

Wisconsin General Baptist State Convention, Inc.  
 Mt. Zion Missionary Baptist Church  
 Pastor Louis E. Sibley III - President



Post-it® Fax Note 7671		Date 11-14	# of pages 1
To Peter Zomaya	From Rev. Sibley		
Co./Dept Weigel	Co. U.G.B.S.C.		
Phone #	Phone # 414-372-7811		
Fax # 312-705-2620	Fax # 414-372-7811		

November 14, 1996

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Sister Aulis Nichols

Peter Zomaya, Vice President  
 General Sales Manager  
 Weigel Broadcasting Company

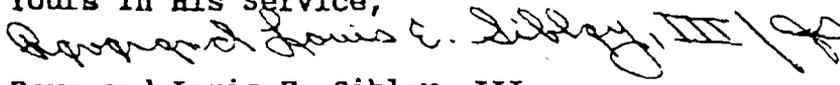
Dear Mr. Zomaya:

We strongly support the efforts of W65BT-TV, Channel 65 in Milwaukee. Channel 65 is the only television station in the Milwaukee market that services the multi-cultural communities with local programming, which provides local, national and international news, children's programming, panel discussions, public affairs, variety, music, etc. in our native language.

It is our community's desire to maintain close ties to our culture, and Channel 65 is the only source to serve our needs. It is the only source we have and we are willing to preserve this outlet for our people.

They have helped the community by announcing our important events which deal with scholarship grants, awards to significant community leaders and vital educational information. We need this outlet in Milwaukee.

Our day to day needs are accommodated by the services this station has provided for the past several years. It is incumbent upon the governing agencies to protect the special services that most media do not provide. Our community would not have any source to display our heritage and culture which we feel America is about.

Yours In His Service,  
  
 Reverend Louis E. Sibley, III  
 President



NATIONAL  
OSTEOPOROSIS  
FOUNDATION



Public Service Director  
W65BT  
Milwaukee, Wisconsin

To Whom it May Concern:

We are writing to express our appreciation to W65BT for airing the National Osteoporosis Foundation's Public Service Announcements. Osteoporosis is a disease that affects one out of every two women over the age of fifty. Public service announcements are an important way of reaching Americans with our message and cable television provides an important avenue for these messages. Again, thank you for helping us to increase awareness about osteoporosis.

Sincerely,

Dee Ellison  
Director of Communications  
National Osteoporosis Foundation

4142726625 WEIGEL BROADCASTING

775 P01

NOV 18 '96 14:17

**March of Dimes  
Birth Defects Foundation  
Southeastern Wisconsin Chapter  
1126 S. 70th Street, Suite B106B  
West Allis, Wisconsin 53214  
Telephone (414) 778-3500  
or 1-800-869-9255  
Fax (414) 778-3503**

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November 15, 1996

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W65BT-TV

Terry J. Klippel  
*Treasurer & Legal Counsel*  
*Storm & Balgeman, S.C.*

Attn: Kate Morgan  
509 W. Wisconsin Ave., Suite 2500  
Milwaukee, WI 53203

Hon. Anthony J. Machl  
*Secretary*  
*Milwaukee County*  
*Circuit Courts*

To whom it may concern:

Daniel J. Brink  
*Assistant, Boerner, VanDuren,*  
*Norris & Amselbach, S.C.*

The March of Dimes Birth Defects Foundation is very pleased to have Channel 65 as a very active partner in our Campaign for Healthier Babies. During the last year your airing of our 5 minute informational spots has helped us educate women of childbearing years on the importance of pre-conceptual planning and prenatal care. By implementing an educational program such as the one you have so wonderfully cooperated in, we will be able to reduce birth defects by 1/3.

Renee Dries  
*The Business Journal*

As more and more people become dependent on television for a primary educational source it is imperative that organizations like ours have the amount of air time available that you are able to donate to us.

John P. Huff  
*United Wisconsin Services, Inc.*

On behalf of babies and mothers we thank you for your generosity and wish you continued success.

Virginia H. Jones  
*Quarles & Brady*

Sincerely,

John R. Meurer, MD, MM  
*Medical College of WI*

Kathryn M. Morgan  
*WQJF-TV CBS 58*

Thomas D. Ogaard  
*TCF Bank*

Susan A. Riedel  
*Marquette University*

*Raejean M. Kanter*  
Raejean M. Kanter  
Executive Director

*Robert S. Cowen*

Robert S. Cowen  
March of Dimes Board Chairman

Beth Stacum  
*Communications Consultant*

Harro Spivey  
*Drexel Golf Course*

/sk

Keith Tozer  
*Milwaukee Wave*

Sandra Tunis  
*Managed Health Services*

Peter E. Wallace  
*Raymond Corporation*

Raejean M. Kanter  
*Executive Director*

**WWF**

14 November 1996

To whom it may concern  
W65BT  
Milwaukee, WI

To whom it may concern

On behalf of World Wildlife Fund, I would like to thank Channel 65 and applaud you for the important community service you perform by airing our various public service announcements.

