



Established 1849

October 20, 2003

Phyllis Parish
Senior Producer
WRAL-TV5
Capitol Broadcasting Company, Inc.
P.O. Box 12000
Raleigh, NC 27605

Dear Ms. Parish:

On behalf of the officers and members of the North Carolina Medical Society, I want to take this opportunity to thank you for the excellent community service you provide in airing "Doctors on Call" on WRAL-TV5 in Raleigh.

During the broadcast on January 29, 2003, eighty-one physicians representing 25 different specialties answered 1,232 calls and responded to more than 300 e-mail inquiries from your viewers between 10:00a.m and 8:00 p.m. This not only demonstrates the commitment and dedication of physicians to the community, but also the high public interest in health care.

Especially gratifying was the new format that offered three extended live segments that allowed physicians and other health-care providers to educate the public on important health care issues and topics. At the same time, physicians were given an opportunity to have direct contact with people who might otherwise have little contact with our health care system. This includes the many women and children who are among the uninsured or who live in medically underserved areas of our state.

WRAL-TV5 and its fine staff are to be commended for the extraordinary public service you continue to provide your viewers in promoting quality health care for our citizens. The North Carolina Medical Society is pleased to be a partner in this important and worthwhile endeavor, as it clearly represents our on-going mission to provide access to quality health care for all citizens of our state.

Again, thank you for a job well done.

Sincerely,

Robert W. Seligson
Executive Vice President, CEO



MEMORANDUM

VIA FAX – 202-429-5410

4 pages including cover

TO: Jennifer Livengood, NAB
FROM: Shani White
DATE: October 20, 2003
RE: FCC Localism Hearings

Attached are three more endorsement letters:

- Director, York County Historical Center
- CEO, Rock Hill Area YMCA
- Director of Public Information – SC State Museum, Columbia

Oct-20-03 11:40A

P.02



South Carolina
**STATE
MUSEUM**
South Carolina Under One Roof!

Oct. 18, 2003

Shani White
S.C. Broadcasters Association
One Harbison Way Suite 112
Columbia, S.C. 29210

Dear Shani:

The South Carolina State Museum has enjoyed a long and mutually beneficial relationship with the broadcast outlets in South Carolina, especially in the Midlands. The museum is covered by the news when we have exhibits and events that are of interest to the local population. We appear monthly on several radio and TV talk shows around the area, and the media have been very generous in sponsoring major exhibits that the museum brings to Columbia. We also supply the media with expert commentary if they are looking for someone to interview in areas in which we have expertise.

The broadcast media, both individually and collectively as represented by the SCBA, are very helpful to the State Museum in getting the word out about all the interesting and beneficial programs that we put on, and we are extremely grateful to them for their assistance. But also, because our exhibits and programs are educational and culturally enriching in addition to being entertaining, the public derives a great deal of benefit from the museum's partnership with the media. By helping us get the word out about these events, the media are also letting the public know about things which they will find both enjoyable and informative that pertain to the culture of South Carolina.

Thus the media help improve the quality of life for residents of the Midlands and the state by partnering with the State Museum, and are thus increasing their own roles as providers of public service. By these partnerships, everyone wins - the media, the museum, and all South Carolinians and their visitors.

Tut Underwood
Director of Public Information and Marketing



Oct 20 03 03:36P

WRHI WRHM

8033242860

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Oct 20 03 03:07P

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October 20, 2003

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 of York County Guild*

Van W. Shields, *Director*

Dear Members of the Localism Task Force:

On behalf of the York County Culture and Heritage Commission (CHC) and as a community member, it is my great pleasure to share with you my opinion that Our Three Sons Broadcasting and its WRHI radio station is an exemplary model of 'local radio.'

When I first moved here in 1997 I was astonished that local radio still existed in the face of the relentless homogenization of our airwaves – and my assessment today would be even more positive. From its comprehensive coverage of local news, to providing a forum for community dialogue, to direct participation by its owners and staff as volunteers for various good causes, WRHI is truly invested in making our community a quality place to live, work and play.

By being proactively involved in the community, WRHI has the pulse of the citizenry it serves and it uses its assets to share that information widely. For example, the station airs a daily interview format show called "Straight Talk" that regularly covers a wide spectrum of issues of concern to the community. There is absolutely no other similar format in our listening area focused on York County and Rock Hill, where listeners can learn about issues firsthand from the folks that are directly involved in the same. You could never get in-depth coverage in print media, for example, to the extent that WRHI gleans from a simple commitment of time and resources to a show like Straight Talk.

The organization I have the honor to lead has greatly benefited from WRHI's commitment to public service through their efforts to help promote our programs through public service announcements, etc. More importantly, CHC is also committed deeply to fostering community dialogue about our cultural, historical, and natural heritage in the past, present and future, and WRHI has been an active partner in that regard.

The professional staff at WRHI knows that they are a part of the community and not apart from it. Their localism is the real thing, and I would be pleased to help them be recognized for their good work through any means necessary. Thank you.

Best regards,

Van W. Shields
 Director

Oct 20 03 03:36p

WRHI WRHM

8033242860

p. 2

**ROCK HILL AREA YMCA**

Regional Office
361 CHARLOTTE AVE.
ROCK HILL, SC 29730
(803) 329-YMCA
FAX (803) 327-9149

Memo to FCC Localism Task Force
From Frank "Moe" Bell
 CEO, Rock Hill Area YMCA
Date October 17, 2003

Rock Hill Area YMCA members and residents of York and Lancaster Counties are fortunate to have WRHI-AM and WRHM-FM as local radio stations for our community. Our local stations have been an active partner with many local events such as our Come See Me Festival, Summerfest and the Jubilee Arts Festival. The YMCA has partnered with WRHI-AM the past 25 years to offer South Carolina's largest Easter egg hunt – the Eater Egg Safari. More than 5,000 kids participate in the hunt each year at no cost to participants! Local radio stations broadcast local high school football – they carry 4 different games each Friday night in the Fall for all high school teams in York and Lancaster Counties.

The principles of Our Three Sons Broadcasting (owners of the local radio stations) serve on many community committees. Manning Kimmel is a member of our Rock Hill Area YMCA Board of Directors and is chair of our \$ 7.2 million "Vision for Growth" Capital Campaign. Alan Miller is past chair of our Come See Me Festival which is one of the South's largest volunteer festivals.

They also do a splendid job of covering local news stories. In addition to news relating to the YMCA, they attend Kiwanis Club meetings, school board meetings, and other events to gather stories of local interest. They are the ONLY provider of "timely" local emergency news such as school closings due to winter storms. When Hurricane Hugo devastated our community in the early 90s, residents lost power for more than a week – local radio let listeners know that the YMCA was offering free hot showers.

In summary, WRHI-AM and WRHM-FM are an integral part of our community. We need their local touch. They are essential for providing timely, accurate local news stories. In addition, they improve the quality of life for Rock Hill and its citizens!

YMCA

We build strong kids,
strong families, strong communities.

Strange, Debbie

From: Colin Emerson [swimmerboycolin@hotmail.com]

Sent: Friday, October 17, 2003 3:10 PM

To: braingame@wral.com

Dear Braingame,

I think that the Braingame competition is a wonderful opportunity and experience for freshmen and sophomores in North Carolina. I competed in the competition under the old format and my sister has competed under the new format, but both times I know that I have truly appreciated the Braingame's fast-paced and fun atmosphere. I think that more emphasis could possibly be placed on current events, but the current format works well overall. There were buzzer problems in the past, but overall, I feel that the Braingame competition is almost a right of passage for quiz bowlers at our school. Keep up the good work...

Sincerely,

Colin Emerson

Student Leader

Chapel Hill High School Academic Quiz Bowl

Enjoy MSN 8 patented spam control and more with MSN 8 Dial-up Internet Service. Try it FREE for one month!

10/21/2003

West Iredell Middle School
303 Watermelon Road
Statesville, NC 28625

October 2, 2003

WBTU-TV3
One Julian Price Place
Charlotte NC 28208

Dear Ms. Durrett:

I wanted to take the time to thank you for allowing us to tour the WBTU facilities. The trip really taught me a lot of interesting facts, such as: WBTU uses robotic cameras, during the broadcast the producers are constantly communicating with the anchors through ear pieces, and many other things that I'd never known before.

I was intrigued when we got to enter the control room, and when we got to observe the robotic cameras. I really enjoy operating and experimenting with high-tech equipment, so this was one of the things, which really interested me at WBTU.

Our visit to your studios, and the interview with Mr. Cameron has truly inspired me to do my best to report the truth all of the time, and be very good at what I do for WIMS LIVE (our morning news broadcast). Everyone at WBTU has shown me the importance of character and that what I do off camera is just as important as what I do on camera. If you are two different people on and off camera, then you're not really doing your job and this trip taught me that. Thanks again for allowing us to visit you at your studios.

Sincerely,



Chris Johnson

For Release: Immediate
Date: June 07, 2002



Contacts:

Renee Hoffman
 CCPS Public Affairs
 (919) 733-5027
 (ext. 231)

NC CAN PROGRAM RESULTS IN RECOVERY OF ABDUCTED CHILD

RALEIGH - The first ever use of North Carolina's Child Alert Notification System (NC CAN) resulted in the recovery yesterday of an abducted Franklin County child and the arrest of the babysitter who allegedly took her. The NC CAN system is similar to the emergency alert system, used to alert the public during adverse weather. Local police or sheriff departments fax information to a participating radio station concerning the search for an abducted child. The radio station then interrupts their program with an alert tone, and broadcasts specific information about the child and possible abductor.

The system was developed by the N.C. Center for Missing Persons, which is part of N.C. Alcohol Law Enforcement, a division within the N.C. Department of Crime Control & Public Safety.

Yesterday, the parents of 18-month old Jade Creech of Franklin County reported her missing. The Franklin County Sheriff's Department notified WRAL-FM and WRAL-TV, members of NC CAN, who broadcast the announcement. Shortly thereafter, Teresa Odell called the sheriff's department and said she had the baby in Johnston County. Odell had been babysitting Jade. Franklin County Sheriff Investigator Lt. Patrick Green said Odell told him a friend who heard the report contacted her and told her she needed to turn herself in.

"The NC CAN system worked just the way it was designed to," said John Goad, Director of the N.C. Center for Missing Persons. "The information got very quickly from investigating authorities to the public. The citizens can serve as the eyes and ears of the police in cases like this."

WRAL-FM (101.5) is one of several radio stations participating in the NC CAN system. Another is WWGP-AM/WFJA-FM radio in Sanford, which is tied in with law enforcement agencies in a four county area (Chatham, Moore, Harnett and Lee).

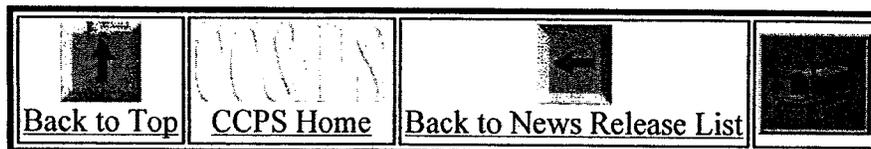
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For more information on this story, please call any of the following persons:

John Goad, N.C. Center for Missing Persons - 1-800-522-5437

Robert Redmond, Franklin County Sheriff - (919) 496-3332

Ardie Gregory, General Manager, MIX 101.5, WRAL-FM - (919) 890-6101



American Heart Association
PO Box 2636
Chapel Hill, NC 27515-2636

November 13, 2000

Loretta Harper Arnold
WRAL-TV5
Box 12000
Raleigh, NC 27605

Dear Loretta,

Thank you so much for another great year of partnership between WRAL-TV5 and the American Heart Association.

American Heart Association volunteers and company teams raised over \$100,000 for the walk. Our best year yet! Over 1,000 Triangle citizens joined in the celebration. The American Heart Walk is an event that not only raises awareness of heart disease and stroke, but also raises the vital funds needed to support bio-medical research, education and community programs in the Triangle area.

The American Heart Association can only be successful with the help of respected organizations such as WRAL-TV5. Thank you for helping create awareness for the walk and ensuring it's continued success!

Thanks again for being part of the 2000 American Heart Walk! I look forward to talking with you soon.

Sincerely,

Sloan Barnes
Communications Coordinator
American Heart Association, Mid-Atlantic Affiliate

American Heart Association
PO Box 2636
Chapel Hill, NC 27515-2636

November 20, 2000

Tracy Wright
WNCT-TV9
PO Box 898
Greenville, NC 27835

Dear Tracy,

Thank you so much for another great year of partnership between WNCT and the American Heart Association.

American Heart Association volunteers and company teams raised over \$83,000 for the walk. Our best year yet! Over 400 walkers joined in the celebration. The American Heart Walk is an event that not only raises awareness of heart disease and stroke, but also raises the vital funds needed to support bio-medical research, education and community programs Down East.

The American Heart Association can only be successful with the help of respected organizations such as WNCT. Thank you for helping create awareness for the walk and ensuring it's continued success!

Thanks again for being part of the 2000 Down East American Heart Walk! I look forward to talking with you soon.

Sincerely,

Sloan Barnes
Communications Coordinator
American Heart Association, Mid-Atlantic Affiliate

cc: Vicki Storm, General Manager



American Alliance for Health, Physical Education, Recreation and Dance



American Heart Association
Fighting Heart Disease and Stroke

October 15, 2003

WCOK Radio Staff
PO Box 578
Sparta, NC 28675

Dear WCOK Radio Staff:

How can I begin to thank you? You did so much to make the 36th Annual Alleghany Radio Auction a success. I was so impressed with the organization of the entire event and the support that the volunteers gave. Everyone had a job and did it with enthusiasm and support for the cause. The auction was super successful, raising over \$15,500. Wow! This is a record-breaking year!!!

