

February 26, 1993

Mr. Dick Bond  
Community Affairs Director  
KBSP-TV, Channel 22  
4293 Indian School Road NE  
Salem, OR 97305



Re: "In Your Interest" Segments

Dear Mr. Bond:

I would like to thank you for the air time you have provided us with during the past year. Your station's "In Your Interest" segments provide a valuable service that helps to educate the community. Without it, we would lose a dependable pipeline to the viewing public.

In addition, you and your staff have been extremely professional in your dealings with us. As a result, I look forward to working with you in the future.

Sincerely,

Dave Berns  
Public Information Officer  
Insurance Division  
(503) 378-4271

DB:dbx



OREGON TRAIL  
CELEBRATION COMMITTEE



February 25, 1993

(503) 588-5212

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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 express pride in our community.

The task of promoting an event such as the Oregon Trail Ball can be daunting. Because of people like yourself, who went that extra mile, the Ball was well-promoted, successful and even made a little history itself. We look forward to your support of the various individual community celebrations and festivities throughout this year in "The Eden at the End of the Oregon Trail".

We'll be celebrating the next Pioneer Ball in just 50 years. We hope we can call on your for assistance then!

Best Regards,

  
Jan Fritz



Carol Fischer Sullivan



4000 LANCASTER DRIVE NE  
PO. BOX 14007  
SALEM, OREGON 97309-7070  
503 399-5000

February 26, 1993

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

#### PUBLIC AFFAIRS FEATURES

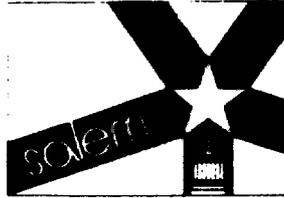
Thank you so much for giving us the opportunity to talk to the public about our services here at the Placement Center of Chemeketa Community College. We did have good feedback from viewers that seemed appreciative of the information.

We were very pleased with the quality of the segment. Your professionalism was indeed evident and appreciated. All in all we truly do thank you for highlighting us on your channel. What a wonderful service to non-profit organizations to have their information shared.

Hope we can work with you again in the future.

A handwritten signature in cursive script that reads "Judy Sawser".

Judy Sawser  
Coordinator  
Placement Resource Center



**HOUSING AUTHORITY  
OF THE  
CITY OF SALEM**

P.O. Box 808  
Salem, Oregon 97308-0808  
Telephone: (503) 588-6368  
FAX: (503) 588-6465  
TDD: (503) 588-6447

February 25, 1993

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

**Dear Mr. Bond:**

**Thank you for the information that you have disseminated to the public about programs operated by the Housing Authority of Salem and about the Southview Terrace Apartments.**

**As you know, the Housing Authority provides affordable housing to lower income families and seniors in the Salem area. It is important that those in need have good information about the Housing Authority's programs. Therefore, we are very pleased that KBSP included these programs in its "In Your Interest." Several of your listeners have called the Housing Authority after seeing the features**

[REDACTED]

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

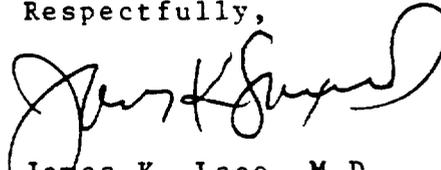
Dick Bond  
Community Affairs Director  
KBSP TV, Channel 22  
4923 Indian School Road, NE  
Salem, Oregon 97305

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

# Oregon

ECONOMIC  
DEVELOPMENT  
DEPARTMENT

February 23, 1993

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



Dear Mr. Bond:

I just wanted to thank you for the feature you did on the Oregon film and video industry for your "In Your Interest" public affairs segment. It is my feeling that your dissemination of information about this growing industry in Oregon is an invaluable service not only to our office, but to your viewers as well.

In addition to recruiting film and television projects to Oregon, our office receives hundreds of calls each month from Oregon citizens who have questions about the industry in general as well as potential scams and false rumors. It has been very helpful to have the public informed of our office's existence via your program.

