

# Merritt Island High School

100 EAST MUSTANG WAY

PHONE 452-1110

MERRITT ISLAND, FLORIDA 32953

HENRY D. SMITH, JR., Principal  
W. J. DUGAN, Asst. Principal  
KEN GASLIN, Asst. Principal

ROBERT L. THOMAS, Dean  
DORIS E. GLENN, Dean



May 16, 1990

Ed Parker  
Vice President & General Manager  
WBSF-TV40

Dear Mr. Parker,

Thank you very much for your sponsorship of the Citizen Bee Competition. The students from Merritt Island High School truly appreciate your generous contribution to their education.

As you know, one of our students, Kurtis Knake, won the district Citizen Bee and went on to the state competition. The professional manner in which you organized and taped the competition was instrumental in his, as well as the other students, success.

Very truly yours,

A handwritten signature in cursive script, appearing to read 'Joan Trentham'.

Joan Trentham  
Social Studies Department Chairman

Mailing:

100 700

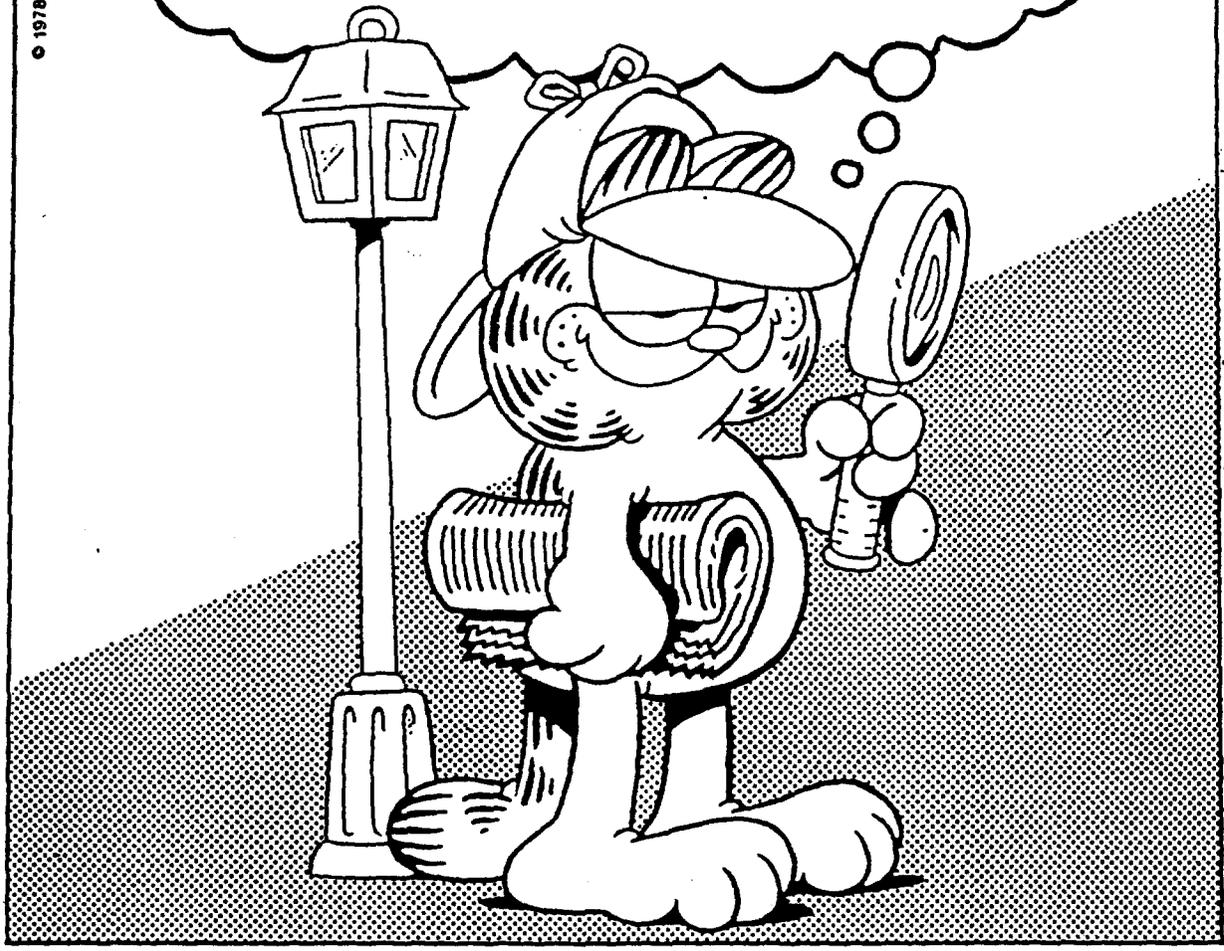
3/13/90



News. Mar 9, 1990

© 1978 United Feature Syndicate, Inc.

THE NEWSPAPER IS THE  
KEY TO UNLOCKING THE  
WORLD'S MYSTERIES!



## Celebrate Newspaper in Education Week March 5-9, 1990

FLORIDA TODAY and USA TODAY, along with the Brevard and Indian River County Schools are joining together to celebrate Newspaper In Education Week.

Teachers in more than 130 classrooms across the county already use the newspaper as an innovative teaching tool. Newspapers make the world come alive for students. Our thanks to the following sponsors who have helped to fund this innovative program:

Debra Young, ANCHOR  
MANAGEMENT GROUP, Inc.  
EG & G Florida  
Fairfield's Suntree  
FLORIDA TODAY/USA TODAY

Los Angeles Dodgers  
Lockheed Space  
Operations  
Melbourne Square Mall  
WBSFTV-43

For more information about  
using the newspaper in the  
classroom, contact Marisa  
Hirsche, NIE Coordinator at  
FLORIDA TODAY 242-3891.

# *Steppina Stones*



The Epilepsy  