As you know, auction proceeds are used by the American Heart Association (AHA) for research and educational programs. AHA sponsored research has led to the discovery of CPR, by-pass surgery, pacemaker, new and better drug treatment methods and insight into the causes and prevention of heart disease-our nation's #1 killer.

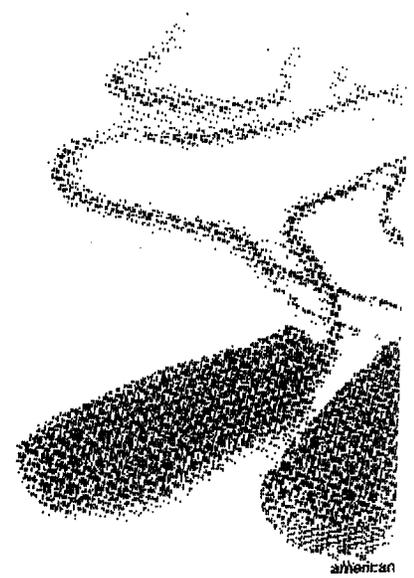
Without your help and support, there would be no auction! You are the driving force behind this event! Not only do you donate two days of airtime, you also incorporate heart healthy messages into your advertisements, remind your listeners about donating items and also help with wrapping up the event through your public service announcements! This is a tremendous contribution and we are certainly appreciative of this very generous support!

With much appreciation and gratitude,

Ginger C. Edmiston

Ginger C. Edmiston, Division Director
American Heart Association

The American Heart Association is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular disease and stroke. Jump Rope for Heart is a promotional event sponsored by the American Heart Association and the American Alliance for Health, Physical Education, Recreation and Dance. Thank you for your support.



Toys for Tots Radio Station Support for NAB

1. Here in McLean County Illinois, we actually work with three different radio stations. Which in itself is a pretty amazing story given how competitive this industry is. We have selected stations that represent three distinct demographics. Two of the stations, 101.5 FM WBNQ and B104 FM WBWN (104.1 FM) are part of the Citidel Communications company. B104, which is a country station has sponsored Toys for Tots here in Bloomington Illinois of several years. Every year they put on dozens of remote broadcast to solicit toy donations, in addition to participating in the Toys of Tots entry to our annual JayCees Christmas parade. WBNQ, which I think of as a main stream rock station, joined us last year and has been a welcome addition. They helped promote one of our biggest collection activities through the local UAW union. Finally 96.7 FM IROCK joined us as well last year, bringing the hard rock audience into the fold. Ben Stone from IROCK is part of Marine Corps family and brings a special love of Toys for Tots into our campaign.

Radio plays an integral part of the McLean County Toys for Tots drive every year. The promotional value our sponsors provide is immeasurable.

The specific information on our country radio sponsor is:

WBWN B104 FM - Bloomington Illinois

I hope I haven't rambled too much but I can't say enough about the great radio folks we have in McLean County. They have put aside the competitive nature that takes place between radio stations in one market and have banded together to support Toys for Tots. Let me know if you need any more information

thanks

Matt

Matt Drat

Local Coordinator

McLean County Toys For Tots

ph (309) 663-5200

fax (309) 662-7189

mattd@connectingpoint.com

2.

-----Original Message-----

From: Jackie Rabion [mailto:jaky_penton_rab@yahoo.com]

Sent: Friday, August 22, 2003 10:07 AM

To: Dryden Ms Dawn

Subject: Re: Toys for Tots

Every year we work close with our local country radio station WRJW - Picayune, Ms, they have been a tremendous help to us. We have a radio-a-thon every year for Toys for Tots where we raise between 1,000 - 2,000. The radio station is also one of our drop off location for toys. Without their continued support of

the Toys for Tots program our community would not have a local Toys for Tots program.

3. Our Radio station is Cumulus Broadcasting in Shreveport, La. All the stations that this company owns promotes Toys for Tots in the Shreveport/Bossier Area. The country radio station is KRMD 101.1. The 2 most recognized DJ's for the country station is Casey Daniels and Carlissa.

We really don't have any big fundraising events but they do provide live broadcast at every event that is possible during the Toy drive. I can say that without the help of this Broadcasting station we couldn't do what we do now.

Hope this helps.

GySgt Boynton
Bossier City, La.

4. I have one radio station here in the Lehigh Valley that has become a very valuable asset to our program. Cat Country 96 is a country radion station and they provide broadcasting support for our Toys for Tots Golf Tournament in August, our Toys for Tots kick-off in November as well as daily advertising of the barrel locations so that donators can drop off their donations.

Last year Cat Country 96 hosted a 48 hour Toy Drive at two of our local Walmarts and the Marines from unit did push ups for every toy that was donated. That weekend we collected approximately 30,000 toys. This year they are projecting a larger turn out at the Walmarts as well as other events to help collect funds and toys to support Toys for Tots program and we are thankkful of all of their support.

Staff Sergeant Jones
Toys for Tots Coordinator
Lehigh Valley, PA

5. Our local radio group which consists of 5 stations activity supports the Toys For Tots campaign here in Muncie, Indiana. WLBC radio gives me much free air time and plays all the promo's that I send them. I'm very active in politics in this community and they enjoy trying to get me to tell them how many toys we're collecting and when their street gets paved. We have a hoot on the radio and it's brought surrounding communities on board.

SEMPER FIDELIS, JOHN BULTMAN TFTC MUNCIE, INDIANA

6. Dayton, Ohio had good radio exposure in the 2002 TFT campaign. I worked with Clear Channel Communications here in Dayton, Ohio. They are more like a clearing house of radio in the area and are affiliated with many local stations. I was given time on live radio spot on a morning radio show so that I could announce upcoming TFT events, and what we were trying to do in our area. There are two good Country and Western stations in my area. The one that we worked with was, WPFM Country Rebel 105.9 near Lebanon, Ohio. Doug Lueke was my point of contact. The were one of our local sponsors last year. They gave us two live feeds for local events last year, did a really good job of plugging TFT and what we do in our area, and played the CD of radio

spots. We are hoping to work with them again this year. Tammy Deyer of Lebanon, Ohio has made contact with a Country artist in hopes of setting up a local concert to support her program in the Lebanon, Ohio area. One of my volunteers, has for many years, been given time on an AM radio station fro TFT. I will try to find out that information and pass it to you. I don't have any real stories to tell. I believe that radio is one of the best media platforms, and reaches many people across many markets.

SSgt Steven M. Rogers
M.P. Co. C, HQSVBN 4th FSSG
Dayton, OH 45417-1797
Comm: (937) 268-3261 x1010

7. Last year we sent the "Toys for Tots" CD to:
Q-92.9 FM - Ocala
WKTK 98.5 FM - Gainesville
WOGK K-Country FM - Ocala
WTRS Thunder Country 102.3 FM - Ocala
We had several referrals for toys from the listeners of these radio stations.
Hopefully we can do it again !!!
Dom Zappia - Ocala Chairman for Toys for Tots

8. Sacramento has had a wonderful relationship with KNCI 105.1 (Country). Every year our relationship grows stronger. Please allow me the weekend to compose a story that does justice to their support.
Steve
CWO-4 Steve C. Johnson USMC
Inspector-Instructor
MTM Co (-) 4th Maint Bn, 4th FSSG
8277 Elder Creek Road
Sacramento, CA 95828
(916) 387-7135 (Direct extension)
(916) 417-2931 (24 hr cellular)

9. My location is constantly receiving support from the local radio stations. In particular, last year, one station (96.1 the beat) put a DJ along side a local TV news anchor in a box lift truck to raise toys. The idea was for the 2 individuals to remain in the box lifted high in the sky outside a Toys-R-Us store until their goal of toys were met. They lasted a little over 2 days and collected a significant amount of donations.

Secondly, we also have a great working relationship with the Rio Grande Valley's top country music station. It's call sign is:

WKTEX - Harlingen, Texas

R/S
SSgt Sands
T4T Coordinator
Harlingen, Texas

10. Our two biggest supporters for our campaign is 2 local radio stations. One station is a country, WKYQ, and one is a pop station, Electric 96.9. Both stations are owned by Bristol Broadcasting. Electric has been with us from the beginning and the WKYQ has worked with us for the past 5 years. We work with them and go to local shopping places, mostly area Wal-Marts, and do live radio remotes. They do numerous commercials throughout the day promoting Toys for Tots.
Thanks
Darla Carper
Paducah, KY

11. The two country music stations in Phoenix that play our PSA's are:

KMLE 108- Phoenix, AZ

KNIX 102.5- Phoenix, AZ

JOHN P. ARCHULETA
First Sergeant
Inspector-Instructor Staff
Phoenix, AZ
602-353-3061 FAX 602-233-9821

12. Sgt Norgart and myself work locally with Wilks Broadcasting. We work with 98.2 The River (Soft Rock) and 97.3 The Hawk (Country). Both stations let us come in when we are promoting certain events and we can even call in if there's not time to get across town to the station or even if we are on location. The River also has a 30 minute special that they do call "Around Iowa" and Sgt Norgart and myself have done the special the last two years and plan on doing it again this year. We have had The River out for our annual Turkey Trot and last month's annual motorcycle toy run. We have worked with The Hawk much the same way by being live on the station promoting events, calling in, etc. We have also coordinated events like (country) concerts etc. that we have them bring a toy or cash donation to the door to get in. Hope this helps.

1stSgt John M. Jarrell
Inspector Instructor Staff
Company, E, 2nd Battalion, 24th Marines
NMCRC, Building 47, Dickman Ave.
Des Moines, Iowa 50315-6213
jarrelljm@mfr.usmc.mil
(515) 285-2616 Work
(515) 285-5912 Fax

13. Following country station helps with T4T

KRST-Albuquerque, NM

Stead, Gregory A.
Motor Transport Chief
I&I Albuquerque, NM
(505) 298-5508/09

14. Here in Wichita KS we have a great working relationship with KZSN which is a country station. They do an annual "up on the roof" toy drive where a DJ (Dan Holiday) stays on the roof of a wal-mart until they reach their toy goal for that year. This years goal is 15,000. They usually attain the goal in about 4 days. That drive provides the bulk of our tally for the year so needless to say we are very thankful for the relationship we have with them.

SSgt Wanamaker
T4T Coordinator
Wichita KS

15. Harrisburg, PA.

We have several relationships, in varying degrees, with local broadcasters. We start with just providing community info on their community bulletin boards for both TV and radio.

Then there are a few active radio stations that actually conduct events supporting TFTs. The "X" (www.1057thex.com Cumulus Media) in Elizabethtown hosts a "Battle of the Bands at the Crowne Plaza every December. This is a 10-12 hour concert and brings numerous bands and area youth together, all proceeds go to our campaign, toys and money.

We just opened up another partnership with WTPA (www.wtpafm.com) this past year. This station has a different audience from the usual female ages 26-54. This station is known as the bars and cars station, it focuses on males 26-54. This partnership will grow in this next year. They actually helped us out with our golf tournament.

The pinnacle of our media partnerships is with Clear Channel Broadcasting. This includes WHP-TV 21, WYLH 15, WRVW 97.3, WRBT 94.9. This is a wide array of audiences in both TV and radio. WHP-TV hosts Harrisburg's Christmas Parade and they give their spot in the parade (the lead) to us. They also host the "Toy-a-thon" which is scheduled for 13 Dec 2003. This is a three movie broadcast on a Saturday afternoon at the Capital City Mall. We do commercial cut-ins and talk about the campaign. This year we are inviting numerous participating businesses to deliver the toys they collected on TV. This offers advertising for the business and awareness and toys for us. Not a bad combo.

All in all, the media is very supportive of our efforts and the relationship continues to grow. We could not ask for better support.

If you have any more questions, please give me a call at 717-255-8080 Ext 2.

Ooh-rah!!
Chris

16. I coordinate with WKRZ in Wilkes Barre, Pa. They also promoted the Joe Dee Messina concert last year.

SSgt Garrett

17. Yes we do have a country station here in Albany that is really the backbone of our T4T program. Every year our "Bikes or Bust" program is getting larger and larger. Last year we raised approximately \$18,000 and purchased 800 bicycles last year. This year we have set a goal of 1,000 bicycles as well as purchasing toys for the South West Ga area. Our country station B-100, not only provide the air waves but actually coordinate with other local business in the Albany area to lift a camping trailer in the air along with our very own DJ Adam Kelley and a Marine until the bicycles and money is raised.

B100 - ALBANY, GA

SSgt Moore
Leader Of Marines
Albany Ga
229-883-5090

18. Results Radio, from Redding, CA which manages many formats, including a very dominant country station, helped T4T raise over 3 thousand dollars and over 4000 toys by radio remote broadcasts. Beth Tappan is the contact.

Brian Spiker, T4T AC, Redding, Ca.

19. We have the Cumulus Group in our area. They have several radio stations that play a variety of music. There is one designated "Country." It is WYAK FM, Surfside Beach. Our promotions are usually "remotes" where the station(s) have live music, etc., coming from a sponsoring location or just a shopping mall. We receive excellent assistance from all the area stations.

Bob Kaple, Pawleys Island, Georgetown County, SC

20. The e-mail I am forwarding to you is an example of the excellent cooperation our Detachment has/is receiving from Clear Channel Radio (Salisbury, MD), and in particular from Bill Vernon. In addition, the country radio station with Clear Channel is Froggy 99, Salisbury, MD.

Last November, Bill Vernon contacted me with 12 new businesses in the Salisbury, MD, area that wanted to participate as drop-off locations for new toys. These 12 locations did very well; in part, because Bill arranged for a Marine in dress blues to be present for some of the remote broadcasts that were done by Clear Channel. The e-mail I received today tells me that '03 will be an even bigger year.