We look forward to working with you again in the future and are only sorry that your "In Your Interest" segments are not aired throughout the entire state of Oregon.

Thank you for including our office in your program.

Very truly yours,

A handwritten signature in cursive script that reads "Holly McLane".

Holly McLane  
Film & Video Division  
Oregon Economic Development Department  
(503) 373-1232

Barbara Roberts  
Governor



775 Summer St. NE  
Salem, OR 97310  
(503) 373-1200  
FAX (503) 581-5115  
VOICE TDD (503) 373-1200



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.

Beyond that, however, we appreciate your kind and easy manner helping us, as amateurs, to put on our interviews.

We feel this service you give is essential to continued community success.

Sincerely,

C.S. "Stu" McElhinny  
P/R Coordinator



NORTH WILLAMETTE AREA OFFICE

OREGON DIVISION, INC.

March 4, 1993

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

Dear Dick:

Thank you so much for affording me the opportunity to publicize some of our educational programs on your station. I received several calls from individuals who were interested in the "Fresh Start" Smoking Cessation Program as a result of the TV interview. I feel that this venue is very promising for public service announcements and I hope to continue using it as a media to heighten public awareness of the American Cancer Society's education, patient service, and fundraising activities.

Sincerely,

A handwritten signature in cursive script that reads "Regina A. Silbert". The signature is written in black ink and is positioned above the typed name and title.

Regina A. Silbert  
North Willamette Area Director

Oregon Occupational Safety and Health Division (OR-OSHA)  
160 Labor and Industries Building, Salem, OR 97310  
(503) 378-3272 • FAX: (503) 378-5729

# Oregon

DEPARTMENT OF  
INSURANCE AND  
FINANCE

March 1, 1993

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



Dear Mr. Bond:

Your efforts to make information available to your viewers on the services offered by Oregon OSHA have been of benefit to the employers and employees of Oregon. I know that a number of people that might not normally get information on occupational safety and health were made aware of our services because they mentioned your spots to me personally.

We appreciate your interest in our goals of improving the safety and health of workplaces in Oregon. I look forward to working with you in the future.

Sincerely,

Marilyn K. Schuster, Manager  
Standards and Technical Resources Section  
Oregon Occupational Safety & Health Division  
378-3272

1871-ORTECH/MIC

Insurance Division, Consumer Services and Enforcement  
Labor & Industries Bldg. 4th Floor, Rm 440-2, Salem, OR 97310 (503) 378-4636 FAX: (503) 378-4351  
Located at the corner of Center and Winter Streets

# Oregon

March 1, 1993

DEPARTMENT OF  
INSURANCE AND  
FINANCE

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



**Criminal Justice Services Division  
CRIME PREVENTION RESOURCE CENTER  
155 Cottage NE, Salem, OR 97310  
(503) 378-4123 fax 378-8666**

March 1, 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 Oregon Crime Prevention Resource Center, I would like to thank you and KBSP for your assistance and participation in the center's anti-hate crime public service campaign in the last quarter of 1992.

Your contribution to the project, dubbing copies at cost of the master PSA so that they could be distributed to other TV stations statewide, was especially appreciated.

Thank you for the playing time given to the center's hate crimes PSA.

Sincerely,

  
Sylvia Loftus, Coordinator  
Crime Prevention Resource Center



**BOYS & GIRLS CLUB**  
OF SALEM  
MARION AND POIK COUNTIES

Boys & Girls Club of Salem  
Marion and Poik Counties  
1395 Summer Street NE  
Salem, Oregon 97305  
503-581-7383  
FAX: 503-575-6129

February 26, 1993

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

Dear Dick,

I would like to thank you and TV 22 for producing "In Your Interest" on our Social Outreach Program to our local community TV viewers.

We feel that positive media attention to gang violence and its prevention thereof are key to the success of our program. Without televised public appearances, our referral sources would be limited to a small majority. The more people are informed, the more they understand the scope of the problem.

Again, I appreciate your time and involvement.