By showing our PSAs you help increase awareness of important environmental issues like rain forests, biological diversity, and endangered species. Your commitment to the environment helps us educate not only WWF members living in the Milwaukee community, but the general public there, as well.

Again, I appreciate your support.

Sincerely

A handwritten signature in black ink, appearing to read "Dana Lauren West". The signature is fluid and cursive, written over a horizontal line.

Dana Lauren West  
Manager, Public Relations



# SBC SUPER BROADCASTING COMPANY, INC.

Super Broadcasting Company, Inc.  
4332 West Emerson Street,  
Skokie, IL 60076

12 November, 1996

Peter Zomaya  
W65BT-Channel 65  
26 North Halsted  
Chicago, IL 60661

Dear Mr. Zomaya,

For the 20,000 members of the Indo-Pak community in Milwaukee, W65BT-TV Channel 65 provides a service that is both unique and vital to a culture equally unique. As President of **SBC** (Super Broadcasting Company, Inc.), and producer of Bharat Darshan (India View), which began airing on W65BT-Channel 65 on November 6 1995, and currently airs from 8:00 p.m. to 9:00 p.m. on weekdays, I would like to take this opportunity to remind you of the importance of Channel 65 to the Indo-Pak community in Milwaukee.

By airing Bharat Darshan, Channel 65 provides an excellent forum for important announcements and advertising that would otherwise be unavailable to the Indo-Pak community by virtue of the specialized nature of the messages. Attached you will find a few examples of these announcements. Approximately 80% of Bharat Darshan is locally produced (the remaining 20% is preproduced news and entertainment from India). Within this locally produced programming, about 25% is entertainment, 25% news, and 50% community related. Programs included in Bharat Darshan are "India this Week," "Tinsel Talk," "Dateline News," "Talk Show," "Variety," "Children's Video Digest," "Community Calendar," and "Community Health" (programs are in either Hindi, English, or Hindi with English subtitles).

Through news, talk shows, and interviews, community leaders such as Dr. Bharat H. Barai, Niranjan Shah, and Kanti S. Patel (President, Federation of India Association, Chicago), and organizations such as Apna Ghar (Our Home), a non-profit venture providing support services to crisis-ridden Asian families, are able to reach their target audiences within the community. On the lighter side, shows such as "Children's Video Digest" provide a fun way to reach and teach a younger Indo-Pak audience.

The Indo-Pak community particularly hurts when it comes to the issue of international news. While the major television networks and stations do, to some extent, cover headlines from other parts of the world, the information provided is too sketchy to satisfy the needs of a community that still maintains very close ties with the Indian subcontinent due to the presence of family, financial interests, etc. Through Channel 65, Milwaukee's Indo-Pak community is able to remain 'tuned in,' so to speak, to detailed and breaking news from home.

847

4332 WEST EMERSON STREET, SKOKIE, ILLINOIS 60076 (708) 674-2204/0888/0890

TOLL FREE 1-800-541-7717 FAX: (708) 674-6161

847

# SBC SUPER BROADCASTING COMPANY, INC.

The gratitude of the community for these services is evident from the two awards SBC has received, for outstanding service to the community, in January 1992 and June 1996 by the Asian Indian Business Council and the India Tribune, respectively. Attached you will find copies of these awards.

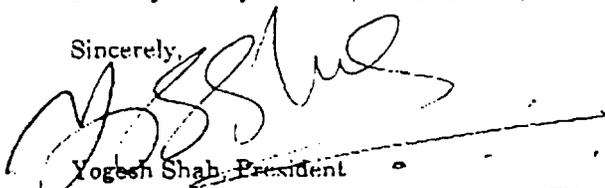
To sum it up, we strongly support the efforts of W65BT-TV, Channel 65 in Milwaukee. Channel 65 is the ONLY ethnic television station in Milwaukee that services multi-cultural communities with local programming in the native language of the community. The potential audience of Channel 65 is approximately 1.3 million - about 100,000 short of Milwaukee's total viewing audience. In addition, Channel 65 is able to reach many more as it is carried by two of the strongest cable systems in the area - Warner Cable North and Warner Cable South. Channel 65 services the ethnic population of Milwaukee, which includes the Ukrainian, Albanian, Indian, Pakistani, Chinese, Korean, Russian, Greek, Jewish, Croatian, and Norwegian communities, to name a few.