Ed Hearthway

21. We currently work with one radio country music radio station. We conduct between five and six "Live Remotes" where they broadcast live outside various Walmarts with the Marines.

Radio station KATM Kat Country 103.3
 Randy "Bubba" Black
 Modesto, CA.

SSgt Mcelrath
Toys For Tots Coordinator

22. Our radio stations have been 110% behind Toys For Tots. One of our radio stations KXRV - The Highway Stations (western format) assigns an on radio personality to creates a website for all Toys For Tots events. Each event coordinator furnishes information including date, time, etc. We have about 40 events throughout the year and this radio man coordinates a complete calendar for Toys For Tots agendas. Another radio station, at their expense, buys an insurance policy and does an on the air possibility to win \$20,000. The individual does a remote from different businesses and uses Marines in dress blues and a Marine Corp hummer. He broadcasts a live remote and invites people to fill the hummer with new unwrapped toys for Toys For Tots. Each person who drops a toy in the hummer reaches into a grab bag containing hundreds of envelopes. Each envelope contains a prize and one evnelope contains the grand prize of \$20,000. He does this at numerous businesses thoughout the Christmas season.

Our country music stations are as follows:

KRXV - The Highway Stations - Barstow, California
KFRG - Victorville, California
KATJ - Victorville, California

Mal Wessel
Barstow Toys For Tots

23. Clear Channel Radio & USMC Reserve Toys for Tots

The following proposal has been developed exclusively for the USMC Reserve Toys for Tots program. The purpose is to establish a strategic partnership providing a promotional campaign that enables the USMC Reserve to collect more toys in 2003 than collected in 2002 and which recognizes Clear Channel Radio OKC as the exclusive media partner of the 2003 USMC Reserve Toys for Tots Oklahoma City campaign.

Here is what the USMC Reserve Toys for Tots Program will receive:

1. Primary partnership stations include KHBZ, KJYO and KXXY
2. Support promotion on the following stations KEBC, KTST and KTOK
3. Promotional Dates: November 24 - December 23, 2003 (4weeks).

4. 15* live remote broadcasts (3 live remotes guaranteed)
5. Minimum 420 live promotional announcements
6. Up to 1200* produced promotional commercials on KHBZ, KJYO and KXXY (depends on total number of participating sponsors)
7. Special customized station promotion to increase toy contribution (i.e. stations promotions such as a concert, world's largest office party, wall of toys)
8. Web site promotion (KHBZ, KJYO and KXXY)

Item	Value
15* live broadcasts	\$30,000
420 live promotional announcements	\$21,000
1200* produced promotional announcements	\$80,400
In kind DJ talent/engineering fees	\$5,000
Special station promotions	\$10,000
Web site advertising & promotion	\$4,500
In-kind promotional support KTOK, KEBC & KTST	\$7,500
Total Value USMC Reserve to receive	\$158,400

* Total number conditional on each station selling 4 sponsorships

Over the 4-week campaign the USMC Reserve Toys for Tots message could reach 306,900 adults 18+ in the Oklahoma City metro area which equals 39.6% of the population. The average person will hear the message 31.1 times!

24. Over the past few years we have worked with our local country radio station WSLC FM 94.9 STAR country. (Roanoke, VA) They would help to coordinate a free concert for the school that raises the most toys for the TFT campaign. For the 2002 campaign the radio station was able to get country recording artist Jessica Andrews to give the concert. Hope this helps.

SSgt James T. Guzman
 B Co 4th CEB
 Roanoke, VA 24019
 (540) 563-4979

25. The local station in Jefferson City is KAT Country 94.3 FM with Uncle Jack Daniels and Shae Marie. Jack has worked with T4Ts for almost 20 years with different radio stations that he has worked with. They have agree to work with me on all my PSAs for Toys for Tots. I was involved with T4TS in California and worked with Rick Dees on numerous times.

The local TV station KRCG Channel 13 will play any PSAs that I have and are going to do some live shots for me. They have DVD capability.

Semper Fi

Charles McGrail

26. We work with KUPL which is a country radio station here in Portland, OR. This is a partnership between Safeway and the radio station in which we do many events throughout the Toys for Tots season, many of these events also involve the local fire department. Last year, we did several radio spots to promote a "competition" between us and the Fire Department to see who could raise more toys in a set amount of time. Hopefully this helps.

KUPL - Portland, OR

V/R

GySgt Robinson

27. Toys of Tots Quantico does a broadcast every year with the great people down at WFLS 93.3 out of Fredericksburg. They are a country station and Huge supporters of Toys for Tots. My contact down there is Bridget Dean. If you want more info I will be happy to send it...

SSgt Billa

28. We just started working with a country radio station, WWKA (K92) - Orlando, FL. Haven't done any events at this time with K92 but have some in the works for this year's campaign.

r/

Captain Chuck Valence

28. I have been working with our radio station every year since I took this position. They and Gordy Kosfeld have been so helpful in promotion of TFT. Gordy Kosfeld does their daily AM Talk Radio Show and has had we on every year since I started this. We discuss the success of last years TFT program and also distribution needed information for the current years TFT program. This has really become a helpful tool for me.

Douglas L. Truman
Faribault, MN

29. A list of radio stations that support Toys for Tots in the San Luis Obispo, CA area:

Clear Channel

51 Zaca Lane

San Luis Obispo CA 93401

KVEC-AM - News, Talk, Sports -543-8830

KKJL-AM - Adult Standards

KSLY-FM - Top 40, pop/rock/hip-hop

KXFM-FM - Classic Rock

KSTT-FM - Adult Contemporary

KURK-FM - New rock

KSNI-FM - Country

KSMY-FM - Oldies

KXFM-FM

KURZ-FM
KSMA-AM-News, Talk, Sports
KSPE-FM
KTYD-FM

American General Media
4115 Broad Street
San Luis Obispo CA 93401

KWSR-FM– Adult contemporary, Top 40
KZOZ-FM– Classic Rock
KKJG-FM – Country
KKAL-FM – News, Talk, Sports
KWWV-FM – Hip-hop, R&B. dance
KIQQ-FM – Oldies
KPAT-FM - Oldies
KRQK-FM – Spanish
KWWV-FM
KBOX-FM – Adult contemporary

Mapleton (Fax – 547-9860)
396 Buckley Road
San Luis Obispo CA 93401

KOTR-FM– Album adult alternative
KXTZ-FM – Oldies, classic his
KXTZ-FM– Adult Contemporary, rock

KHDJ-AM – Hispanic Christian Talk
622 East Grand
Arroyo Grande CA

KPRL-AM – News, Talk, Sports
32nd and Oak
Paso Robles CA

KKOM-AM – Business talk
1303 East Grand
Arroyo Grande CA

KGLW-AM – News, Talk, Information
1532 West Branch
Arroyo Grande CA

KMJ-AM – News, Talk, Information
KMJ Associates
2704 Studio Drive
Cayucos CA

KSBY-FM – Radio affiliate of NBC Television affiliate
1772 Calle Joaquin Road
San Luis Obispo CA 93401

KCBX-FM– Public Radio, music
4100 Vachell Lane
San Luis Obispo CA 93401

Blackhawk

KTME-AM – News, Talk, Sports
KUHL-AM – News, Talk, Sports

KLFF-AM – Christian Talk –541-4343
PO Box 1561
San Luis Obispo CA 93406

30. For the last two years The Jacksonville Area Marines have worked with radio station WJIL/WJVO on a program which benefitted both Toys for Tots and the stations. During the holiday season the station has done live remotes for their customers who have helped promote our T for T's Program by bringing in a toy to the remote. We have benefitted by receiving toys and contributions for our Program at no cost to us. We have been approached again by WJIL/WJVO to do the program this year. There is no doubt that our Program has benefitted from the stations live remotes for Toys for Tots.

Semper Fi
Tim Ritzo-Jx Area Marines

31.

Stations that support Toys for Tots

Country Radio Stations for Billy Ray Cyrus

WBWN B104 FM	- Bloomington, IL
WRJW	- Picayune, MS
WRNS 95.1	- Kinston /New Bern NC
WKTC 99.5	- Rocky Mount NC
WRHT 96.3	- Morehead City NC
KRMD 101.1	- Shreveport, LA
CAT Country	- Lehigh Valley, PA
WHKN 92.1	- Millen, GA
WLBC	- Muncie, IN
WOGK	- Ocala, FL
WPFM 105.9	- Lebanon, OH
KNCI 105.1	- Sacramento, CA
WKTEX	- Harlingen, TX
WKYQ	- Paducah, KY
KAFF	- Flagstaff, AZ
KVSI- 1450 AM	-Bear Lake Valley, ID
KYTI	-Sheridan, WY
KBUL	-Reno, NV
WXCH 103.1	- Eagle Country Southwest, IN
KMLE 108	- Phoenix, AZ
KNIX 102.5	- Phoenix, AZ
97.3 The Hawk	-Des Moines, IA
KRST	-Albuquerque, NM
KZSN	-Wichita, KS
WKRZ	-Wilkes Barre, PA
B 100	-Albany, GA
WOKC	- Okeechobee, FL
WYAK	- Surfside Beach, SC
Froggy 99	- Salisbury, MD
WITL	- Lansing, MI
KCIL	- Sam Hotard, LA
KLEB	- Larose, LA
KAJY	- Larose, LA
1470 KWAY	- Waverly, Iowa
KATM 103.3	- Modesto, CA.
KRXV	- Barstow, California

KFRG - Victorville, California
KATJ - Victorville, CA
WLWI - Montgomery, AL
WSLC FM 94.9 - Roanoke, VA
KAT Country 94.3 - Jefferson City, MO

KUPL - Portland, OR
WFLS - Fredericksburg, VA
WWKA - Orlando, FL
KGRT - Las Cruces, NM
KDHL 920 - Faribault, MN

KSWC - Yreka, CA
KBIG - Lake Charles, LA
KSNI - San Luis Obispo, CA
WJIL - Jacksonville, NC

NORTH CAROLINA

The "Jingle Balls" campaign organized by **WRBZ-AM in Raleigh-Durham, North Carolina** collected more than 1,000 soccer balls, basketballs, baseballs and other sports equipment for the Boys and Girls Club of the Triangle. In advance of the two-month campaign, station staff lined up 15 sites in the community to serve as collection centers for the equipment. The station aired more than 500 PSAs valued at nearly \$40,000 to encourage area residents to support the effort by dropping off a ball or another piece of sports equipment. On-air personalities talked about the collection effort regularly, and WRBZ took the extra step of holding an Internet sports auction on its Web site, with auctioned items from Duke University, the Carolina Hurricanes and other teams and sports stars in the area. The on-line auction raised nearly \$2,500 for the Boys and Girls Club, in addition to the \$20,000 worth of balls and other equipment donated directly.
~NR 2002

In **Raleigh, N.C.**, **WTVD-TV** News Director Rob Elmore had just gotten off the phone with one of his reporters, Keith Garvin, embedded with the First Marine Expeditionary Force, which flew to Iraq from Camp Lejeune. "He told me '2000 Iraqis are heading in our direction. We're preparing for battle,'" Elmore said. "That's one phone call I never thought I'd be taking." Last Thursday, viewers of WTVD and other ABC stations could hear explosions in the background as Garvin, one of hundreds of journalists embedded with allied troops at or near the war fronts, reported via telephone.

"For the first time in my career," noted John Harris of Raleigh rival station **WRAL-TV**, "I've been buying gas masks, Kevlar body armor and chemical suits." WRAL-TV does not have an embedded reporter, but like many stations has kept a crew in Kuwait since February. The war in Iraq is a big local story in a state like North Carolina, which has a large military population.

For viewers, the task of balancing the reports falls to the home front. "The challenge for the local news director and for the producers and editors," said Elmore, "is to provide the big picture. We're trying very hard to add the context."

But at the bottom line, the war for local newscasts is a local story. When the first Marines were killed, many local and network news crews moved quickly to Camp LeJeune where some family members could be found. ~AYS 4/03

WCTI-TV New Bern (Lamco, ABC) and **WNCT-TV Greenville (Media General, CBS)** co-produced a debate between U.S. Senate candidates Erskine Bowles (D) and Elizabeth Dole (R) broadcast on October 19 from 7 - 8:00 p.m. from East Carolina University. Other commercial stations that broadcast the debate included **WLOS Asheville (Sinclair, ABC)**; **Charlotte stations WBTW (Jefferson Pilot, CBS), WCNC (Belo, NBC), WAXN (Cox, Independent) and WSOC (Cox, ABC)**; **WTVD Durham (ABC-owned)**; **WFMY Greensboro (Gannett, CBS)**; **Raleigh stations WLFL (Sinclair, WB) and WRAL (Capitol, CBS)**; **WWAY Wilmington (Liberty, ABC)**; **Winston-Salem stations WUPN (Sinclair, UPN) and WXLV (Sinclair, ABC)**; and

WGHP High Point (Fox-owned). WRAL and WTVD earlier had broadcast a senatorial debate on October 14 at Meredith College. ~AYS 11/02

The **North Carolina Broadcasters Association** will host a debate between U.S. Senate candidates Elizabeth Dole (R) and Erskine Bowles (D) on October 19 from 7 - 8:00 p.m. at Guildford College in Greensboro. Radio and television stations in every market in the state are scheduled to carry the debate. **WRAL-TV Raleigh** (Capitol Broadcasting, CBS), **WTVD-TV Durham** (ABC-owned) and **WSJS-AM Salem** (Infinity) are sponsors. ~AYS 10/02

Capitol Broadcasting has committed to six minutes a day of free candidate coverage during newscasts on Raleigh, NC stations **WRAL-TV (CBS)** and **WRAZ-TV (Fox)** leading up to the September 10 primary and again in weeks leading up to the general election. Seven senatorial candidates are each pre-recording several 1 1/2 minute segments on education, the economy and a topic of their choice. ~AYS 8/02

Also, **WRAL-TV**, in partnership with **Communities in Schools (CIS)**, kicked off its 2nd annual "School Stuff" campaign on August 1. The campaign will strive to collect school supplies for approximately 5,000 students in the WRAL viewing area who do not have the necessary tools to start school. Participating local businesses will serve as drop-off sites for new school supplies throughout the month of August. Public service announcements promoting the campaign will air on WRAL-TV throughout the month, along with special news stories about collection progress. ~AYS 8/02



American Red Cross

Greater Carolinas Chapter

October 15, 2003

To Whom It May Concern:

My purpose in writing is to ADAMANTLY state my opinion that our local radio stations, WFMX and WSIC, serve our local community. Perhaps the best example of this is the sponsorship of our annual Masonic Blood Drive which collected almost 1000 units at six sites two years ago; this was possible because WFMX was dedicated to helping us get the word out about the critical need for blood to support this drive. WFMX has co-sponsored this effort for at least ten years. They are there throughout the planning process as well as broadcasting live from each blood drive-site on the day of the drive. They air Public Service Announcements and live interviews in the weeks preceding the blood drive. This drive started with a goal of thirty units and has grown to a collection of almost 1000; WFMX was instrumental in making this dramatic increase possible.