Sincerely,

Rob Roeder  
Program Director

RR/kst

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Attorney at Law

March 2, 1993

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

Re: Public Service Broadcast

Dear Mr. Bond:

Again let me thank you for allowing me an opportunity to be on your broadcast concerning the Leslie Middle School issue. The siting of the new middle school is an important community issue and a subject that viewers should know about.

Thank you again for your help to the community.

Sincerely,



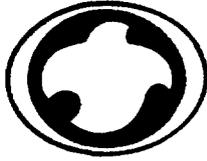
Ralph M. Yenne

RMY:day

PHOTO COPY REPRODUCTION - NEWSLETTERS - FLYERS - BROCHURES - FAXES - SCANNING



**"STEALTH-jacket"**™ *The non-photoaenic copy window*



# 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.



# NATIONAL WILDLIFE FEDERATION

Suite 512

921 S.W. Morrison

Portland, Oregon 97205

503-222-1429

Fax: 503-222-3203

February 9, 1993

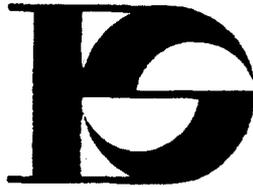
Judy Koenig, General Manager  
KBSP-TV  
4923 Indian School Road N.E.  
Salem, OR 97305

Dear Ms. Koenig:

Thank you very much for your letter of February 5, 1993, regarding National Wildlife Federation's endangered species Public Service Announcements. We are very pleased that you are continuing to air these PSA's and look forward to hearing from you again, as per your letter. If our office can ever be of assistance to your station regarding this or any other environmental issue please give us a call.

Sincerely,

Jacquelyn Bonomo  
Center Director



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April 13, 1993

Mr. Phil Hudamish  
TRFC Manager  
KBSP  
4923 Indian School Road  
Salem, OR 97309

Dear Mr. Hudamish:

On behalf of INDEPENDENT SECTOR and the many causes and organizations within the nonprofit sector, I would like to thank you for your promotion of the Individual Giving/Volunteering "Give Five" campaign.

Thanks to your support, the number of "fivers" in our country has grown, resulting in increased time and money focused on improving our communities, enhancing our own lives and caring for the well-being of our neighbors.

In 1988, 20 million households were giving 5% or more of their income to charity and 23 million people were volunteering 5 or more hours per week. In 1990, these numbers increased to 21 million households now contributing 5% or more of their income and 25.5 million people volunteering 5 or more hours per week to the causes they care about.

In that same time period, awareness of "Give Five" rose from 4% to 11% of the United States population now familiar with the "Give Five" standard.

Again, we appreciate your placement of the "Give Five" public service announcements and are confident they encourage increased citizen involvement in local issues and strengthen charitable initiatives in your community.

Warm regards, and thanks again,

*Paula Shoecraft*

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April 17, 1993

Judy Koenig  
TV 22 KBSP  
4923 Indian School Rd. NE  
Salem, OR 97305

Dear Judy

Please accept my sincere appreciation for the great coverage your station and Rick Bond provided for our annual spring show. Many people said they learned about the show because of your telecasts.

Our entire orchid society is deeply appreciative!

Most cordially,

Bess Noice

Show Chair

Cherry City Orchid Society



RD NE



**Mission Mill Museum Association**  
1313 Mill St. S.E., Salem, OR 97301  
(503) 585-7012

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**Executive Director**

Bruce L. Wulf

February 11, 1992

TV 22 KBSP  
4923 Indian School Road NE  
Salem, Oregon 97305

Dear Judith:

Thank you for your letter of February 10 concerning the public service announcements regarding our highly popular Speakers Series. We were overwhelmed with the turnout for the first in this year's series. 424 people came to hear Dr. Beckham talk of the Indians of the Northwest. This was our largest attendance ever and the enthusiasm of all who did attend was very gratifying. I am sure that the coverage your station gave this lecture was a major contributing factor. A number of people have remarked that they had seen the announcement on your channel.