Foundation Of  
Brevard County

Carol Hakilla  
President

John Testa  
Vice-President

Shirley Caisse  
Secretary

To Public file  
J.P.

June 19, 1992

James Rozier  
Vice President of Marketing and  
Development  
Cablevision of Central Florida  
3767 All-American Blvd.  
Orlando, Fl. 32810

Dear Mr. Rozier:

To Public Secy



BREVARD COMMUNITY COLLEGE

REPLY TO:

June 18, 1992

Mr. James Rozier  
V.P. Marketing & Development  
Cablevision of Central Florida  
3767 All American Blvd.  
Orlando, FL 32810

Dear Mr. Rozier,

I want to go on record as strongly supporting the TV program that airs on Channel 43 (The Shopper Channel), and narrated by Ms. Delores McLaughlin.

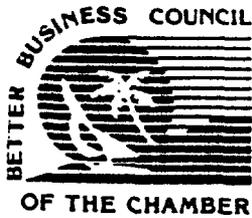
This is an outstanding program, and is one of the few outlet in Brevard County for Public Service Announcements.

BCC has found that program's has in the past gotten great results. We would only hope that you will change your mind and consider the future of her show in Brevard County.

Sincerely,

John Heimann, Director  
Institute of Hospitality Management  
Brevard Community College  
1519 Clearlake Road  
Cocoa, FL 32922

cc: D. McLaughlin



# THE CHAMBER

*Leading The Way*

*6/19/92*  
*To: Public file*  
*E. J. [Signature]*

June 17, 1992

Mr. James Rozier  
VP of Marketing & Development  
CableVision of Central Florida  
3767 All-American Blvd.  
Orlando, FL 32810

Dear Mr. Rozier:

It was brought to our attention recently that our local TV43/WBSF will be dropped from the Orlando cable system.

The Better Business Council regrets this happening as TV43 has been very supportive of the BBC and Chamber events by allowing us programming time. We feel these local stations can help address local issues and spread the word on our community events, as well as others in our area.

We hope you will reconsider your position and appreciate the value of their contributions to our community. Thank you for your consideration.