When the United States engaged in a war with Iraq last March, WFMX and WSIC played an integral role in helping our local Red Cross office disseminate to the public that support group meetings were being held for the family members of those deployed. They also helped get the word out that we were selling phone cards to be sent to those deployed, and later aired messages asking military families to call the Red Cross to receive these phone cards. We had no better way of reaching those folks than through our local radio stations. One memorable and touching moment occurred during a live interview on WSIC about available Red Cross services when a serviceman's mother called in for information about the support group. She shared that she was having a very difficult time coping with the stress of having her son involved in the war, and she was so relieved to know that she could access the Red Cross support system during this difficult time.

Greg Ryan is our local station contact, and his support of our organization and our community is outstanding. His email by line is "No Problems, Only Solutions"- what an apt description! During times of local or national disaster, Greg personally contacts our office to see how the radio station can assist us in getting information out to the community. When blood inventories are critically low, this information is promptly aired on these stations, and local blood drive schedules are routinely aired. If a blood drive is not having sufficient turnout, we know where to turn to get the word out to the public quickly. In summary, our local radio stations provide an invaluable service to our community.

Sincerely,

Pam Campbell

Pam Campbell

Manager, Statesville Office

Greater Carolinas Chapter

American Red Cross

www.redcrosshelps.org

2425 Park Road/PO Box 36507
Charlotte, NC 28236
(704) 376-1661

145 W. Statesville Ave/PO Box 1084
Mooresville, NC 28115
(704) 664-4908

125 N. Tradd Street/PO Box 1446
Statesville, NC 28687
(704) 873-9751



Member Agency

October 17, 2003

Mr. Greg Ryan
WFMX-FM WSIC-AM
1117 Radio Road
Statesville NC 28677

Dear Greg:

On behalf of the March of Dimes, please accept our sincere thanks for the untiring efforts of your employees in helping us with our community fund raising and our educational messages. Through our educational messages about the B vitamin, folic acid, Western North Carolina has seen an 83% decrease in the neural tube birth defects of the brain and spine. We believe over 100 babies were born in North Carolina without those birth defects – because women of child bearing age have gotten the message you helped publicize.

Your station has helped raise the money to fund the research and programs that will help our babies get a healthier start in life. On behalf of those babies, let me say thank you for your tremendous energy, your commitment and your unfailing generosity.

We have enclosed some statistics that show you the work that still needs to be done in North Carolina. Let's do it together.

Thank you again.

Sincerely,

Kay P. Mills
Executive Director

Because you cared...Because you helped...Tomorrow's children will lead happier, healthier lives. For your expression of faith in the future, and on behalf of each one of those children, we are deeply grateful for your support.

3755 21st St. NE
Hickory, NC 28601
October 14, 2003

Mr. Greg Ryan
VP/Market Manager
WFMX-FM-WSIC-AM
1117 Radio Road
Statesville, NC 28677

Dear Greg:

On behalf of the Castle of Cans Committee, I would like to thank you and your radio stations for the part you played in promoting Hickory's Oktoberfest service project. Without doubt, your frequent radio spots about the project spread the word and helped to make this our most successful year.

As you know, we ask members of the community to bring canned food to the annual Oktoberfest celebration in Hickory. Several soup kitchens and food pantries in Catawba County benefit from these donations-The Hickory Soup Kitchen, The Cooperative Christian Ministries, The Corner Table of Newton, The Women's Resource Center, and The Family Care Center. All of these agencies are experiencing great demand for food as unemployment is high and contributions are down.

The castle is constructed from the cans during the Oktoberfest weekend and serves as a visual symbol of the community's concern with feeding the hungry.

Middle school students in the area are asked to donate food and compete for a pizza party for the academic team that brings in the most cans per student. We appreciate the airtime you gave on Friday morning of Oktoberfest weekend to interview the lead teacher of the winning team and me. It is important for the community to know how hard these students worked, and that the four participating middle schools brought in over 5,800 cans. The total number of cans provided by schools was over 7,250.

I also want to thank you for contacting Chick Fil-A and arranging for coupons to be given for donations at the event and for the high school students involved to be rewarded.

I have had several people tell me that they heard about the Castle of Cans on the radio. Obviously, this is an effective way to inform the community of the project and the need for help.

On a personal note, I would like to thank you for the support and interest you showed throughout the entire project. I appreciate your being there on Saturday to give out coupons.

I was able to be at the site on Sunday as the agencies arrived and loaded their trucks with food. Their appreciation was genuine, and I was very proud of the effort that Catawba County made in collecting over 8,000 cans of food. Thank you again for your part in making this happen.

Sincerely,

A handwritten signature in cursive script that reads "Susan L. Coleman".

Susan L. Coleman
Castle of Cans Committee

Once Upon A Wish...



**Stories of Light
 Kickoff**

The party will be 6-11 p.m. Nov. 7 in Founders Hall at the Bank of America Corporate Center, to the music of Liquid Pleasure and Cherry Bomb.

Tickets are \$15 in advance or \$20 at the door. Ticket price includes hors d'ou-vres from 7 to 9 p.m. and three drink tickets. Celebrities from NBC6 and MAGIC 96.1 will be there.

To buy tickets, call the Make-A-Wish Foundation of Central and Western North Carolina office at (704) 339-0334.

Make-A-Wish Launches 2002 Stories of Light and 2002 Stars of Light Campaigns

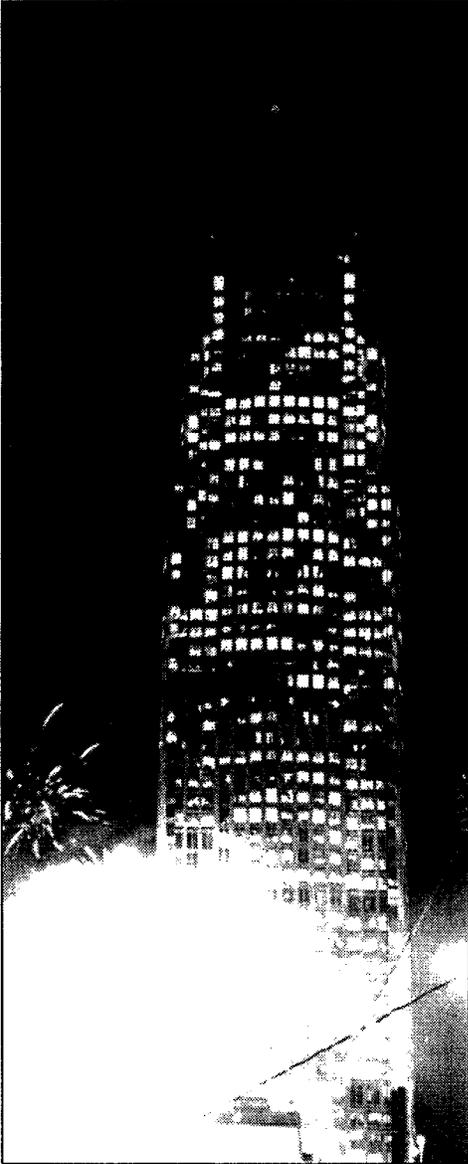
Let the Celebration Begin!

On Thursday, Nov. 7, the Stories of Light Celebration kicks off in uptown Charlotte. A flip of the switch will darken all 60 stories of the Bank of America Corporate Center, during a party in Founders Hall from 6-11 p.m. emceed by Larry Sprinkle.

The lights will be turned back on, floor by floor, as donations come in to fulfill the wishes of children with life-threatening illnesses in the Central and Western North Carolina region's 51 counties.

Each Wednesday in November, MAGIC 96.1 will host a radiothon, asking listeners to call in their pledges.

Meanwhile, volunteers will be working hard in Asheville and the Triad to help meet the 2002 campaign goal.



Our goal: turning all the lights back on in the Bank of America Corporate Center in uptown Charlotte by our deadline of Dec. 12.

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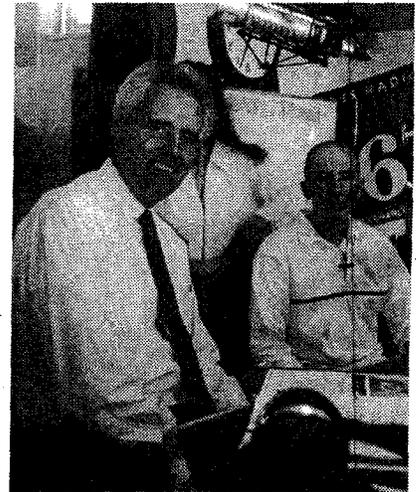
A Wish family arrives at the Oct. 6 reunion at Paramount's Carowinds. See pages 4-5.

Fabulous November Wednesdays at MAGIC 96.1

MAGIC 96.1 and NBC6 worked magic for wish children and their families. The second annual Make-A-Wish Wednesdays Radiothon raised over \$170,000. Loyal listeners called in pledges and stopped by the MAGIC 96.1 studio on Morehead Street in Charlotte.

Each Wednesday during November MAGIC opened their doors and encouraged people to share in the power of a wish. NBC6 joined MAGIC at their studios to broadcast live the fulfilling wishes for Micah, Ambria and Brittany.

Chuck Coira (at right, with Wish child Andrew), our Make-A-Wish spokesperson and on-air personality, joined Shafer and the Eggman, Boomer, Liz Luke, Bobby Lane, Chuck Boozer, and Darren Stevens in telling wish stories and interviewing wish children. On NASCAR Wednesday, John Hendrick spent the afternoon talking on-air about Make-A-Wish with Jeff Gordon and other drivers on his race team, and with family members who all pledged gifts to Make-A-Wish. He also got a call while he was on the air from one of his former drivers, Geoffrey Bodine, an honorary board member of our chapter of Make-A-Wish.



During November and December, Sonja Gantt of NBC6 and other on-air talent spread the word and let the community know that wishes provide hope, strength, and joy for sick children.

Working together, compassionate individuals and companies, volunteers, MAGIC 96.1 and NBC6 along with Wish children and their families, helped Make-A-Wish raise a record amount to fulfill wishes for over 34 waiting children.



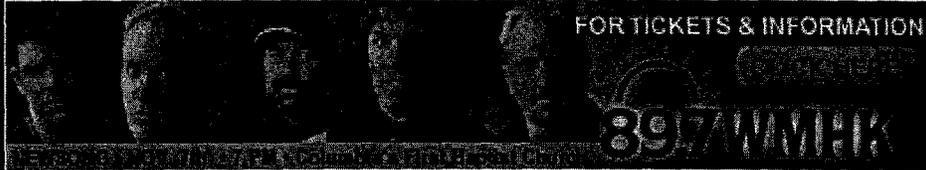
At left, the irrepressible Wish child April showed up at the station wearing an electric-blue wig and matching hat. She put on a headset and talked about Make-A-Wish. At right, John Hendrick mans the mike as Jennifer, one of his twin daughters, visits him in the sound booth at the station.



At left, volunteers man the phones at MAGIC 96.1. Behind them are four members of "Amore," from the gospel choir at Al Brown High School in Kannapolis. At right, "Annabelle" (Dana Honbarrier) playfully encourages visitors to come enjoy the fun during one of the radiothons at the station.



October 16, 2003 Your Prayer and Financial Support for this Ministry is Appreciated!



Amber Alert Expands

08/27/03

[Email this story to a friend](#)

South Carolina's Amber Alert system is adding more eyes in its effort to look for abducted children. The South Carolina Lottery and BellSouth say they will help. The lottery will utilize lottery machine screens to display information on abducted children and BellSouth will send Amber Alerts to its 700 technicians who work outside the office. Jeffery Moore with the Amber Alert Oversight Committee is glad for the help.

"What we want are all the eyes we can possibly muster, as quickly as we can muster them to look for those children,"

Moore told 89.7 WMHK.

Broadcast media such as 89.7 WMHK are also part of the Amber Alert system. In South Carolina the system has never had to be used since its implementation in November.

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The fifth-grade student said the man drove into the school's parking lot as she was picking up equipment on the school playground next to it. She said the man asked her to go for a ride. The student went into the school instead and reported the incident and the school's principal notified police.

"In this case the girl did the exact, right thing and turned away," said Marc Stevens, DPS spokesman.