It is our community's desire to maintain close ties to our heritage and culture, and Channel 65 is the only source we have to serve this need. For this reason alone we will do anything possible to preserve this outlet for our people. But this is not all. Channel 65 has also helped our community by announcing important events which deal with scholarship grants, awards to significant community leaders and vital educational information -- a much-needed service in Milwaukee.

Our day to day needs have been accommodated by the services this station has provided for the past several years. We feel it is incumbent upon the governing agencies to protect the special services that most media do not provide. Without Channel 65 our community would not have any source to display our culture -- a freedom and right we feel is at the heart of the American philosophy.

Thank you for your time, consideration, and interest.

Sincerely,



Yogesh Shah, President  
Super Broadcasting Company, Inc. (SBC-TV)

YS/mz

Organized 1979

# New Covenant Baptist Church



2315 North 38th Street  
Milwaukee, Wisconsin 53210  
(414) 873-1221-1222

*F. L. Crouther, Pastor*

November 12, 1996

**Peter Zomaya, Vice President  
General Sales Manager  
Weigel Broadcasting Company**

Dear Mr. Zomaya:

We strongly support the efforts of W65BT-TV, Channel 65 in Milwaukee. Channel 65 is the only television station in the Milwaukee market that services the multi-cultural communities with local programming, which provides local, national and international news, children's programming, panel discussions, public affairs, variety, music, etc. in our native language.

It is our community's desire to maintain close ties to our culture and Channel 65 is the only source to serve our needs. It is the only source we have and we will do anything to preserve this outlet for our people.

they have helped the community by announcing our important events which deal with scholarship grants, awards to significant community leaders and vital educational information. We need this outlet in Milwaukee.

Our day to day needs are accommodated by the services this station has provided for the past several years. It is incumbent upon the governing agencies to protect the special services that most media do not provide. Our community would not have any source to display our heritage and culture which we feel America is about.

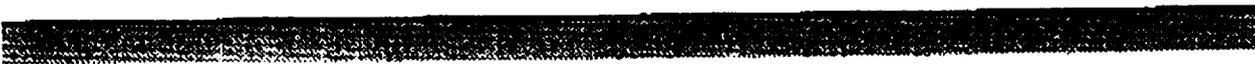
Yours in His service,

A handwritten signature in cursive script that reads "Fred L. Crouther".

Fred L. Crouther, Pastor

FLC/tmt

ROY B. NABORS  
2405 W. FAIRMOUNT  
MILWAUKEE, WI 53209



November 13, 1996

To Whom It May Concern:

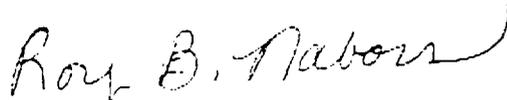
I strongly support the efforts of W65BT-TV, Channel 65 in Milwaukee, Channel 65 is the only television station in the Milwaukee market that services the multi-cultural communities with local programming, which provides local, national and international news, children's programming, panel discussions, public affairs, variety, music, etc. in our native language.

It is our community's desire to maintain close ties to our culture and Channel 65 is the only source to serve our needs. It is the only source we have and we will do anything to preserve this outlet for our people.

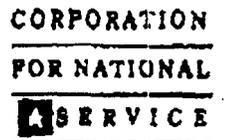
They have helped the community by announcing our important events which deal with scholarship grants, awards to significant community leaders and vital educational information. We need this outlet in Milwaukee.

Our day to day needs are accommodated by the services this station has provided for the past several years. It is incumbent upon the governing agencies to protect the special services that most media do not provide. Our community would not have any source to display our heritage and culture which we feel America is about.

Sincerely,



Roy B. Nabors



November 12, 1996

Public Service Director  
W65BT  
Milwaukee, Wisconsin

Dear Public Service Director;

On behalf of our public affairs and recruitment team, I would like to thank and commend Channel 65 for the important community service you have performed by airing our AmeriCorps and Senior Service Corps public service announcements.

