



SPRAGUE HIGH SCHOOL

TO: Judith Koenig

FROM: TOM PICKENS

Tom Pickens
Many thanks for your some
2 dozen spot announcements
of our play Lil Abner.

Your support was much
appreciated and contributed
to our playing to a
near capacity crowd each
night.

Again, thank you!

Tom Pickens
Principal

THE
SALVATION
ARMY

FOUNDED 1865



SALEM CORPS

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

February 6, 1990

Judith Koenig, General Manager
KBSP TV 22
BLACKSTAR Communications of OR, Inc.
4923 Indian School Road NE
Salem, OR 97305

RE: LETTER OF APPRECIATION
CHRISTMAS FOOD DRIVE PSA

Dear Judith:

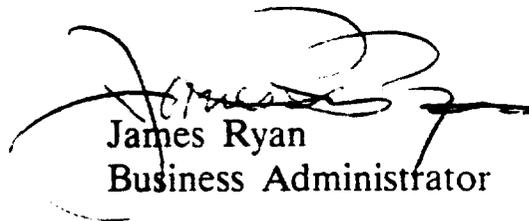
Special thanks to you, Lucinda, and staff of KBSP TV 22 for going the extra mile to inform the viewing community about The Salvation Army's Christmas Food Drive. You'll be pleased to know that we received 560,000 pounds of donated food items for our Emergency Shelter and Foodbank . . . a 57% increase over last Christmas. Also 200 community sponsors adopted families and individuals by providing food boxes and toys to 6057 people and over 300 volunteers gave 4000 hours of their time and caring spirit to make Christmas special for others.

The Salvation Army in Salem appreciates the partnership with KBSP TV 22 and the caring spirit of staff.

May God bless you each day of this new year.

Sincerely,


John Horgen, Major
Commanding Officer


James Ryan
Business Administrator

JH/JR/dm

W/D/B/3/1



A United Way Agency

ALL AMERICAN DRY-OUT

P.O. Box 2689
Albany, OR 97321

(503) 928-2720

October 9, 1990



Lucinda Sears
Blackstar Communications
4923 Indian School Road NE
Salem, OR 97305

Dear Lucinda,

The Albany and Spokane chapters of ALL AMERICAN DRY-OUT would like to take this opportunity to thank you for your support through doing the taped interview for "In Your Interest." I have gotten several comments from people who saw it. You may return the PSA tape from KRKT to me.

"The First Annual John W. Riley 'Clean and Sober' Fun Run" and "An Alcohol-free Day in the Park" were successful. Our goals were to promote public awareness of the tragedies and consequences of drinking and driving through the involvement of the community, and to commemorate the needless death of John Riley in an alcohol-related crash. These two goals were met.

Plans are already being made for another ALL AMERICAN DRY-OUT day in 1991. It is our hope that you will be willing to help us with this project again. Please contact us at the address or phone listed above. The program is dependent on the support of a concerned community.

Sincerely,

A handwritten signature in cursive script that reads "Harry Atkinson".

Harry Atkinson, President
ALL AMERICAN DRY-OUT

January 2, 1990

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

Dear Ms. Koenig:

Many thanks to you and your staff for making our volunteer recruitment Public Service Announcement and running it so consistently. Lucinda Sears has been especially helpful. We appreciated the time she took to gain an understanding of our programs. Your staff was also very accommodating in providing Garten with a copy of the PSA for our use in recruiting volunteers.

Channel 22 deserves to be recognized for making an active commitment to public service broadcasting. We thank you again for your efforts on our behalf, and look forward to working with Channel 22 in the future.

Sincerely,



Emil Graziani
Executive Director

EG:lgc

cc: Anna Peterson

Garten
FOUNDATION

1408 McGowan St. SE • P.O. Box 10187 • Salem, Oregon 97309
Member Oregon Association of Rehabilitation Facilities

An Equal Opportunity/Affirmative Action Employer



A United Way Agency



4246 Turner Rd. SE ■ P.O. Box 13005 ■ Salem, OR 97309

Humane Society
of the Willamette Valley

503-585-5900 ■ An Incorporated Nonprofit Organization

October 15, 1992

Judith Koentig
General Manager
4903 Indian School Rd. NE
Salem, Ore. 97305

Dear Ms. Koentig,

On behalf of our animals, I would like to express our appreciation for your continued community efforts. As a

SALEM ART ASSOCIATION

August 16, 1990

Lucinda Sears
TV22 KBSP
4923 Indian School Road NE
Salem, OR 97305

Dear Lucinda:

The 1990 Salem Art Fair & Festival was a tremendous success thanks to the assistance of businesses and individuals like you. Although this year's attendance and sales were not record-breaking, they were second only to last year -- which broke every record in the long history of this event. Considering the warm weather, we were very pleased.