The student told police the man was a black male, 30 to 40 years old, with short hair, a red shirt and blue jeans. He was driving a grey or white four-door car. The car has a dent on the front, passenger side door, police said.

The school is located at 1150 Garfield St. The school's principal and police consider the report credible because the girl is part of the leadership program at Teller, a Denver Public School spokesman said.

The principal sent letters home Thursday, alerting the parents of students about the man. Police said they would increase patrols at the school.

Oregon prepared to go statewide with Amber Alerts

11/17/02

Oregon's statewide Amber Alert system to notify the public and media about child abductions became operational Friday, with law enforcement officials saying it is one technology they aren't eager to try out.

"It's just up and running and ready to go at this point," Oregon State Police Lt. Glenn Chastain said.

Gov. John Kitzhaber signed an executive order last month to establish the system, which provides a toll-free number and uniform criteria for broadcasting information about child abductions.

Three criteria must be met for the alert to be activated, Chastain said: Authorities must confirm that a reported abduction is real; that the child faces serious harm or death; and that basic information about the kidnapper's identity or vehicle is available.

Oregon's Amber Alert Plan was developed by police, state lawmakers and agencies such as the Department of Transportation, Chastain said. The Transportation Department will broadcast alerts on its highway reader boards.

The original Amber Alert was created in Texas after the 1996 kidnap and slaying of 9-year-old Amber Hagerman. -- Joseph Rose
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S.C. Amber Alert Unveiled At Statehouse

Fri Nov 15, 3:55 PM ET

SC - Law enforcement agencies across the state announced Thursday the beginning of the South Carolina Amber Alert System.

Officials at the Statehouse news conference in Columbia said the system is modeled after Amber Alert programs in Texas and California.

"Time is our enemy in these type cases," said Margaret Frierson of the Center for Missing and Exploited Children, "because you just don't know."

"We know we can act very quickly and very efficiently in getting the word out," Frierson told WYFF News 4's Brad Willis.

Within minutes of a kidnapping, that word can now go out on TV and radio stations and road signs all over

the state.

But law enforcement officials said they must be careful.

"If it is put out too many times and the proper criteria are not met, people won't pay any attention to it," State Law Enforcement Division chief Robert Stewart told News 4.

The criteria agreed to by law enforcement agencies specify that the abducted person must be a child 16 years old or younger, or physically or mentally disabled if they are 17 or older.

Investigators also must first rule out all other possibilities for the disappearance, like whether the child is a runaway.

SLED officials said the system is fairly cheap, costing only \$75 each time an alert goes out.

"The staffs at the various agencies involved are already in place. Equipment is already in place. Signs are already up on the highways," Stewart said.

And though police hope never to be forced to use the system, those at the news conference said they feel better now that it's here.

"We've seen how it worked in other states and we know now that we are better prepared today because of the Amber Alert program than we were in days past," said Greenville Police chief Willie Johnson.

Officials noted that Amber Alerts will not be used for every kidnapping.

In the case of a parental abduction, investigators will put out an Amber Alert only if they have a reason to believe that child is in danger of immediate physical harm.

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Telephone Alert System Helps Communities Locate Missing Children

Business Editors/High-Tech Writers

ALEXANDRIA, Va.--(BUSINESS WIRE)--Nov. 18, 2002 -- National Center for Missing & Exploited Children and Intrado(R) Team to Subsidize IntelliCast(SM) Target Notification Service

The National Center for Missing & Exploited Children (NCMEC) today announced a joint project with Intrado Inc. (Nasdaq:TRDO), the nation's leading provider of 9-1-1 data management solutions for telecommunications providers and public safety organizations.

NCMEC and Intrado will work together to facilitate deployment of Intrado's emergency notification service -- IntelliCast(SM) Target Notification -- in order to help law enforcement agencies throughout the nation find missing children. IntelliCast Target Notification is a phone-based emergency notification system that can be used to rapidly send a message about a missing child to thousands of residents in a geographically defined area. With the goal of encouraging public safety organizations to sign up for and utilize IntelliCast, Intrado will waive set-up and alert costs where the service is used to locate missing children.

Approximately 58,200 non-family child abductions took place in 1999 (1), and studies found that in 74 percent of child abduction homicides, the child was murdered within the first three hours (2). Now, law enforcement agencies can use IntelliCast Target Notification to automatically launch phone calls to thousands of people within minutes, saving time during the critical period immediately following a child's abduction.

"The rollout of IntelliCast Target Notification represents a significant step in assisting cities and towns across the United States in winning the fight for time to safely recover missing children," said Ernie Allen, NCMEC president and CEO. "IntelliCast Target Notification enhances significantly the ability to get the word out quickly by placing thousands of targeted telephone calls to homes in the area where a child was last seen."

For Release: Immediate
Date: June 07, 2002



Contacts:

Renee Hoffman
CCPS Public Affairs
(919) 733-5027
(ext. 231)

NC CAN PROGRAM RESULTS IN RECOVERY OF ABDUCTED CHILD

RALEIGH - The first ever use of North Carolina's Child Alert Notification System (NC CAN) resulted in the recovery yesterday of an abducted Franklin County child and the arrest of the babysitter who allegedly took her. The NC CAN system is similar to the emergency alert system, used to alert the public during adverse weather. Local police or sheriff departments fax information to a participating radio station concerning the search for an abducted child. The radio station then interrupts their program with an alert tone, and broadcasts specific information about the child and possible abductor.

The system was developed by the N.C. Center for Missing Persons, which is part of N.C. Alcohol Law Enforcement, a division within the N.C. Department of Crime Control & Public Safety.

Yesterday, the parents of 18-month old Jade Creech of Franklin County reported her missing. The Franklin County Sheriff's Department notified WRAL-FM and WRAL-TV, members of NC CAN, who broadcast the announcement. Shortly thereafter, Teresa Odell called the sheriff's department and said she had the baby in Johnston County. Odell had been babysitting Jade. Franklin County Sheriff Investigator Lt. Patrick Green said Odell told him a friend who heard the report contacted her and told her she needed to turn herself in.

"The NC CAN system worked just the way it was designed to," said John Goad, Director of the N.C. Center for Missing Persons. "The information got very quickly from investigating authorities to the public. The citizens can serve as the eyes and ears of the police in cases like this."

WRAL-FM (101.5) is one of several radio stations participating in the NC CAN system. Another is WWGP-AM/WFJA-FM radio in Sanford, which is tied in with law enforcement agencies in a four county area (Chatham, Moore, Harnett and Lee).

###

For more information on this story, please call any of the following persons:

John Goad, N.C. Center for Missing Persons - 1-800-522-5437

Robert Redmond, Franklin County Sheriff - (919) 496-3332

Ardie Gregory, General Manager, MIX 101.5, WRAL-FM - (919) 890-6101



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Local News

Lottery, BellSouth to help Amber Alert system in South Carolina

03:03 PM EDT on Wednesday, August 27, 2003

By The Associated Press

COLUMBIA, S.C. -- South Carolina's Amber Alert is expanding to include lottery retailers and BellSouth technicians as the program wants to get information about abducted children to as many people as possible as quickly as possible.

Currently the alerts, triggered by the State Law Enforcement Division, are broadcast on television and radio stations.

But by including the state's more than 3,500 lottery retailers, the alerts can hit a lot more people, South Carolina Education Lottery Director Ernie Passailaigue said Wednesday.

The lottery will send the information out over its network. Messages like "Amber Alert, ask clerk for details" will be displayed on screens seen by customers on the lottery machines, and the stores will be faxed fliers to put in their windows.

"If someone is on the run, they will more than likely have to stop somewhere for gas," Passailaigue said.

Florida, Texas and several other states use their lottery retailers in similar ways, South Carolina officials said.

Also, BellSouth plans to send the alerts to laptop computers used by the company's 700 technicians working outside the office.

"The idea is to get as many eyes out there looking as possible," BellSouth spokeswoman Marcia Purday said.

The state has received a \$125,000 federal grant to upgrade the software that powers the Transportation Department's message signs.

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Less Than Expected
Click Your Current Rate
to Find a New Rate

4.00 4.99*	5.00 7.99*	6.00 8.99*
7.00 7.99*	8.00 8.99*	9.00 9.99*

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Currently, it takes 40 minutes to get Amber Alert messages on the signs. Transportation officials are hoping to cut that to five minutes.

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Getting the information out quickly is very important, because studies have shown law enforcement has about three hours to solve most abductions before they turn tragic, said Margaret Frierson of the state's chapter of the National Center for Missing and Exploited Children.

While the Amber Alert system has never been activated in South Carolina, broadcasters say tests have been conducted without problems.

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Amber Alert Issued for Missing Children in Chatham County

By The Associated Press

The North Carolina Center for Missing Persons has issued an Amber alert for a brother and sister missing from their Chatham County since late Thursday afternoon.

Pittsboro police contacted the center this morning to request the alert.

People are asked to be on the lookout for eight-year-old Preston Wilson and five-year-old Kimberly Ellis.

The alert interrupted broadcasts on cable television systems shortly after 9:30 a-m. While the blue-and-red screen notified viewers that there was an alert, the audio message was barely audible.

The state Department of Crime Control and Public Safety says not all television stations in North Carolina have the updated equipment to handle the Amber alert. They're using the civil emergency message until the new equipment was installed.

Last Updated: Oct 3, 2003

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5 WRAL Radio and Television Stations Help Find Missing Children

After the frightening numbers of children who have come up missing over the past year, more and more state governments are adopting the "Amber Alert" emergency response plan. This system alerts local media when a child goes missing, and these media outlets get the word out on the airways immediately. WRAL-FM and WRAL-TV are already one step ahead of the game, implementing their own plans months ago.

Last June, the stations used their alert system to warn the public that 18-month-old, Jade Creech had gone missing with her baby sitter in Franklin County. Thanks to the alert, Creech was found within the three hours and returned safely to her parents.

North Carolina began a program in 2000 called NC CAN, North Carolina Child Alert Notification. The voluntary program runs in 15 counties, but budget woes have limited funding to spread the system. Currently, Wake and Durham counties are among those voluntarily participating.

When Creech went missing, NC CAN activated for the first time. Both WRAL-FM and WRAL-TV were contacted by the Franklin County Sheriff's Department and immediately broadcast the alert, naming the suspect, describing her vehicle and providing her license tag numbers. The stations ran the alert every fifteen minutes for three hours, until the child was found. The suspect, Teresa Odell, turned herself in after a friend heard the alert and contacted her via cell phone.

North Carolina General Assembly Rep. Michael Decker has introduced a bill in the House to make North Carolina the 19th state to issue "Amber Alerts."

The Amber Alert plan is named for third-grader Amber Hagerman who was kidnapped in Arlington, Texas, in 1996, and turned up dead four days later.

POSTED: September 9, 2002

Amber Alert muffled

The Associated Press

When her TV screen turned blue and red with a civil emergency alert, Durham retiree Geraldine Conley knew something was wrong. She just didn't know what it was.

The grating honk of an emergency beacon came through loud and clear Friday morning, and the words scrolling across the screen said the warning affected the entire state. But Conley couldn't hear the announcer's voice.

"I thought first it was terrorism," she said. "I'm sometimes one of those people who thinks the worst. I didn't think it was the weather, because the weather was nice."

It wasn't the weather, and, as it turned out, it wasn't terrorism, either. It was an Amber Alert issued for two missing Chatham County children, who later turned up safe and sound.

The state Department of Crime Control and Public Safety said Pittsboro police requested the alert in case the children had been abducted. The N.C. Center for Missing Persons issued the alert over the Civil Emergency Alert system.

At 9:33 a.m., the alert interrupted programming on cable TV systems in the area. But on some systems, the announcer's faint voice was masked in static. Other systems had no sound.

Local emergency management personnel said they received some telephone calls about the alert, and TV stations also heard from viewers concerned about what was going on.

Crime Control spokeswoman Renee Hoffman issued a statement reassuring people that there was no civil emergency.

Hoffman said the civil emergency message -- familiar to North Carolina viewers from weather disasters -- is being used for Amber Alerts for now because new equipment meant specifically for the Amber Alert program isn't in place at every station.

Bob Poisella, a specialist at the missing persons center, said Friday that he heard the announcement clearly on the radio. He couldn't explain what happened with the TV broadcast.

"I don't know what went wrong, if anything," Poisella said. "I don't like the fact that it happened. We want it to be out to the public as soon as possible and that they'll become our eyes and ears and help us."

The alert is sent through Time Warner Cable via a fully automated system, said Pat Horrigan, vice president for engineering and technology. When the affected state agency needs to issue an alert, it sends a signal that triggers the appropriate alert, he said.

Horrigan said he'd heard nothing about any problems, especially at his headquarters in Morrisville, as of Friday afternoon.

"I can't find any evidence of anything wrong with our equipment," he said.

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Charlotte Observer (North Carolina) August 28, 2003 Thursday ONE-THREE EDITION

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Charlotte Observer (**North Carolina**)

August 28, 2003 Thursday ONE-THREE EDITION

SECTION: MAIN; Pg. 1A

LENGTH: 984 words

HEADLINE: AUTHORITIES SEEK CARJACKER;
ELECTRONIC MESSAGES FLASH ON INTERSTATES
BABY ABDUCTED IN CAR, THEN FOUND SAFE
CRIME GIVES **AMBER ALERT** 1ST TEST IN N.C.

BYLINE: ROBERT F. MOORE, Staff Writer * MARK WASHBURN, Staff Writer, contributed to this article.

BODY:

A man snatched a woman's keys as she was strapping her baby into a car seat, pushed the mother to the ground and drove away with the 4-month-old girl, police said.