By helping our local, nonprofit sponsoring programs recruit volunteers and by informing the public about their vital work, you strengthen these programs and help enable them to earn support and expand their efforts. Again, we appreciate your assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Barrett". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Bill Barrett  
Regional Public Affairs Officer

1201 New York Avenue, NW  
Washington, DC 20523  
Telephone 202-606-5000

Getting Things Done.  
AmeriCorps, National Service  
Learn and Serve America  
National Senior Service Corps



## *Tabernacle Community Baptist Church*

2500 WEST MEDFORD AVENUE  
MILWAUKEE, WISCONSIN 53206  
(414) 562-1129

ROBERT L. HARRIS, D.D.  
PASTOR

BERTA L. HARRISON  
SECRETARY

November 14, 1996

Peter Zomaya, Vice President  
General Sales Manager  
Weigel Broadcasting Company

Dear Mr. Zomaya:

We strongly support the efforts of W65BT-TV, Channel 65 in Milwaukee. Channel 65 is the only television station in the Milwaukee market that services the multicultural communities with local, national and international news, children's programming, panel discussions, public affairs, music, etc. in our native language.

It is the community's desire to maintain close ties to our culture and Channel 65 is serving our needs. It is the only source we have - therefore, we will do all that we can to preserve this outlet for our people.

Channel 65 has helped the community by announcing our important events which deal with scholarship grants, awards to significant community leaders and vital educational information.

Our day to day needs are accommodated by the services this station has provided for the past several years. It is incumbent upon the governing agencies to protect the special services that most media do not provide. The community would not have any source to display our heritage and culture which we feel America is about. We need this outlet in Milwaukee!

Yours In His Service

Robert L. Harris, Pastor



**March of Dimes**  
**Birth Defects Foundation**  
Southeastern Wisconsin Chapter  
1126 S. 70th Street, Suite S1088  
West Allis, Wisconsin 53214  
Telephone (414) 778-3500  
or 1-800-669-9255  
Fax (414) 778-3503

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Milwaukee Wave
- Andra Tuntis  
Managed Health Services
- Robert E. Wallace  
Ford Corporation
- Raejean M. Kanter  
Executive Director

November 14, 1996

Mr. Peter Zomoya  
Station Manager/ Low Power Stations  
Weigel Broadcasting  
25 N. Halsted  
Chicago, IL 60661

Dear Peter,

Thank you for your continued support of the March of Dimes through airing our PSAs on W65BT-TV. It is very important to our organization that information on preventing birth defects is available to the total population, including various ethnic groups. Your station insures us that our needs are met in this way. With the number of births increasing in our population today, it is extremely important to the March of Dimes that we continue to have you as a partner in our Campaign for Healthier Babies to educate women of all ages, races and ethnic backgrounds on how to have a healthy baby.

Thank you for all you have done for the babies in the Milwaukee area.