Your donation of 30 PSAs and production costs valued at \$750 was greatly appreciated. Without community-wide participation and the generous contributions of our friends, the Salem Art Association would not be able to present this wonderful celebration of the arts.

Thank you again for your support! The 1991 Salem Art Fair & Festival promises to be better than ever and we are looking forward to your involvement once again.

Sincerely,



Cynthia E. Green
Executive Director
Salem Art Association

CEG:nas

Thank you!



4246 Turner Rd SE ■ P.O. Box 13005 ■ Salem, OR 97309

(503) 585-5900 ■ An Incorporated Nonprofit Organization

December 31, 1990

Blackstar Communications
4923 Indian School Rd. NE
Salem, OR 97305

Dear Friends,

On behalf of the animals, volunteers and staff at the Humane Society, please accept my gratitude for your gift of \$35.00. We appreciate your concern and generosity during this holiday season.

Your continued support is very important to us. The Humane Society does not participate in the United Way, so we depend solely on donations from concerned individuals like you to fund our programs. Our multi-faceted animal welfare programs are focused to prevent pet overpopulation and animal neglect, and to promote responsible pet ownership.

Annually, the Humane Society provides warm accommodations, food, medical care and love for more than 12,000 animals. We continue to find new homes for thousands of animals and reunite hundreds of lost pets with their owners every year. We also encourage humane treatment of all living creatures through school and club presentations, shelter tours and pet therapy visits. Without your concern and donation, we could not continue these critical programs.

Again, our sincere thanks for your generosity and continued commitment. Best wishes for a happy new year.

Sincerely,

Donald Myers
Director of Development

Dear Mr. Haglock and Salem
Convention & Visitors Bureau:

Thank YOU from the BOTTOM
OF OUR HEARTS for your Open House
on Dec. 8th. I am unemployed
and unable to do & give the family
what I'd like to for Christmas.

Thanks to you I could visit all
the open house sites and take
the kids and even give them a
bus ride. The children enjoyed it
all, the history, tours, cuttings,
wool process and open house visits
with Santa & cookies too. Thank you
for making it possible.

— A Grateful Family —

P.S. I saw it on KBSP 22 as we don't
get a paper.

Pasted
11/18/89



CITY
OF SALEM,
OREGON

City Hall / 555 Liberty St. S.E.
Zip Code 97301-3503

POLICE DEPARTMENT
Telephone (503) 588-6123

Ms. Lucinda Sears
Community Affairs Director
TV 22 KBSP
4923 Indian School Road, NE
Salem, Oregon 97305

Dear Lucinda,

I wanted to let you know that apparently your "Crime Stoppers" program has been producing some results. A couple of weeks ago, we received an anonymous tip from a citizen who had watched one of your Crime Stopper spots on an escaped Oregon State Pen subject by the name of Edward Lee Bennett. He was spotted in the stolen car in south Salem. We still have not captured Mr. Bennett but hopefully his days of freedom are limited. Keep up the good work. I have seen some of the spots and they are very professionally done. It's a pleasure working with you!

Sincerely,

Officer Bruce W. Cheeley
Crime Prevention Unit
Salem Police Department

Page 4
12/89

Judith Koenig
General Manager
TV 22 KBSP

Dear Ms. Koenig,

We really appreciate the TV coverage for the Quilt Show + Lipton Festival. Your staff did a great job and were very nice to work with. Thank you for your interest and we will be contacting you in the future.

Gerry Hart
Executive Assistant

PROMOTIONAL PATHWAYS

A Division of Action Business Services, Inc.
Advertising / Marketing / Public Relations

POS-D
12/18/97

Lucinda Sears
KBSP TV
4923 Indian School Road NE
Salem, Oregon 97305

Lucinda,

Just wanted to take a moment and thank you for your coverage and interest of the Oregon State Chili Cook-off. Yours was the best of all the media, most entertaining, and got us the most response. I, the chili committee, and the Chamber Manager all got to see the bit, (your recording) and were duly impressed.