The carjacking about 7:45 a.m. Wednesday in the parking lot of Double Oaks Apartments, northeast of uptown Charlotte, set off the first statewide use of the **Amber Alert** system, electronic messages on Charlotte-area interstates and a daylong manhunt that continued into the night.

The first 911 call came from a neighbor on Horne Drive.

"She was banging on the door," recalled Tracy Furman, the neighbor. "That's what woke me up. She just kept screaming 'My baby! My baby!'"

The mother, 25-year-old Enedina Arvizu Torres, was reunited with her daughter Ashley about three hours later.

Five miles southeast of the carjacking site, Maria Pharr heard the baby crying in the back seat of a Honda Accord just before 11 a.m. The car was parked in a driveway and partially shaded by a tree near Pharr's home on 16th Street off North Davidson Street.

Pharr, 21, said the front windows were about halfway down and the car was locked. Her boyfriend's mother opened the door and pulled the baby from the car, she said. A neighbor who had seen television reports about the crime called 911. She was not aware of the **Amber Alert**.

Police said the baby, drenched in sweat, had been in the car at least an hour and a half. About 11 a.m. the temperature hovered in the mid-80s.

Capt. Sean Mulhall, one of dozens of officers investigating, said the situation could have been worse.

"It's a good thing someone found the baby when they did," Mulhall said. "In another hour, we may have been investigating a homicide."

When the car was found, police brought the mother to 16th Street, where she clutched her baby to her chest. Paramedics took her and the baby, who wasn't hurt, to Carolinas Medical Center.

Officers fanned out across the area where the car was found - in squad cars, in a helicopter and on foot. No one has been charged.

Police were looking for a light-skinned black man in his 50s. He was last seen wearing a blue short-sleeved shirt and long pants. He's about 5 feet 10 inches tall and had a mustache and tall afro, police said. Anyone with information should call Crime Stoppers at (704) 334-1600.

*

System in action

Charlotte-Mecklenburg police called the N.C. Department of Transportation about 7:50 a.m. to report the abduction.

Within 15 minutes, officials had typed alerts on 11 message boards on Interstates 77 and 85. Three were on I-85 in Gaston County. Of the eight in Mecklenburg, three were on I-85 and five on I-77.

The message boards told motorists a child was in the back seat of a 1997 green Honda Accord. Anyone with information was instructed to call 911.

While use of the electronic signs is part of the **Amber Alert** system, Charlotte-area transportation officials posted the message at the request of police - in advance of the statewide alert.

"It's the first time we used it and it went extremely well," said Jeff Corley, an N.C. DOT incident management engineer.

Charlotte-Mecklenburg police called the N.C. Center for Missing Persons about 8:55 a.m., the first step in activating the statewide **Amber Alert** system. State officials then sent bulletins to area law enforcement agencies, including the state patrol.

Renee Hoffman, spokeswoman for N.C. Crime Control & Public Safety, said the procedure, which uses an emergency broadcast system to alert media, police and other agencies, worked well despite reported delays in getting alerts to parts of the network.

Hoffman said the bulletins weren't issued statewide until just after 10 a.m. Some TV stations say they didn't get the alert at all.

"Some of the stations, particularly in Charlotte, did not receive the **Amber Alert** message over the Emergency Alert System," she said. "The first time you use anything, there will be glitches and delays."

Hoffman noted that local media quickly saturated the airwaves with information, reducing the impact of system delays.

"The message was getting out to the public," she said. "That's what's important."

Two local stations confirmed they never got an official alert.

"We talked to our brethren in Raleigh and Greensboro and they got notification through the normal means and we never did," said Dennis Milligan, news director of WBTV (Channel 3).

Keith Connors, news director of WCNC (NBC6, Channel 36) said the station began working the story after hearing it on the police scanner. It also wasn't notified through official channels.

The Carolinas are among 45 states with **Amber Alert** systems. A similar system had been operational in most of **North Carolina** since 2000, but officially became the statewide **Amber Alert** system two months ago. Under the previous system, called N.C. Child Alert Notification, an infant was recovered unharmed last year in Franklin County, about 35 miles north of Raleigh, after a baby sitter abducted the child.

Amber Alert, named for Amber Hagerman, a 9-year-old abducted in Texas and later found murdered, could be national by next year, a Justice Department official said this month.

Police said carjackings in Charlotte-Mecklenburg are fairly common. Only a couple of times a year do they occur with children in the car. When they do, the target is usually the car - not the child.

Records show there were 218 carjackings last year. Between Jan. 1 and Aug. 20 this year there were 151 - a 37 percent increase from the same time last year.

The mother didn't know the man who stole the car, police said. If caught, police said he would likely be charged with kidnapping and auto theft.

The parents and baby were safely at home Wednesday night, with the Honda back in their driveway.

"I'm happy," Torres said in Spanish, "because I have my baby home."

*

Robert F. Moore: (704) 358-5934; rfmoore@charlotteobserver.com.

GRAPHIC: GRAPHIC:1 PHOTO:3;

1. TODD SUMLIN - STAFF PHOTO. Enedina Arvizu Torres, 25, cradles her 4-month-old daughter Wednesday afternoon after being reunited with the infant, who was in Torres' car when it was stolen hours earlier in Charlotte.; 2. LAYNE BAILEY - STAFF PHOTO. Within 20 minutes of the abduction, officials had typed alerts on 11 message boards on Interstates 77 and 85.; 2. sketch

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Date/Time: Thursday, October 16, 2003 - 9:41 AM EDT

Reunion

Last December, a mother from Mesa, Arizona, left her child in the care of a 15-year-old babysitter, known as Angel. When the mother returned home, the child and babysitter were gone. The mother failed to locate either one and called the police.

The Mesa Police Department has a Lost Child Alert Technology Resource (LOCATER) system provided by the National Center for Missing & Exploited Children and was able to mass-produce posters.

Posters were distributed to local news stations. Following the broadcast, an anonymous caller contacted police and said she had given a ride to "Angel" and the child, not realizing the child was missing. She provided the address of the apartment complex where she dropped the abductor and child off and quick inquiries by the police provided the exact apartment number. As a result the child was then quickly recovered.

Detective Dave Furnas of the Mesa Police Department said his interview of the abductor revealed that this was a plan to abduct and not a misunderstanding between the mother and babysitter.

Prevention Information for Families, Schools, and Community Groups

NCMEC provides information and information regarding safety and prevention strategies. Please visit our web site at www.missingkids.com/ncc/ncmec or call (800) 422-4458 (1-800-385-5678) to learn more about NCMEC's programs and publications.

Just in
case...

Parental guidelines
in case you need
a babysitter



National Center for Missing & Exploited Children

Child
Protection



Child Safety
on the
Information
Highway

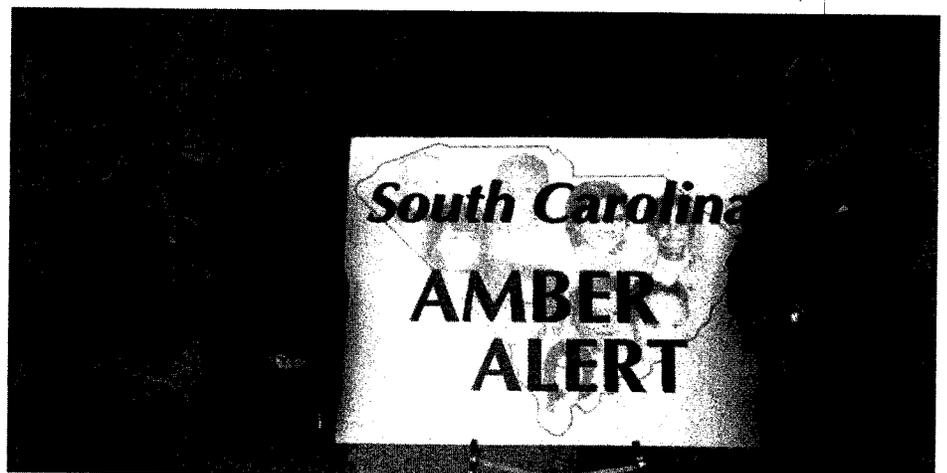


South Carolina Adopts Statewide AMBER Alert System

MUNICIPAL AND COUNTY LAW-ENFORCEMENT AGENCIES, the State Law Enforcement Division, and the South Carolina Broadcasters Association, in a voluntary partnership, launched a statewide implementation of the South Carolina AMBER Alert on November 14, 2002.

Upon learning of an abduction case, radio and television broadcasters will air a statewide emergency alert providing the public with descriptions of the missing child and suspected abductor. In addition, if available, pictures, vehicle information, and any other information that is pertinent to the case shall also be released.

Radio stations will interrupt programming every 15 minutes to announce the AMBER Alert, and television stations and cable systems will run a "crawl" on the screen along with a picture of the child. Also the South Carolina Department of Transportation will publicize critical case information on its highway signs across the state, and broadcasters in North Carolina and Georgia will "cover" South Carolina alerts as well.



Photograph by Charlotte Foster for NCMEC.

NCMEC/South Carolina Executive Director Margaret Frierson, NCMEC/South Carolina Board Member Laura Hudson, and South Carolina House Member, the Honorable H.B. "Chip" Limehouse, III, (R-Charleston), left to right, celebrate the launch of the South Carolina AMBER Alert.

"The goal of the AMBER Alert is to instantly galvanize the entire community to assist in the search for and safe return of the missing child," states Margaret Frierson, Executive Director of the South Carolina branch of NCMEC. Prior to

institution of the National AMBER Alert Network—see "National AMBER Alert Network Becomes Law" beginning on page 2—this program joined the other 40 statewide, 16 regional, and 34 local active programs within the country.

August 25, 2003

Mrs. Kelly Zuber
WDBJ 7 Television, Inc.
P. O. Box 7
Roanoke, Virginia 24007

Dear Mrs. Zuber:

I would like to thank WDBJ Television for their generous donation of public service announcements valued at \$45,495.00 dated March 31, 2003 through May 25, 2003 to the Roanoke Valley Chapter.

We sincerely appreciate your generosity, which is an investment in our community through the work of the American Red Cross. Your support ultimately enables us to keep our programs and services visible in the community. Your help promotes the Red Cross on both a national and local level.

Thank you for helping us maintain our commitment of service to our community.

Sincerely,

Amy T. Whittaker
Director, Public Relations

To: Holly Ripans
From: Amy Whittaker

< see e-mail @ NAB >

10/14/03

Dan -

I just want to thank you again for helping us when Hurricane Isabel did her damage. Many folks told me about the piece with Karen, I saw it as well and was really pleased. We definitely saw an increase in donations (blood and money), thanks to you and News Channel 10. I appreciate your help and hope we can work together again soon.

Sincerely,
Amy Whittaker

Ripans, Holly

From: Denise Fitz [redcrosspr@sc.rr.com]
Sent: Wednesday, October 15, 2003 12:01 PM
To: Ripans, Holly
Subject: RE: NAB Request: Please respond ASAP.

Importance: High

WBTW TV 13 CBS affiliate in Florence & Myrtle Beach has been a great support for the American Red Cross Pee Dee Chapter. Since I joined the chapter in mid-January, assignments editor Eric Walters, numerous producers, camera operators, anchors and reporters have consistently kept the community informed about Red Cross services and activities.

Our chapter frequently has featured live interview guests on the noon and 5 p.m. newscasts with Ellen Dunn and Nicole Boone, respective anchors. These interviews have covered news including our first Heroes for the American Red Cross campaign run in South Carolina by the Pee Dee Chapter, disaster and emergency services, health and safety services, military response and more.

The station works hard to keep viewers informed of all local news and regularly works with our American Red Cross chapters in the Pee Dee region and Horry County to develop a variety of stories. These news items - featured in early morning, noon, 5, 6 and 11 o'clock reports - have covered topics ranging from the need for blood donations and disaster relief support to informational pieces like hurricane preparedness. Reporters have worked closely with me as a public affairs director in covering two local disasters - a small plane crash in the edge of Darlington County in January and a chemical spill that forced small evacuations in Hartsville in late September. They are diligent to mention Red Cross response and keep the public informed of how the Red Cross is helping our communities. They have done feature stories on family fire victims and military assistance, focusing on how the Red Cross helps each day.

They did live remotes from our 9-11 memorial radio broadcasts at three Florence locations this year.

I am working closely with their promotions manager to create a local PSA featuring Red Cross health and safety services and one of their anchors who completed our CPR training.

I cannot say enough good things or give high enough accolades to WBTW TV 13.

We have had similar results with WPDE TV 15 ABC affiliate in Florence and Myrtle Beach. But I'm running out of time to meet your deadline. Please contact me if you have any opportunity to praise these fine workers as well.

Thank you.

Denise Richbourg Fitz

Public Relations Director

American Red Cross

Pee Dee Chapter and SC Communications

113 Cherokee Rd.

Florence, SC 29501

843-662-8121

843-621-5300 (cell)

843-662-8122 (fax)

redcrosspr@sc.rr.com

-----Original Message-----

From: RipansH@usa.redcross.org [mailto:RipansH@usa.redcross.org]

Sent: Tuesday, October 14, 2003 3:38 PM

To: amerred@bellsouth.com; across@oburg.net; JonesB@usa.redcross

aredcross@infoave.net; bayergriffen@sc.rr.com; BrisonK@usa.redcross

redcrosspr@sc.rr.com; carmichaelj@sc.rr.com; pcarc@bellsouth.net; pspied@bellsouth.net; mrcw@nrc.net

Cc: RichmondJ@usa.redcross.org; IrbyD@usa.redcross.org

Subject: FW: NAB Request: Please respond ASAP.

*Email
only.*

Time sensitive request: please respond by noon on Wednesday, October 15.