Sincerely,

Robert Cowen  
Board President

Raejean Kanter  
Executive Director

**EXHIBIT 26**

**PROGRAM SCHEDULE OF LOW POWER CHANNEL 46, MILWAUKEE**

	MON 10/21	TUE 10/22	WED 10/23	THU 10/24	FRI 10/25	SAT 10/26	SUN 10/27	
5:00AM	Noticiero Univision	(network news)				Noticiero Univision	Noticiero Univision	5:00AM
5:30AM	Casos de la Vida Real	(drama series)				Horangel	Nuestra Familia	5:30AM
6:00AM	Tres Generaciones	(comedy)				(psychic)	La Santa Misa	6:00AM
6:30AM	Carrusel de las Americas	(children)				El Club de Los Tigritos	El Club de Los Tigritos	6:30AM
7:00AM	Plaza Sesamo	(children)				La Pinata Loca	La Pinata Loca	7:00AM
7:30AM	El Chavo	(comedy)				(children)	(children)	7:30AM
8:00AM	Chespirito	(comedy)						8:00AM
8:30AM							Temas y Debates	8:30AM
9:00AM	Papa Soltero	(comedy)					Onda Max	9:00AM
9:30AM	Dr. Candido Perez	(comedy)						9:30AM
10:00AM	Grandes Historias:	(novela)				El Club de Gaby	PAID	10:00AM
10:30AM	La Picara Sonadora					(children)	Control	10:30AM
11:00AM	Divina Obsesion	(novela)				Super Sabado	Fuera de Serie	11:00AM
11:30AM						Sensacional	Lente Loco	11:30AM
12:00PM	Morelia	(novela)				(variety)	Domingo Deportivo	12:00PM
12:30PM							(sports)	12:30PM
1:00PM	Pecado de Amor	(novela)				Onda Max	(LIVE)	1:00PM
1:30PM								1:30PM
2:00PM						Caliente	Camino a la Copa:	2:00PM
2:30PM						Control	Panama vs. Canada	2:30PM
3:00PM	Cristina	(talk show)				De Pelicula	(soccer)	3:00PM
3:30PM						"Supermojado"		3:30PM
4:00PM	Primer Impacto	(news magazine)				(movie)	Siempre en Domingo	4:00PM
4:30PM							(variety)	4:30PM
5:00PM	PAID					Anabel	La Cuchufleta	5:00PM
5:30PM	Noticiero Univision	(network news)				Noticiero Univision	Noticiero Univision	5:30PM
6:00PM	Cancion de Amor	(novela)				Amor Gigante	Vamonos de Fiesta	6:00PM
6:30PM							de Garibaldi (special)	6:30PM
7:00PM	Maria la del Barrio	(novela)				Sabado Gigante	Complices en Familia	7:00PM
7:30PM	Canaveral de Pasiones	(novela)				(game/		7:30PM
8:00PM						variety)	La Super Pelicula	8:00PM
8:30PM							(movie)	8:30PM
9:00PM	Cristina ....	Primer Impacto	Fuera de Serie	Bienvenidos	A Traves del			9:00PM
9:30PM	Edicion Especial	Edicion Nocturna	Lente Loco	(comedy)	Video			9:30PM
10:00PM	Noticiero Univision	(network news)				Boxeo Estelar	Titulares	10:00PM
10:30PM	Primer Impacto Extra	(news magazine)				(boxing)	Deportivos	10:30PM
11:00PM	Hoy .... con Daniela	(talk/variety)			Noche de Cine		Sensacionalismo	11:00PM
11:30PM					"La Diosa del Puerto"	Sensacionalismo	(game show)	11:30PM
12:00AM					(movie)	Noticiero Univision	Noticiero Univision	12:00AM
12:30AM	Al Derecho y Derbez	(comedy)				Lo Mejor de Lente Loco	Lo Mejor de Lente Loco	12:30AM
1:00AM	Cristina (R)	(talk show)				Amor Gigante	Vamonos de Fiesta	1:00AM
1:30AM						(R)	con Garibaldi (R)	1:30AM
2:00AM	Morelia	(novela) (R)				Sabado Gigante	Complices en Familia	2:00AM
2:30AM						(game/	(R)	2:30AM
3:00AM	Angeles Sin Paraiso	(novela)	Cancion de Amor (R)			variety) (R)	La Super Pelicula	3:00AM
3:30AM		(END)	(novela)					3:30AM
4:00AM	Cristina .... (R)	Primer Impacto (R)	Fuera de Serie (R)	Bienvenidos	A Traves del	Sensacionalismo	(movie)	4:00AM
4:30AM	Edicion Especial	Edicion Nocturna	Lente Loco (R)	(comedy) (R)	Video (R)	(R)	(R)	4:30AM

CHANNEL 46  
MILWAUKEE, WI  
WEEK OF 10/21/96 R3

EXHIBIT 26

**EXHIBIT 27**

**STATEMENTS IN SUPPORT OF LOW POWER CHANNEL 46 PROGRAMMING**

HISPANIC CHAMBER

TEL: 414-643-6994



**HISPANIC CHAMBER OF COMMERCE OF WISCONSIN**

816 West National Avenue, Milwaukee, Wisconsin 53204

Telephone: (414) 643-6963 Fax: (414) 643-6994

November 15, 1996

Peter Zomaya  
Channel 46  
26 North Halsted Street  
Chicago, Illinois 60661

Dear Mr. Zomaya:

Univision Spanish language programming which airs on Channel 46 provides Milwaukee's Hispanic community with entertainment and valuable information regarding health and social issues along with national and regional issues in a language they can relate to. For many, Spanish is the only language that is thoroughly understood. Spanish TV programming is creating a better informed community since this target group has few outlets to choose from for information.

Currently, the Hispanic Chamber of Commerce of Wisconsin (HCCW) utilizes PSA's through the services of Channel 46. This service provides our community based organization with the means to deliver announcements regarding our special programs and events.

The HCCW applauds Channel 46's efforts to improve the quality of life in meeting the needs of our Spanish speaking community through their programming.

Sincerely,

Maria Monreal-Cameron  
CEO

# Council for the Spanish Speaking, Inc.

*A United Way Member Agency*

*Meeting the community's need for Head Start Education, Adult Education, Youth Education and Social Service Programs. Owners and Managers of Housing for the Elderly*

Dr. Filiberto Murguía  
Executive Director

E. Gloria Jimenez  
Assistant Director

◆◆◆◆◆

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Elsa C. Larnicus  
Circuit Judge

Jack Prater  
Former President  
United Way

Carl Weigall  
Motor Castings, Inc.