Sincerely,

KIT FOUNTAIN  
Executive Director  
Better Business Council

KF/wl



Central Florida Region, Serving Brevard and Indian River Counties  
Brevard Office: 2800 Aurora Rd., Suite G Melbourne, FL 32935-2061 407/255-3557  
Indian River: P.O. Box 1181 Vero Beach, Florida 32960-01181 407/569-6244  
Memorials: 800/242-8721



**American Heart  
Association**

6/19/92

Dedicated to the reduction of  
disability and death from  
cardiovascular disease and stroke.

June 18, 1992

To: Public file  
EJ

Mr. James Rozier  
Vice President of Marketing and Development  
Cablevision of Central Florida  
3767 All-American Blvd.  
Orlando, Fl 32810

Dear Mr. Rozier,

I wish to express my great concern and regret over your recent decision to drop TV43 from your Orlando system.

Non-profit organizations like the American Heart Association depend on stations like TV43 to promote our programs and events. There are so few stations that care about what is happening in their own backyard. We cannot afford to lose even one.

I seriously hope you will reconsider your change and continue to carry TV43, an excellent station that has continuously shown it cares for its community through its programming.

Sincerely,

Floyd A. White

Floyd A. White  
Division Director

Ed, I hope this helps.

Hopefully I'll see ya on the 24th

Floyd

June 17, 1992

Mr. James Rozier  
Vice President of Marketing & Development  
Cablevision of Central Florida  
3767 All-american Boulevard  
Orlando, FL 32810

Dear Mr. Rozier:

As a CV subscriber, I value the variety of programming available through your system. As the director of a local not-for-profit human services organization, I know the power of such systems to do good in local communities.

I was very disappointed and concerned to learn that Cablevision is planning to drop TV43 from its Orlando system. TV43 provides a wide range of educational and community oriented information of value to viewers throughout the Central Florida area.

In Brevard County, non-profit organizations such as Crisis Services have found TV43 a valuable ally in our public education efforts. Most agencies such as this one do not have advertising budgets and often find it difficult to fully inform the public about our activities and the concerns we address. TV43 has provided tremendous support through its Update program as well as frequent donation of its production facilities when possible.

I'm sure you are aware that TV43's Delores McLaughlin recently received a national award for the excellence of work she and TV43 provided on a teen pregnancy video production. This is a "win/win" situation for all involved: viewers will come away with critical information, and the sponsoring organization and TV43 receive well-deserved kudos for a first rate production.

I know from first-hand experience that TV43 is well-recognized and highly thought of, not only in Brevard, but throughout Florida.

I encourage you to reconsider your decision to drop this valuable service from your Orlando system & even more strongly urge ~~to~~ to maintain it in Brevard County.

Sincerely,

*you*

Elizabeth B. Donoghue  
Executive Director



6/19/92

Public file  
Gant

June 17, 1992

Mr. James Rozier  
Vice President of Marketing and Development  
Cablevision of Central Florida  
3767 All-American Boulevard  
Orlando, FL 32810

Dear Mr. Rozier:

I was alarmed to learn that that Cablevision of Central Florida is considering dropping TV 43 from your system. I urge you to reconsider.

The mission of the American Cancer Society is to eliminate cancer as a major health problem by preventing cancer, saving lives from cancer and diminishing suffering from cancer through research, education and service. But unless we are able to get our message to the public, we are unable to do our job.

In the last year Delores McLaughlin, Director of Community Affairs at TV 43, has produced several outstanding features which focused on breast cancer. Thanks to her shows, women in Brevard County have begun breast self examination and mammograms. Thanks to TV 43 lives are being saved!

The citizens of Brevard County deserve and need the support of TV 43 as they try to help make life better for their neighbors. Won't you restore TV 43's carriage to all of your cable systems as soon as possible?

Thank you for your consideration.

Sincerely,

*Alice Allington*  
Alice T. Allington  
Program Director

cc: Delores McLaughlin

# WOMEN'S CENTER

Public file ✓  
Egan 7/5/92

Mr. James R Rozier  
Vice President of Marketing and Development  
Cablevision of Central Florida  
3767 All-American Boulevard  
Orlando, Fl 32810

Dear Mr. Rozier:

I was recently notified that effective June 30, 1992, TV 43 was dropped from the Orlando System. This action represents 250,000 homes that will no longer be able to view their programming. My concern is that the Brevard System may soon follow.

