Program has been sponsoring community and "people" focused projects for over 12 years under the leadership of Mrs. Floraine Applefeld, Director, who is a full time volunteer. She has told me on many occasions how valuable the media's support has been toward the success of the projects. I hope you will continue to support these community spirited, citizen pride efforts.

Sincerely,

Clarence Du Burns
Mayor

cc: Mrs. Floraine Applefeld
Mr. Ken Becker



RECEIVED

JUN 29 1993

KHSC-TV, ONTARIO, CALIFORNIA

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

93-8 /