◆◆◆◆◆

Administrative  
Offices

Spanish Center  
814 W. National Ave.  
Milwaukee, WI 53204  
(814) 264-8700  
Fax: (814) 264-7922

Guadalupe Centers  
824 E. Clarke St.  
Milwaukee, WI 53208  
(814) 263-4593  
Fax: (814) 263-2183

November 14, 1996

Mr. Peter Zomaya  
Vice President  
General Sales Manager  
Channel 46  
26 North Halsted  
Chicago, Illinois 60661

Dear Mr. Zomaya:

This letter is in support of the Univision Spanish language programming that airs on Channel 46 in Milwaukee. Your station provides much-needed information to the large Spanish-speaking population in our city.

Especially valuable is the news programming and the "Que Pasa" public service segment. These programs keep our Spanish-speaking residents up-to-date and informed.

We are grateful to the "Que Pasa" program which recently helped publicize our Thanksgiving Food drive. The donations we obtain from this exposure enable us to provide food baskets for more than 600 low-income Milwaukee families, many of whom are Hispanic.

The Council for the Spanish Speaking strongly supports the Univision Spanish language programming on Channel 46.

Sincerely,

  
Filiberto Murguía  
Executive Director

FM/mba





# CENTRO DE LA COMUNIDAD UNIDA UNITED COMMUNITY CENTER

1028 S. 9th Street Milwaukee, WI 53204  
(414) 384-3100 Fax: (414) 649-4411

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*Milwaukee Community Service Corps*

Agnesia Ramirez  
*HUSCO International*

Pamela Schaefer  
*Cook & Franke*

Arnoldo Sevilla  
*City of Milwaukee*

Carlos M. Soto, Ed.D.  
*M.A.T.C.*

Mary Alice Tierney  
*Journal Broadcast Group, Inc.*

José Vasquez  
*U. W. Extension*

**Executive Director**  
Walter Sava, Ph.D.

November 12, 1996

To Whom It May Concern:

Channel 46 is the only Spanish language television station in the greater Milwaukee area. The United Community Center and Latino Arts, Inc. provide programs for Milwaukee's Hispanic community.

Channel 46 was a great benefit to us and provided a service to the community during our recent "Slice of Mexico" fund-raiser. Channel 46 helped publicize the event to Milwaukee's Spanish-speaking audience by using a Public Service Announcement videotape and listing the event on their weekly "Que Pasa" program.

Channel 46 provides a valuable service to Milwaukee's Hispanic population through its Spanish-language programming and publicity for events and activities sponsored by the United Community Center and Latino Arts, Inc.

Sincerely,

Terry Bolda  
Coordinator of Community Relations





Police Department

Philip Arreola  
Chief of Police

November 11, 1996

Mr. Zomaya  
Vice President  
General Sales Manager  
Channel 46  
FAX: 272-1368

To Whom it may concern:

Milwaukee has a very large hispanic population and only one hispanic language T.V. station, Channel 46. Thru the efforts and help of Channel 46, we have implemented a successful traffic education program aimed at the hispanic community called Los Protectores. While this program uses other media to communicate safety messages for the hispanic community, Channel 46 is by far the most effective.

The Public Service Announcements that are being aired by Channel 46 in regards to the Los Protectores program have been an important phase of our program and the success of the program can be directly attributed to the efforts by Channel 46 and their staff. Channel 46 provides a valuable and powerful service to our community.

Sincerely,

P.O. Frank Arenas  
Los Protectores  
Milwaukee Police Department



MILWAUKEE PUBLIC SCHOOLS

SOUTH DIVISION HIGH SCHOOL  
"DEDICATED TO EXCELLENCE"  
Cardinal Academic Pride

1515 West Lapham Boulevard  
Milwaukee, Wisconsin 53204-3298  
Area 414: 384-9900

November 13, 1996

Peter Zomaya  
Vice President  
General Sales Manager  
Channel 46

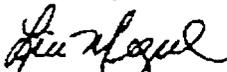
Dear Mr. Zomaya:

I am writing to you regarding the Que pasa (What's Happening) public service segment. I was glad to see such segment incorporated in your schedule. The Que pasa segment keeps the Milwaukee community informed of local events and the best part is, it is done in Spanish. I work at a high school where 90 % of students are Latinos. It is comforting to know that they can keep close to their heritage through the Spanish speaking language by watching Univision's Spanish language programming.

The Que pasa segment is also a great opportunity for organizations, especially the ones with very low or none advertising budget, to get free air spots. For instance, the free spots you gave to the non-partisan voter registration campaign targeting Latinos in which I participated last summer. The Que pasa segment provided an excellent vehicle to increase awareness in the Latino community about the importance of voting.