In 1991 over 6200 area individuals came to the Women's Center for help. Some of these women were victims of rape, incest, and domestic violence while others needed a non-judgemental ear to talk to. TV43 has been proactive in airing programs which address important and vital issues that target these individuals in crisis.

TV 43's community affairs programming has not only benefitted our social service agency, it has also made a large contribution to the Brevard Community by educating area individuals as to their local resources.

On behalf of the South Brevard Women's Center and the growing needs of our community, we feel that a positive social service would be made by restoring TV43's carriage to all of CV's cable system as soon as possible.

Sincerely,

  
Marion A. Cheney  
President, Board of Directors

cc: Ed Parker, VP and GM  
Delores McLaughlin, Community Affairs Director

South Brevard Women's Center, Inc.

901 E. New Haven Avenue, No. 2

Melbourne, Florida 32901

(407) 727-2200/725-8060



A United Way Member Agency

June 17, 1992

Mr. James Rozier  
Vice President of Marketing & Development  
Cablevision of Central Florida  
3767 All-American Boulevard  
Orlando, FL 32810

Dear Mr. Rozier:

As a CV subscriber, I value the variety of programming available through your system. As the director of a local not-for-profit human services organization, I know the power of such systems to do good in local communities.

I was very disappointed and concerned to learn that Cablevision is planning to drop TV43 from its Orlando system. TV43 provides a wide range of educational and



Space Coast  
**Early Intervention**  
Center

2524 Palm Bay Road NE  
Palm Bay, Florida 32905  
(407) 729-6858 • FAX (407) 729-0937

*To Public file*

June 23, 1992

Mr. James Rozier  
Vice President of Marketing and Development  
Cablevision of Central Florida  
3767 All-American Boulevard  
Orlando, FL 32810

Dear Mr. Rozier:

We have learned that Cablevision of Central Florida is dropping TV43 from the Orlando system.

Over the past four years TV43 has played a very important role in this community by airing local programming addressing issues which are pertinent to our area. We at the Space Coast Early Intervention Center value the work that Channel 43 has done to inform our community about important events and children's issues.

I sincerely hope that Cablevision of Central Florida will reconsider dropping TV43 and restore TV43 to all of Cablevision's cable systems as soon as possible in order that its much-needed service may continue to serve Brevard County families.

Sincerely,

Betsy Farmer  
Director





*Public file*  
*[Signature]* 1/16/92

July 7th, 1992

Mr. James Rozier  
Vice President of Marketing and Development  
Cablevision of Central Florida  
3767 All-American Blvd.  
Orlando, Fl. 32810

Dear Mr. Rozier,

The Retired Senior Volunteer Program of Brevard County has benefited greatly by the coverage given to our programs by "Update" hosted by Delores McLaughlin. This Community Affairs Program has helped to promote RSVP and has contributed to the recruitment of many senior adult volunteers each year.

R.S.V.P. has over 1,000 senior adult volunteers serving at over 125 non-profit and public service agencies here in Brevard County. We constantly seek to recruit new volunteers. Without the support of TV 43 -Community Affairs Programming many of our supported agencies would not be able to function. I have enclosed a copy of our brochure for your information.

Community affairs programming on Cablevision is IMPORTANT. Please keep TV 43 on the cable service for the citizens of Brevard.

Sincerely,

*Paula Preston*

Paula Preston  
Director  
Retired Senior Volunteer Program  
Brevard County

**COPY**



South Brevard Office  
1110 S. Hickory Street  
P.O. Box 815  
Melbourne, FL 32902-0815  
(407) 984-0479

Central Brevard Office:  
1149 Lake Drive  
Cocoa, FL 32922  
(407) 631-2749

North Brevard Office:  
725 DeLeon Avenue  
Titusville, FL 32780  
(407) 268-6032



P.