It is efforts like yours that make these small community events more valuable and better attended. We certainly thank you...

Sincerely,

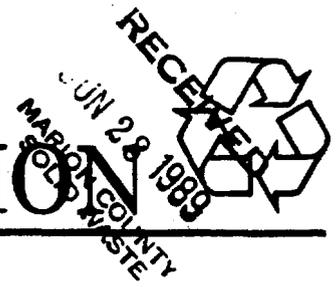


Scott D. Ingalls
Event Coordinator, Oregon State Chili Cook-off

SDI/geh

RE: RECYCLING EDUCATION & PROMOTION

DEPARTMENT OF ENVIRONMENTAL QUALITY



Volume V, No. 1
May-June 1989

It's a Wrap...

With over 100 attending, the fourth annual education/promotion conference sponsored last month by the Department (DEQ) and the Association of Oregon Recyclers (AOR) topped all attendance records. The numbers also showed that many in the recycling field recognize how important education and promotion are to a successful program.

You'll get another chance next fall: see "More to Come," p. 4.

...and a Sure Thing

RE:THINKING RECYCLING, the Oregon-specific recycling curriculum developed in 1987, is into its third printing, with completion set for mid-summer. You might plan school presentations or distribution of the DEQ curriculum brochure during Recycling Awareness Week next fall; already one teacher has requested a school-related activity during that period. For information or brochures for all watershed schools, contact Alene Cordas, 229-6046.

Curriculum Coverage

With additional copies available, the Department once again is publicizing the curriculum to Oregon teachers and schools. Letters have gone out to all school districts in the state advising them about Recycling Awareness Week. Next year's school district calendars should include Recycling Awareness Week dates—October 7-14—as well as information for teachers on ordering the recycling curriculum. And the curriculum will be on display at several statewide teacher conferences next fall.

Statewide Focus, Again

Recycling: it's the Oregon Way is the theme for Recycling Awareness Week. Watch for details—sample PSA's, news releases, mayors' proclamations and local events—in coming newsletters.

First to report in to DEQ on activities planned is the Metropolitan Service District, which again will hold its Recycling Day at the Washington Park Zoo and have its Metro Council give recycling awards.

TV Tie-In

Get extra exposure out of your presentations by turning them into PSA's.

Terry Fristad of Marion County reports that Salem TV channel 22 taped segments of his school presentation, then ran them in four minute slots, one per hour, during regular programming. Topics included revising buying habits, reuse, recycling, and waste to energy.

If your presentation is down pat, you might contact your local TV station about taping it and turning it into PSA's.

Comments, Please

A limited first printing of our series on materials recycling, *The Recycling Process After Collection*, was released during the recent DEQ/AOR education/promotion conference. A few copies still are available. The series explains the process Oregon's principal recyclable materials go through after they're collected. The material will be reprinted in the near future, and wording and editing suggestions are welcomed.

If you have changes or comments, please contact Alene Cordas, 229-6046.



HABILITAT

School of Survival

"a place of change"

Vincent Marino
Founder

September 28, 1989

Ms. Judy Konic
KECH TV Channel 22
4923 Indian School Rd. N.E.
Salem, OR 97305

Dear Ms. Konic,

Habilitat's national 24-hour Substance Abuse Referral and Information Hot-Line, 1-800-USA-2525, works in conjunction with your station, KECH TV Channel 22, to curb the "drug plague" engulfing our country.

As you know, President Bush and his Administration proposed a national war against drugs on September 6, 1989. One portion of his proposal, emphasizes the need for distributing funds to drug programs throughout the nation. There are 18,000 programs currently operating in the United States and our Hot-Line links with a large percentage to provide referral services nationwide.

Through our Referral Hot-Line and Public Service Announcements, thousands of people have found the courage to lead lives without chemical dependency. Knowing we have some part in assisting others to overcome their dependency strengthens our resolve to continue our efforts.

We would like to acknowledge and thank you for your continued support in our project. For further information or questions regarding our library of Public Service Announcements and programs, please contact me at 1-800-USA-2525.