I congratulate Channel 46 for being the only Spanish speaking channel in Milwaukee. Also, I encourage you to continue your efforts of providing Spanish language programming and serving the community.

Sincerely,

  
Lia Megal

"SHOULDER TO SHOULDER"

TOTAL P 21



January 24, 1996

Peter Zomoya  
 Station Manager/Low Power Stations  
 Weigel Broadcasting  
 26 N. Halsted  
 Chicago, IL 60661

Dear Peter:

Thank you for the outstanding support you and Weigel Broadcasting provided our Racial Justice Family Day Convocation on January 13. The television spots with Maria Franco really made a difference in our ability to reach a more diverse audience.

At least 9% of the participants were of Hispanic heritage where we had less than 1% in prior years. In fact, this was the most diverse group we've ever had with representation from virtually every possible ethnic group--40% African American, 29% European American, 3.5% Bi/multi-racial, 2% Native American, 2.2% Asian (southeast), 12.5% who did not specify; and 1.8% of other groups including West Indian, Arab, and Nepalese.

And, the program's impact was profound. More than 67% of the program participants rated the convocation "excellent" and 23% rated it as "good." Better still, 94% said that they had a better understanding of the personal impact of specific incidents, mistreatment, or discrimination; and 90% felt that they learned new skills to fight racism.

You made a good investment in a better world for everyone and I hope your firm will support the work of the YWCA again in the future. The committee is meeting next week to evaluate this event and start planning for 1997.

Sincerely,

Elaine Maly  
 Chief Development and Marketing Officer

c: Marshall Vega  
 Dianne Dunn

*Thanks*

YWCA Women's Enterprise Center  
 1915 N. Dr. Martin Luther King, Jr. Dr.  
 P.O. Box 12544  
 Milwaukee, WI 53212-0544  
 Office: (414) 374-1800  
 Fax: (414) 374-2880

**Board of Directors**

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Julia Taylor  
 Executive Director



MILWAUKEE

**JOBS FOR PROGRESS, INC.**

1020-30 W. Mitchell St. • 2nd Floor • Milwaukee, WI 53204 • (414) 649-2640 • FAX (414) 649-2644

**FAXED**

November 12, 1996

Mr. Peter Zomaya  
Channel 46 - Milwaukee Office  
509 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53203

Dear Mr. Zomaya:

On behalf of Milwaukee SER-Jobs for Progress, Inc. I am thanking you for the support you have provided to the Hispanic community in the city of Milwaukee, Wisconsin.

I want to specifically acknowledge the "Que Pasa?" segment which affords a direct link to Hispanic residents we serve. The efforts at Weigel Broadcasting have provided a stronger resource to compliment the existing resources. Through your station we can continue to reach the Hispanic community and keep them informed of the employment, education, and training opportunities that community based organizations such as SER provide.

It is corporations like Weigel Broadcasting through their support and commitment to the Hispanic communities in Wisconsin that we maintain an opportunity to effectively promote and advance future endeavors.

Our sincerest gratitude to you and your staff at Weigel Broadcasting.

Sincerely,

Abel R. Ortiz  
Executive Director

11/13/1996 10:19

HOWARD SHAPIRO  
4145270761

HAVENWOODS

3127052693

PAGE 07  
02



State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

Tommy G. Thompson, Governor  
George E. Meyer, Secretary  
Gloria L. McCutcheon, District Director

Southeast District  
Havenwoods State Forest  
6141 North Hopkins Street  
Milwaukee, WI 53209-3868  
TELEPHONE 414-527-0232  
TDD 414-527-0761

November 13, 1996

Peter Zomaya  
Vice President  
General Sales Manager  
Channel 46  
509 W. Wisconsin Avenue  
Milwaukee, WI 53203

Dear Mr. Zomaya:

Havenwoods State Forest greatly appreciates the opportunity to announce our public programs on "Que Pasa". Havenwoods State Forest is located in Milwaukee. We are the only urban forest operated by the DNR. Part of Havenwoods' mission is to provide free nature programs to all people who are interested in learning about the environment. It is important for us to publicizing our programs to all cultural groups in the city, including Spanish speaking residents. Your station allows us the opportunity to reach Spanish speaking people in Milwaukee. We truly appreciate Channel 46 listing our events on the "Que Pasa" segment of your television programming.

Havenwoods State Forest sends Channel 46 monthly announcements of program events. We hope to continue to have our events publicized on "Que Pasa" in the future. Thank you for this valuable service.