10/15/2003

Ripans, Holly

From: Harvey Libow [libowl@savannahredcross.org]

Sent: Wednesday, October 15, 2003 10:07 AM

To: Ripans, Holly

Subject: NAB Request

Holly, it is my process to thank the individual reporter via e-mail. In the past year there have been several at WTOC the CBS affiliate and WSAV the NBC station. I do not have copies of these and since I just changed out my computer all old stuff was not dumped into the new one.

This fall WSAV teamed up with us for the Lowes Hurricane fair, they produced a PSA using their WX anchor and they also had a booth at the fair. I also teamed them with Nextel who under-wrote a Hurricane prep PSA which WSAV produced and ran in fixed times July-Sept. Also WTOC the big gun here in Savannah has given us some great coverage on the Disaster Relief Fund raising and the Isabel efforts the Chapter made with 2 people deployed and our ERV. WTOC is also the Chapters' media sponsor for our 2 major fund raising events Golf and a Gourmet food evening.

I believe these 2 stations have made a difference for the Chapter in developing our visibility and a stronger relationship with our community. Since we serve a 9 county area we need the TV media to get our necessary coverage.

*email
only.*

10/15/2003

**MEDIA SUPPORT FOR AMERICAN RED CROSS OF AUGUSTA
2002 – 2003**

- **August, 2002** **WJBF NEWSChannel 6 –
Jennie Montgomery and Jennifer Mazi
“85th Annual Meeting – Carolyn Maund’s Retirement”**

- **September, 2002** **WJBF NEWSChannel 6 –
Volunteer – a – Thon**

- **October, 2002** **WAGT TV 26 –
PSA for Red Cross during 26 Ways of
Giving**

- **November, 2002** **Jennie Montgomery –
Mistress of Ceremonies for World Aids Day Forum**

- **November, 2002** **Augusta Chronicle – Neighbors –Charmain Brackett,
Red Cross Youth Board Middle School Leadership
Conference**

- **December, 2002** **WAGT TV 26 –
Chris Maddox – segment on Red Cross assistance for
South Augusta tornado, December, 2000**

- **December, 2002** **WAGT TV 26 –
Josh Quinn – segment on Red Cross assistance to local
house fires.**

- **December, 2002** **WRDW Channel 12 –
Mark Willis – segment on Red Cross assistance to local
house fires**

- **December, 2002** **WRDW Channel 12 – interview for World Aids Day
Walk**

- **December, 2002** **WRDW Channel 12 – Dominique Benn -
Interview for CPR Saturday**

- **January, 2003** **WJBF NEWSChannel 6 – Barbara Dawson –
Coverage of Brandywine Apartment fire**

- **January, 2003** **WJBF NEWSChannel 6 – Mary Morrison –
Boot Scoot Boogie Bash**

- **January, 2003** **WJBF NEWSChannel 6 – Mom TV -Jennie Montgomery-
Red Cross Kids Safety tips**

- **February, 2003** **Kicks 99 and WFXG 54 – PSAs for local Red Cross support.**
- **February, 2003** **WJBF NEWSChannel 6 and Kicks 99 – Media Sponsors for Boot Scoot Boogie Bash Brad Means, Jennie Montgomery and Steve Smith- Help with announcements and Live Auction**
- **February, 2003** **WJBF NEWSChannel 6 – Mary Morrison – Coverage of Homeland Security, National Orange Alert, Family Emergency Preparedness**
- **February, 2003** **WJBF NEWSChannel 6 – Chip Creamer – Coverage of Homeland Security, National Orange Alert, Family Emergency Preparedness**
- **February, 2003** **WRDW News 12 – Coverage of Homeland Security, National Orange Alert, Family Emergency Preparedness**
- **March, 2003** **WRDW News 12 – Media Sponsor for MCG/Red Cross Health Fair**
- **March, 2003** **Augusta Chronicle – Charmain Brackett Interview with Carolyn Maund**
- **March, 2003** **WJBF NEWSChannel 6, WAGT –TV26, WRDW News 12, Coverage of March Red Cross meeting and Carolyn Maund’s Retirement as Executive Director**
- **March, 2003** **WJBF NEWSChannel 6 – Jennie Montgomery and Brad Means, Augusta Chronicle - coverage of surprise reception honoring Carolyn Maund**
- **April, 2003** **Augusta Chronicle and Columbia News Times - Charmain Brackett- Interview with Birnie Florie**
- **April, 2003** **WAGT, WJBF, WRDW, Augusta Chronicle, Augusta Focus- Coverage of Press conference with Mrs. Marsha Evans, President of the American Red Cross.**
- **April, 2003** **Augusta Magazine, Jarvis Holliday Around Town – Boot Scoot Boogie Bash Calendar of Events – Hot Southern Night**

- **April, 2003** **Augusta Focus – Article on Chris Handy, outstanding Red Cross youth board member**
- **May, 2003** **WAGT TV26 –Dave Terlizzi –
Special interview about Red Cross response during Hurricane season**
- **May, 2003** **WJBF NEWSChannel 6 and Kicks 99 –
Media sponsors for Hot Southern Night.
Brad Means, Steve Smith, Mike Tyler –
introductions for Hot Southern Night**
- **May, 2003** **Augusta Chronicle – Applause- Steven Uhles and
Don Rhodes –articles on Mark Wills and Blake Shelton, Hot Southern Night.
Advertising - Larry Younginer – Hot Southern Night Ad
Fort Gordon Neighbors – Charmain Brackett – Hot Southern Night; Armed Forces Day and Red Cross service to the military**
- **May, 2003** **The Signal – Hot Southern Night,
Red Cross Babysitter’s course**
- **May, 2003** **Metropolitan Spirit – Arts and Entertainment -
Hot Southern Night**
- **May, 2003** **WAGT TV 26, Beasley Broadcasting Company and
Augusta Chronicle –
Media sponsors for Heroes Campaign
Comcast – Valerie Gillespie –
Hero for the American Red Cross**
- **June, 2003** **Augusta Magazine – Jarvis Holliday – Around Town -
Mrs. Marsha Evans, President of the American Red Cross
Visit to Augusta Red Cross**

Sent: Tuesday, August 19, 2003 5:15 PM

To: 'Rome, Dee A'

Subject: Red Cross thanks you!

Dee,

Thanks so very much for all your assistance with the Red Cross Youth Corps fundraiser! It was a huge success for the kids. We are all very grateful for your support. See attachment of photos.

Cindy Desmond

Director of Community Outreach

American Red Cross

Southwest Florida Chapter

941-379-9300 Ext. 254

www.southwestflorida.redcross.org

Ripans, Holly

From: Desmond, Cynthia
Sent: Tuesday, October 14, 2003 3:51
To: Ripans, Holly
Subject: FW: Red Cross thanks you!

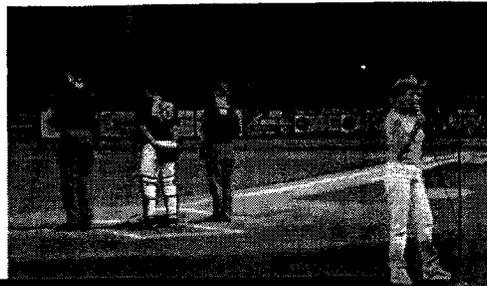
-----Original Message-----

From: Desmond, Cynthia
Sent: Tuesday, August 19, 2003 5:15 PM
To: 'Rome, Dee A'
Subject: Red Cross thanks you!

Dee,

Thanks so very much for all your assistance with the Red Cross Youth Corps fundraiser! It was a huge success for the kids. We are all very grateful for your support. See attachment of photos.

Cindy Desmond
Director of Community Outreach
American Red Cross
Southwest Florida Chapter
941-379-9300 Ext. 254
www.southwestflorida.redcross.org



Audrey Landers sings the National Anthem



Tom Niedenfauer, former L.A. Dodger pitcher, threw out first pitch and City Commissioner Danny Bilyeu caught the first pitch

American Red Cross



Red Sox for Red Cross night



Audrey & Judy Landers with Youth Corps





NEST

NEIGHBORHOOD ENRICHMENT STARTS TODAY

October 17, 2003

Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Commissioners,

For many years, local television station, WXII Channel 12, has been a tremendous champion of nonprofit organizations here in the greater Piedmont region of North Carolina. At Habitat for Humanity of Forsyth County we are thankful for and proud of our long relationship with WXII. Since 1996, WXII has co-sponsored four Habitat homes in Forsyth County. News Anchor, Cameron Kent, has faithfully and enthusiastically served two terms on the Habitat for Humanity Board of Directors. In addition, Cameron donates his time to emcee our BirdFest live auction. BirdFest is an annual community awareness and fundraising event sponsored by HabitatForsyth that generates \$50,000 (enough to build one home!).

Most recently, our friends at WXII donated their creative talents and a generous schedule for a 30 second television PSA promoting Habitat retail stores in Winston-Salem, Greensboro, and High Point. This was the first joint marketing effort undertaken by the three Habitat affiliates in the Piedmont Triad. Our community has enthusiastically embraced the PSA. Since the PSA began airing in July, calls from the public requesting to have donated items picked up have surged from 93 calls in June to 250 requests in September.

I cannot over stress the significance of what the WXII PSA means to a nonprofit organization like Habitat for Humanity. The Habitat ReStore is a unique and important source of earned revenue for Habitat for Humanity. In these uncertain economic times, our retail space provides crucial revenue that helps to maintain our building momentum. Our affiliate builds approximately 20 homes each year. Our homes are then sold, at cost with a 20-year, no interest mortgage to a hard-working, low-income family here in Forsyth County. Habitat provides a critical need in our community, and we are extremely grateful for the ongoing and tremendous support from our community-minded friends at WXII.

Sincerely,

Kay D. Lord
Executive Director

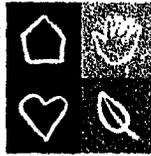
- BOARD MEMBERS
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- JAY JOSLYN
- DERONDA KEE-LUCAS
- CAMERON KENT
- WARD MILLER
- DAN PEARSON
- ED PLEASANTS
- OLLIE SADLER
- CHARLENE STUART
- DONALD VONCANNON
- PALMER WHITE
- APRIL YOUNG
- EX OFICIO
- DEK DRISCOLL

Habitat ReStore Fall Update

The Habitat ReStore is growing! Sales for the past three months were up 60% over the previous three months and revenue was up over 260%. In August there were 438 donations of which the ReStore crew picked up 224. The sales increase is attributed to several factors. Prices have been reevaluated and items are priced to move. This means more new and interesting items are coming in daily. The ReStore has also been reorganized to make shopping and donating more convenient.

The ReStore's goal for the coming year is to return revenue sufficient to cover the hard construction costs of five homes. This level is only possible with the tremendous effort of the volunteer group that supports the ReStore.

Help build a house without driving a nail - volunteer at the ReStore.



Habitat ReStore Home & Garden Center

Clearing out your garage or basement for fall? Donate your items to the ReStore! Sales from the Habitat ReStore help to build Habitat houses. We accept the following new and gently used items:

- ◆ Furniture
- ◆ Appliances
- ◆ Building Materials
- ◆ Home Accessories

Call for information and pickup!
336-765-2951

Showcase of Remodeled Homes Benefits Habitat Voc Ed Fund

The Remodelers Council of the Home Builders Association of Winston-Salem (HBAWS) introduced the 1st Annual Showcase of Remodeled Homes on May 17-18. The Showcase provided an opportunity for builder members of the Remodelers Council to display their remodeling work to the general public. The event, consisting of seven homes, was sponsored by the HBAWS's Remodelers Council, Whitney Decorating, and the *Winston-Salem Journal*. All proceeds from the event benefited the Vocational Education Fund at Habitat for Humanity of Forsyth County.

The Voc Ed Fund was established in 2000 by the HBAWS to help underwrite the sponsorship costs of Habitat houses built by students studying construction at Forsyth Tech and the Career Center.

There have been six Voc Ed homes built to date, four by students at Forsyth Tech and two by the Career Center. In addition, construction students enrolled at Forsyth Tech have participated in the construction of four additional homes since 2000.



Restore Reaps the Benefits of Generous Television PSA Schedule

Thanks to generous television PSA (Public Service Announcement) schedules running on both WXII Channel 12 and Time Warner Cable, the level of activity (both sales and donations) at the Habitat ReStore has simply exploded.

In July, those who visited the ReStore were dismayed to find signs placed on merchandise throughout the store that read: "Please do not remove (purchase) until after WXII filming." The ReStore was host to a team of WXII professionals, including news anchor Cameron Kent. The WXII team spent an afternoon shooting footage that would become a thirty-second TV PSA for the ReStore that is currently running on Channel 12 and several Time Warner cable stations. The PSA encourages the public to "help out your local Habitat for Humanity without driving a nail!"

The spot lets the public know that Habitat stores across the Triad accept donations of new and gently used furniture, appliances, building materials, and more.

According to Director of Operations for the ReStore, Jim Morris, "Thanks to the fantastic publicity generated by WXII and Time Warner Cable, calls from donors requesting donation pick ups have more than doubled. In May, we averaged about 100 calls a month. In August, the number of calls from donors asking to have donated items picked up exceeded 200! We are thrilled by the outpouring from the community."

Jim also wants to remind Habitat enthusiasts that frequent shopping trips to the ReStore helps us maintain floor space for new donations.



GTCC

October 15, 2003

Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Commissioners:

Guilford Technical Community College highly commends WXII-TV for its exceptional commitment to community service and workforce preparedness through its broadly based campaign "Putting the Piedmont Back to Work."