Thanks for your support and I hope that you will be able to provide coverage for the remaining three speakers. I am enclosing several book marks which give the dates of our other events scheduled during the 1992 year.

Sincerely,

Bruce L. Wulf  
Executive Director

Enclosures: Book marks

January 14, 1992

THE  
SALVATION  
ARMY  
FOUNDED 1865



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

SALEM CORPS

1230 Winter N.E.  
P.O. Box 7047  
Salem, Oregon 97303  
Phone (503) 399-0206

RE: 1991 Christmas Programs - Appreciation for Publicity

Dear Judy:

Please share our appreciation with Dick Bond, Tom Cravens and the other supportive folks at TV 22 KBSP for the frequent, timely and well written PSA's publicizing The Salvation Army's Christmas programs.

Because of TV 22's tremendous effort in creating public awareness the Salem-Keizer community responded overwhelmingly.

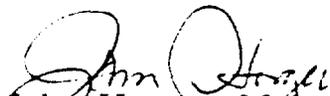
We're delighted to share some "fast facts" about the success of specific Christmas programs, these are:

1. Christmas Kettles - Almost \$100,000 raised compared to \$65,000 last year and a 55% increase in volunteer bellringers.
2. Holiday Food Drive - A 100% increase in food collected for Christmas dinner food boxes and emergency food boxes distributed throughout the year.
3. Christmas Clearing Bureau and Sponsorship Program. Over 9,000 people received food/toys assistance. Over 200 sponsors collected and delivered food/toys, a 15% increase over a year ago.

Despite the gloom and doom about the economy nationally and also the impact of Measure 5 locally, the Salem Keizer community continues to be extremely sensitive and generous towards supporting The Salvation Army's work for those less fortunate.

We appreciate you and our committed friends at TV 22 KBSP. God bless you all!!

Appreciatively,

  
John Horgen, Major

  
James R. Ryan

  
Penny Shorow, Chair

# WILTSE'S, INC.

## AUTOMOTIVE & TRUCK COLLISION REPAIR 24-HOUR TOWING

January 10, 1992

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

Attention: Judith Koenig, General Manager

Dear Ms. Koenig:

On behalf of the Oregon Tow Truck Association and myself, I would like to thank KBSP TV-22 for donating the time and expense to advertise the Oregon Life Tow Public Service Announcement through the Holiday Season.

Through your efforts, I am positive many lives were saved.

I would also like to thank Mr. Bond and Mr. Hudanish for their professional and enthusiastic efforts, which helped make the PSA a success.

Again, thank you, and I hope we may count on you for next year's Holiday Season.

Sincerely,



Robert Wiltse  
Wiltse Autobody and Towing, Inc.

cc: Oregon Tow Truck Association  
MADD Clackamas County Chapter

FEB 17, 1992

# DEBRA JOHNSTON

*Mrs. Oregon America 1992*

1655 Hillside Drive, Tillamook, OR 97141, Phone (503) 841-6551

October 2, 1992

Dick Bond  
KBSP-TV 22  
4923 Indian School Road NE  
Salem, OR. 97305

Dear Dick,

Thank you for inviting me to be interviewed on your television program. You made it an easy interview and it was a real pleasure.

I also enjoyed our visit before the show - I love telling people about the unique things Tillamook county has to offer. If you ever need ideas for your show on Tillamook, give me a call!

Again, it was a pleasure, and thank you!

Sincerely,

*Debra*

Dear Judith

I thank you very much for  
sharing your case with me

January 31, 1993

Dear Dick Bond -

I appreciate your participation in the Mid-Valley Arts "Media" Workshop last Tuesday Evening.

Not having done Organizational Publicity since 1989, I came to this workshop because I felt I needed an up-date.

The Panel not only confirmed this fact but it gave me the information that is needed to up-date ~~my~~ Organizational approach to working with the local media.

Thanks for your input & when I get back to Selin mid-March I would like to meet with you regarding a "spot" for the ~~workshop~~ <sup>Symposium</sup>.  
Thanks again

Sincerely,  
Ray Brown 399-1964