Public file  
John 7/31/91



July 23, 1991

Mr. Ed Parker  
General Manager  
WBSF-TV43  
4450 L Enterprise Court  
Melbourne, FL 32935

# **CRISIS SERVICES OF BREVARD, INC.**

*Wishes to gratefully acknowledge the contributions of the  
following businesses, Organizations & Individuals to the  
Party At The Pier, May 21, 1991*

**HOSTED BY:  
THE COCOA BEACH PIER  
RICHARD STOTTLER**

**SPONSORS**

**BOARD OF  
DIRECTORS**

**AUCTION ITEMS**

Newspaper in Education

# NIE Note

3/12/91

Thanks gang  
Ed

C.C. Public file

11 March 1991

Ed Parker  
General Manager  
WBSF TV-43  
4450-L Enterprise Ct.  
Melbourne, FL 32935

Dear Ed,

Once again, thanks to you and your outstanding staff for a super job taping the Brevard County Regional Citizen Bee. They all showed great professionalism and a real interest in their involvement. I thoroughly enjoy my association with you and your great people.

Citizenship education depends on the support that is received from interested corporations and people like yourself. By being involved, you exemplify what the Citizen Bee is all about.

Please pass on my thanks to all those who participated. I hope that you will consider remaining involved with the Citizen Bee. I look forward to the opportunity of working with you in the future.

Sincerely,



Marisa Hirsche  
Competition Coordinator

**FLORIDA**

**SEPTIC TANK ASSOCIATION, INC.**

P.O. Box 1025, Lakeland, FL 33802 • TELEPHONE (813) 644-3228

August 7, 1991

Dear Friend:

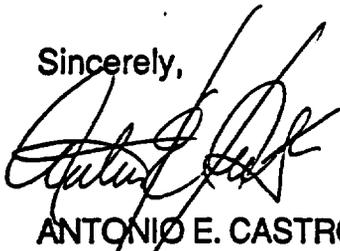
Thank you again for participating in the 1990-91 Public Relations Campaign, raising public awareness on several issues.

The effort was an overall success as FSTA members and health department personnel scheduled 144 media appointments statewide, producing 49 newspaper articles, 56 radio programs, eight television shows and two articles in other publications.

The campaign generated 2,338 "Magic Box" information pamphlet requests to 1-800-FLA-TANK, including 632 requests from advertising on 12 radio stations. Requests came from 56 Florida counties, 22 states and the Bahamas.

The campaign utilized 74 persons, including 18 members of HRS from 15 different counties. Plans are being made for continuing communication with various audiences in 1991-92.

Sincerely,



ANTONIO E. CASTRO, JR.  
Administrative Assistant

Enclosure

# ORLANDO WHEELCHAIR GAMES, Inc.

*ef. 10/30/91*

Deloris McLaughlin  
WMOD Channel 43  
4450 Enterprise Ct.  
Melbourne, FL 32935

October 14, 1991

Dear Deloris,

On the behalf of the organizers and participants of the Eleventh Annual Orlando Wheelchair Games, I would like to thank WMOD and Update for your support. I appreciate the heavy rotation schedule of the OWG Update segment. I recieved so many comments, even from people I didn't even know! You have many viewers in the Central Florida area.

Again, thank you for your support. I look forward to working with you again next year.

Sincerely,

*Bess Tropf*  
Bess Tropf  
Publicity Chair, OWG

# BREVARD County

BOARD OF COUNTY COMMISSIONERS

FLORIDA'S SPACE COAST



BREVARD COUNTY ANIMAL CONTROL  
2725 St. Johns Street, B-122, Melbourne, FL 32940-6682

(407) 633-2024

July 16, 1991

*Public Affairs*  
*[Signature]*

Delores McLaughlin  
Public Affairs Director  
Channel 43  
4450 L Enterprise Ct.  
Melbourne, Fl. 32934

Dear Ms. McLaughlin:

We wish to thank you for giving us the opportunity to educate the public regarding hurricanes and snakes.

The presentation has been seen by several citizens who have thanked us for this information. It has given them the basic knowledge to help identify the various types of snakes found in Florida and also provided pet owners with the information needed for the welfare of their pets during a hurricane situation.

Your willingness to allow us to provide the public with this information is greatly appreciated.