Sincerely,

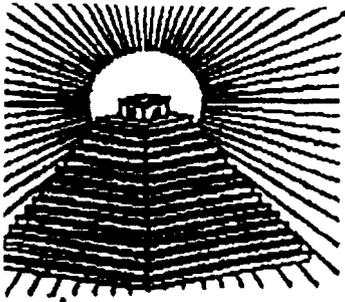
A handwritten signature in cursive script that reads "Mary Maronek".

Mary Maronek  
Program Assistant

---

Quality Natural Resources Management  
Through Excellent Customer Service





## Federation for Civic Action, Inc

1020 - 30 W. Mitchell Street  
Milwaukee, Wisconsin 53204  
Telephone (414) 649-2646/649-2648

November 13, 1996

**FAXED**

Peter Zomoya  
TV - 46  
Weigel Broadcasting  
509 W. Wisconsin Ave.  
Milwaukee, WI. 53203

Dear Mr. Zomoya:

The Federation for Civic Action, would like to thank you for the outstanding support you have provided to the Mexican American, Puerto Rican, Latino and Hispanic community events in Milwaukee in the past year.

The Latino population in the Near South Side of Milwaukee is composed of Mexicans American, Puerto Ricans, Hispanics, Whites and South and Central Americans. The total population consists of 39,800 residents in the 12th Aldermanic District, of which 16,400 are Latinos, 49% are young people under the age of nineteen (19), the same goes to the 8th Aldermanic District with the population of 10,000 Latinos and 5,000 young people under nineteen, which makes the Latino population in Milwaukee the youngest in the city.

You and Weigel Broadcasting have made a good investment for the betterment of our community which is Bilingual (Spanish & English). We know that you will continue to support not only our community events, but in our own development as a community and as a whole.

Thanks again, please give us call if you have any questions.

Como Siempre,

*E.G. Chacón*  
E.G. Chacón  
President/Director

**RACINE HISPANIC SCHOLARSHIP FOUNDATION, INC.****1114 RODÉ AVENUE \* RACINE, WISCONSIN 53404 \* 649-2640**

August 18, 1996

Mr. Peter Zomaya  
Channel 46 - Milwaukee Office  
509 W. Wisconsin Avenue  
Milwaukee, Wisconsin 53203

Dear Mr. Zomaya:

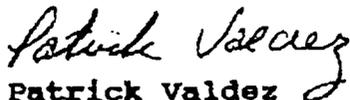
On behalf of the Racine Hispanic Scholarship Foundation, Inc. I am thanking you for all the support you have given to our major activity, the Racine Mexican Fiesta.

I want to specifically acknowledge the "Que Pasa?" segment which directly attributed to an increase in attendance and helped us tremendously to get the word out.

Like Milwaukee, the Racine Hispanic community plays an integral role in the cultural diversity of the city although grossly under represented in the political arena as well as in public mass media. It is corporations like Weigel Broadcasting through their support and commitment to the Hispanic communities in Wisconsin that we maintain an opportunity to effectively promote and advance future endeavors.

Our sincerest gratitude to you and your staff at Weigel Broadcasting.

Sinceramente,



Patrick Valdez  
Executive Committee Member

SPONSORS OF RACINE MEXICAN FIESTA BY THE LAKE FRONT



4142726625 WEIGEL BROADCASTING 705 P01 NOV 12 '96 16:28

1030 W. Mitchell Street  
Milwaukee, WI 53204

(414) 383-7066  
(414) 383-7084  
Fax: (414) 383-6677



November 11, 1996

Mr. Peter Zomaya  
Vice President  
26 North Halsted St.  
Chicago, IL 60661

Dear Mr. Zomaya:

On behalf of all of us at Mexican Fiesta, thank you and Wiegel Broadcasting for making Mexican Fiesta 19th annual another successful year. Your sponsorship contributed to making this festival the most popular and exciting one. We hope that you enjoyed attending our festival and the accomplishments of our community programs and services.

We are deeply grateful to you for your continued support and commitment to helping Mexican Fiesta carry out its mission. Because of your support, Mexican Fiesta has made a positive impact in the lives of young students in need of scholarships. You'll also be pleased to know that Mexican Fiesta will continue to build upon its record of achievement in awarding more than \$15,000 in scholarships to deserving young men and women. By helping us in our celebration of this extraordinary festival, you have earned the grateful appreciation of our scholarship's recipients and the community at large.

While we look back over this past Mexican Fiesta, we also look forward to our 20th anniversary and to your continuing support for the future.

Sincerely,



Norma Lucero

Fund. Raising & Marketing Coordinator

cc: Oscar Cervera  
Executive Director