Sincerely,

Jeffrey A. Lee
Public Service Coordinator
Habilitat, Inc.

JAL:sc

April 18, 1989

KWVT
Judy Koenig
4923 Indian School Road
Salem, Oregon 97305

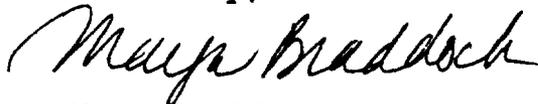
Dear Judy:

Thank you very much for your support of the Easter Seals "Back A Fighter" promotion from February 15th thru March 31st. You may take that spot out of the PSA rotation. We really do appreciate your help.

You still have an Easter Seal spot (:20 and a :30) featuring Peter Jacobsen which may remain in your PSA rotation indefinitely. Please include the Jacobsen spot to run in behalf of Easter Seals as many times as your programming allows.

Thank you again for your support.

Sincerely,



Maya Braddock
Media Director

cc: Chris Desmond

MB/sab

Summer Festival '89

P.O. Box 12132 Salem, OR 97309-0132



Chairpersons
Don & Shirley White
Phone 623-5969

Co-Chairpersons
Lee & Barbi Ashwill
Phone 393-9320

July 6, 7, 8 & 9

Post-
1/3/89

July 18, 1989

Mid-Willamette Area

Area Officers
Braids & Braves
Capital Promenaders
Capital Callers & Quers
Capital 8's
Cascade Foothill Squares
Corvallis Squares
Englewood Twirlers

KHSP - TV 22
4923 Indian School Road NE
Salem, Oregon 97305

Attn: Program Director

Gentlemen:

The Summer Square Dance Committee wishes to thank you and extend their appreciation for the coverage given our Summer Festival.

The Festival was a success and a good share of the credit can be given to the local media for their coverage.

Sincerely

Don White
DON WHITE
Chairman

DW/sr

Footloose & Fancy
Friendly Squares
Golden Squares
Highway 20 Cloggers
Independence Wagon Wheelers
Lebanon Square Dancers
OSU Promenaders
Red Garter Squares

Red Hot
Re W Y O
Road Runners
Salem Swingin' Singles
Smiling Squares
Spinning Antlers
Sundance Kids
The Dancers
Timber Twirlers



Humane Society
of the Willamette Valley

4246 Turner Rd. SE ■ P.O. Box 13005 ■ Salem, OR 97309

(503) 585-5900 ■ An Incorporated Nonprofit Organization

September 12, 1989

Tom Cravens
KBSP
4923 Indian School Rd. NE
Salem, Ore 97305

Dear Tom,

On behalf of the Humane Society of the Willamette Valley, I wish to, once again, express our thanks regarding your community efforts to help us to help the animals. I will come by your office sometime this month to pick up a piece of the PSA. We will also mention your station's efforts in our upcoming Pawsprint newsletter.

Sincerely,
Marti Staprans
Community Programs Coordinator

Marti

Paste
1-22-90



Volunteers for Seniors

1444 Liberty St. S.E. • Salem, Oregon 97302 • 362-0606 or 588-5808

October 31, 1989

Lucinda Sears
KBSP TV/22
4923 Indian School Rd. NE
Salem, Oregon

Dear Lucinda:

Thank you very much for creating and airing the spot publicizing our Pictionary Tournament. The event was a big success and lots of fun. Your support is greatly appreciated.

Volunteers for Seniors has arrived at the very difficult decision to close the Corwin Adult Day Care Center on November 30 due to declining enrollment. A task force of Board members will be looking at options to continue the other components of our program - Friends for Seniors, Carrier Alert and Volunteers for Nursing Homes.

Your continued support of Volunteers for Seniors will be greatly needed and appreciated.

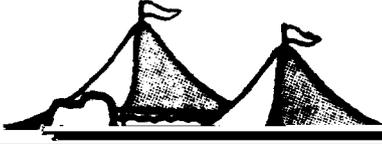
Sincerely,

Donna Price
Executive Director
Volunteers for Seniors



Corwin Adult Day Care Center
Volunteers for Nursing Homes
Friends for Seniors
Carrier Alert





Marion County Fair Board



Marion County Fair Board