Sincerely,

*[Signature]*  
Xan Rawls, Service Supervisor  
Animal Control

TRUMAN SCARBOROUGH, JR.  
District 1

KAREN S. ANDREAS  
District 2

CAROL SENNE  
District 3

SUE SCHMITT  
District 4

THAD ALTMAN  
District 5

TOM N. JENKINS  
County Administrator

ROBERT D. GUTHRIE  
County Attorney

R. C. WINSTEAD, JR.  
Clerk

A NON-PROFIT ORGANIZATION



# NACEL Cultural Exchanges

205 FREDDIE STREET • INDIAN HARBOUR BEACH, FLORIDA 32937 • (407) 773-2687

JOHN & DENISE SAMILA  
Florida Coordinators

1-800-622-3553

Denise Samila  
7/1/91

Delores McLaughlin  
Public Affairs Director  
TV 43 WBSF  
4450-L Enterprise Ct  
Melbourne, Florida 32935

20 June 1991

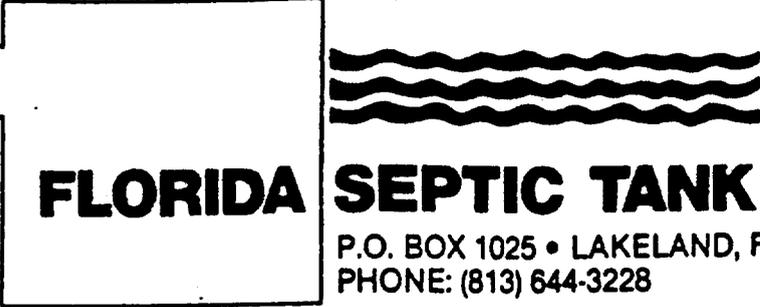
Dear Delores,

May we take a moment of your time to express our appreciation for the excellent support you and the television staff provided to us. Both Cathy Wissler and I experienced a most comforting atmosphere and were very pleased with the video tape that was recorded. You have that natural ability to intuitively sense the importance of our message and stressed the real need for our program. You equally were aware of what the audience would want to know and tactfully covered each major point. We commend you for your professionalism and trust your future endeavors will bring you greater opportunities to display your wonderful personality. Please convey our thanks to those that participated with you. We are very grateful to WBSF TV 43 and your personal support.

Sincerely,

John Samila

Copy: Station Manager



# FLORIDA SEPTIC TANK ASSOCIATION

P.O. BOX 1025 • LAKELAND, FLORIDA 33802

PHONE: (813) 644-3228

March 29, 1991

Delores McLaughlin, Public Affairs Director  
*WBSF-TV, Channel 43*  
4450-L Enterprise Court  
Melbourne, FL 32935

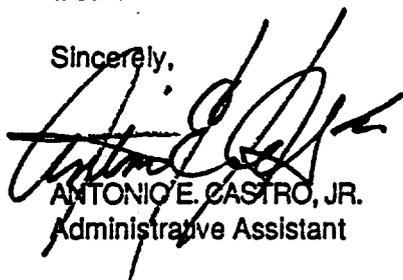
Dear Delores:

Just a quick note to thank you again for meeting with representatives from the Florida Septic Tank Association on March 14 for the half-hour taping of "Update". I hope the discussion was constructive and informational for all parties.

I've already contacted Gussy and requested a copy (plus any promotions) of that segment. We've had 36 requests for copies of "The Magic Box" as a result of your story and promotions. Thanks. We've also had over 1,100 "Magic Box" pamphlet requests since our 1-800-FLA-TANK phone number was introduced six weeks ago.

If you ever have a question, or need clarification on a wastewater issue, don't hesitate to give us a call.

Sincerely,



ANTONIO E. CASTRO, JR.  
Administrative Assistant

# Thanks

.. from the bottom  
of our  
cardio vascular  
muscle!



Dear Delores,

I wanted to Thank-you for the interview on 1-31-1991.  
I enjoyed seeing you again, you look wonderful. Rachel  
really liked the studio. Hope to see you again. Take  
care.

Sincerely,

*Sherry Frattarola R.N.*  
Sherry Frattarola R.N.

Cardiopulmonary Reahbilitation

Merritt Medical Center  
2400 N. Courtenay Parkway  
Merritt Island, Fl. 32953