**GUILFORD TECHNICAL
COMMUNITY COLLEGE**

JAMESTOWN CAMPUS
601 HIGH POINT RD.
POST OFFICE BOX 309
JAMESTOWN, NC 27282
TEL: 336.334.4822
TEL: 336.454.1126

At a crucial junction in the social and economic life of its coverage area, WXII-TV, on its own initiative, confronted the huge manufacturing crisis that gripped the Piedmont Triad Region of North Carolina and adjacent Virginia counties in February 2000.

WASHINGTON STREET CAMPUS
501 WEST WASHINGTON ST.
GREENSBORO, NC 27401
TEL: 336.334.4822 ext: 4220

When massive layoffs in the textile and tobacco industries in the fourth quarter of 1999 seriously blighted the dawn of the 21st century in this formerly formidable manufacturing region, WXII-TV President and General Manager Hank Price offered the station's resources to the region's twelve community colleges and issued a call-to-action to "Put the Piedmont Back To Work."

J.C. PRICE CAMPUS
400 WEST WHITTINGTON ST.
GREENSBORO, NC 27406
TEL: 336.334.4822 ext: 4324

Community colleges are mandated to provide workforce preparedness and retraining for business and industry. Realizing that thousands of workers needed a quick turnaround and a new career track, Price initially offered my institution, Guilford Technical Community College, four-four minute segments in the station's premier 6 pm newscast during the critical February 2000 sweeps period.

HIGH POINT CAMPUS
901 SOUTH MAIN ST.
HIGH POINT, NC 27260
TEL: 336.454.1126 ext: 4110

This initial offering to GTCC was immediately expanded to engage twelve colleges in a tremendous month-long campaign to educate laid-off and under trained workers to the possibilities for new careers through training at their local community colleges.

AVIATION CENTER
260 NORTH REGIONAL RD.
GREENSBORO, NC 27409
TEL: 336.665.9425

SMALL BUSINESS CENTER
2007 YANCEYVILLE ST., SUITE 220
GREENSBORO, NC 27405
TEL: 336.334.5211

WXII-TV offered its news production resources with a remarkable on-demand graciousness that must be a television industry first. Community colleges supplied the information on new career fields, retraining and retooling opportunities and WXII produced the news stories.

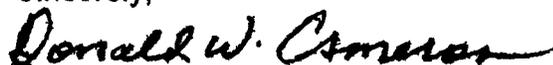
<http://technet.gtcc.cc.nc.us>

**AN AFFIRMATIVE ACTION
EQUAL OPPORTUNITY COLLEGE**

Guilford Tech opened the lines to callers following our four news segments to provide immediate counseling to prospective students. It was truly an amazing partnership between a highly committed commercial TV station and the community colleges located in its market. This participatory model resulted in increased enrollment at all twelve colleges that continues today-three years later.

WXII-TV's commitment to its various communities exceeded all expectations. Guilford Technical Community College is honored to commend WXII-TV for organizing a concerted drive by the market's community colleges to "Put the Piedmont Back to Work."

Sincerely,



Donald W. Cameron, President
Guilford Technical Community College



September 10, 2003

Gene Blackwelder
Special Projects Manager
WXII-TV
700 Coliseum Drive
Winston-Salem, NC 27106

Dear Gene:

On behalf of your American Cancer Society, I want to thank WXII-TV for its tremendous support with our Relay For Life events in the Triad Area.

We'd like to take the opportunity to recognize and thank you and WXII-TV at your American Cancer Society Relay For Life University, at which more than 300 Relay For Life volunteers gather to participate in training programs and celebrate their event successes. As part of this event, we will be hosting a celebration dinner on **Friday, September 26 at 6:30 p.m.** and would like to invite two representatives from the television station to attend the dinner and receive a special media award. The event will take place at the Renaissance Suites, next to the Charlotte Coliseum.

Our Relay events were a huge success and we couldn't have accomplished our goals without the amazing support and commitment of WXII-TV. The Relay events in the Triad area generated more than \$1.8 million and included involvement from thousands of participants and cancer survivors. Funds raised will go toward cancer research, education, programs and services in our community. In addition, we are proud to note that, nationally, we reached our \$1 billion fund-raising mark in May since Relay started in 1985.

The crew at WXII-TV went above and beyond the call of duty in providing fabulous on-site promotional support, pre-promotions, securing value-added advertising opportunities and forming a WXII-TV team. We really value our relationship with WXII-TV and look forward to working with you again to make next year's Relay season an even bigger success and to bring us one step closer to finding a cure for cancer.

Please R.S.V.P. to me by **Friday, September 19** with who will be attending the Relay celebration dinner on September 26. If you have any questions or need further information, please feel free to call me at 704-376-1659, x15 or e-mail me at jenni.walker@cancer.org.

Thanks again for your support in the fight against cancer and for joining the power of purple!

Sincerely,

Jennifer K. Walker
Metro Area Director

cc: Angie Jordan, Karla Joyce

"It's about being a community that takes up the fight..."

American Cancer Society Southeast Division, Inc.
500 E Morehead Street, Suite 211 Charlotte, NC 28202-2606 t) 704.376.1659 f) 704.376.0516
Cancer Information 800.ACS.2345 www.cancer.org



**NORTH CAROLINA AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY**

OFFICE OF UNIVERSITY RELATIONS

October 30, 2002

Henry Price, General Manager
Hearst-Argyle Communications / WXII-News Channel 12
700 Coliseum Dr.
Winston-Salem, NC 27116

Handwritten signature
Dear Mr. Price:

North Carolina Agricultural and Technical State University would like to thank you and Hearst-Argyle for your continued communications support. By helping our university to educate and inform the Piedmont about the Aggie Homecoming 2002 festivities, N.C.A&T benefits but so does the local economy. This event attracts approximately 40,000 people, which equates to over nine million dollars of revenue for the area annually. The support provided by Hearst-Argyle Communications is important and appreciated.

Thanks again for all you do for A&T and Aggie Pride. We look forward to working with you and your colleagues in the future.

Sincerely,
Mable Scott

Mable Scott
Assistant Vice Chancellor
University Relations



"Janet Wagner" <entropyfreak@rivercto.net> on 12/18/2002 02:56:41 PM

Please respond to <entropyfreak@rivercto.net>

To: <communityaffairs@wxii12.com>

cc:

Subject: Food Drive

Dear Channel 12 news,

Thank you so much for your committment to the community by taking part in the Second Harvest food drive. For people like me who want to help, you made it possible by setting up a location in my area where food could be dropped off. In my case, this was the site in Elkin. I would not have known where to take things otherwise and may have missed out on helping. Many of us just need someone like you to get us going. Keep up the good work.

Janet

Wagner

[This E-mail scanned for viruses by Declude Virus]

Pub. File



June 13, 2003

Mr. Henry Price
 President/GM
 WXII - TV 12
 P.O. Box 11847
 Winston - Salem, NC 27116

Dear Mr. Price,

We are very appreciative that you provided your staff to cover and televise our Kick-Off event. Thank you for offering to do so. The ensuing publicity for all concerned is excellent.

Thank you also for providing a video copy of the televised report. We will use it in at least two important meetings. We have our next Campaign Operations Committee meeting on June 20, 2003 and will be very proud to show it to the group. It will be an exciting meeting with further announcements by investors. If your schedule should change, please join us. Our meeting begins promptly at 7:30 am and ends by 8:30 am (it often takes less than the allotted hour). And, we will also show the news report at our next Board meeting on June 24, 2003.

It is obvious that you care about your community and are willing to take the time to make a difference. I am enjoying working with you very much.

Sincerely,

A handwritten signature in black ink that reads "Bob" followed by a horizontal flourish.

Bob Johnson
 Development Director

Greensboro North Carolina Where Connecting is Serious Business



March 17, 2003

Mr. Hank Price
 WXII-TV/WGPX-TV
 700 Coliseum Drive
 Winston-Salem, NC 27106

Dear Mr. Price,

On behalf of the International Civil Rights Center and Museum/Sit-In Movement Inc., it's Board of Director and staff, I would like to thank you for your generous contribution of your staff and airtime for the 2003 Tele-A-Thon. We are pleased to announce that do to your support and like minded corporation and individuals, we raise \$132,500.00 from three hundred and eighty eight people.

Again, Thank you for your sponsorship and support.

Sincerely

McArthur Davis
 Executive Director

PO Box 847
 Greensboro
 North Carolina
 27402-0847
 Telephone:
 336-274-9199
 Fax: 336-274-6244
www.sifinmovement.org

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Vice-Chairman

Hurley Derrickson
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David W. Hoard
Chief Executive Officer

McArthur Davis
Executive Director

WALLBURG ELEMENTARY SCHOOL



8711 North NC Hwy 109 ♦ Winston-Salem, NC 27107
Phone (336) 769-2921

October 1, 2003

Ms. Jill Holbert
WXII-TV 12
PO Box 11847
Winston-Salem, NC 27106

Dear Ms. Holbert,

On behalf of the students at Wallburg Elementary School, "THANK YOU!"
Your generous gift is greatly appreciated. We raised \$900.00 with the General Mills Box Top Campaign and collected over 8000 points with the Campbell Soup Labels. It is remarkable how WXII-TV 12 supports the local schools and the community.

Your kindness makes it a joy to patronize WXII-TV 12.

Sincerely,

Cheryl Pericozzi
General Mills Box Tops School Coordinator
6888 Old Lexington Road
Winston-Salem, NC 27107
(336)785-3267



SENIOR SERVICES
Helping Our Elderly Live With Dignity

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President & CEO
Richard Gottlieb

October 15, 2003

Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Commissioners,

This letter will testify to our recognition and appreciation of WXII Television's strong commitment to the Winston-Salem and Forsyth County area that it serves. As a local broadcaster, WXII is a vital part of this community, often broadcasting civic and nonprofit events and fundraisers.

We at Senior Services, a private, nonprofit organization, rely on the public spirit and service of WXII to help get our message to the public. We have also partnered with WXII on a unique event that enriches the lives of people of all ages in our community, the Grandparent of the Year Essay Contest. This contest is geared toward schoolchildren in grades one through five. The students submit essays of why their grandparents are special to their families and communities. Children in our area have written more than 1,300 essays in the last four years. WXII helps Senior Services publicize the contest and provides a celebrity newscaster to emcee the Essay Contest Awards Celebration. In this way, WXII is helping bring children, parents and grandparents together in recognizing seniors and the importance of strong families in our community.

For these reasons and many others, we applaud the WXII's strong commitment to our community.

Sincerely,

Richard Gottlieb
President and CEO



October 9, 2003

Gene Blackwelder
WXII-12
PO Box 11847
Winston-Salem, NC 27116

Dear Gene,

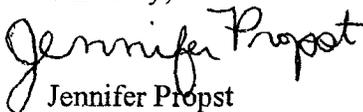
On behalf of the Winston-Salem Chamber of Commerce, I would like to thank you and WXII-12 for supporting students in the Winston-Salem/Forsyth County schools through your sponsorship of this year's *Donation for Education* school supply drive.

We wanted each person on your team to know how much we appreciated your involvement in the entire supply drive campaign, including your help in securing sponsorship partners First Citizens Bank, Staples, Epson, Avery, and PAX 16. We would also like to thank the station for creating the marketing plan for the supply drive, as well as the *Donation for Education* logo and signage for the drop-off points.

And finally, thank you for collecting the 6 truckloads of supply donations at the drop-off points and delivering them to the school social workers for distribution to students. I know this effort took a lot of hard work and coordination on your team's part, and for that we are very grateful. Your dedication to the supply drive from beginning to end has been invaluable to its success.

Thank again for your partnership and for supporting students throughout Winston-Salem/Forsyth County schools.

Sincerely,


Jennifer Propst

EDITORIAL

Congratulations Chuck & Wanda on 10 fine years

The Highlander Mountain Views

Wanda and Chuck Cooper are as easy-going and pleasant as the soft and soothing music that flows from their FM radio station 24 hours a day.

Always smiling, always happy, they are grateful they live in Highlands and earn their living here.

We, too, are grateful.

For Wanda and Chuck have given much to the community.

Mayor Buck Trott and the Town Board recognized the couple's many contributions when he proclaimed this week as WHLC Week in Highlands. It was an appropriate proclamation.

The radio station celebrated its 10th anniversary of service to the communities of Highlands and Cashiers on July 8 with a reception at the Conference Center.

Residents of the two communities turned out to congratulate Wanda and Chuck and to wish them 10 more years of success.

During the past 10 years, the station has served as an up-to-the-second provider of valuable information about

weather conditions (always changing), school closings, town emergencies, road closings from accidents, etc.

Chuck has trudged through big wintertime snowfalls to get to the station and get on the air with information about road conditions and closings.

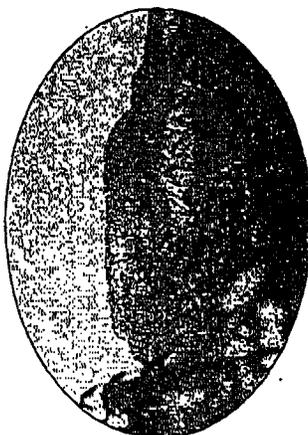
Even with the electricity off in the town, Chuck has kept broadcasting, using generators at the station to keep the power on.

These past 10 years haven't been easy for the station. Chuck can tell you that getting started in 1993 was a challenge.

He had to convince local politicians and residents that the station would be good for the town. He did. And it has been.

On the occasion of WHLC's 10th anniversary, The Highlander tips its hat to the station and to Chuck and Wanda.

We enjoy your music and your station. We value the station's presence in our community, and we value you, our friends, Chuck and Wanda.



GEORGE MATHEWS

2415 DELLWOOD DRIVE
ATLANTA, GEORGIA 30305

7/22/03

Dear Chuck,

On behalf of my wife, Karen, and our three children, I wanted to express our deepest gratitude for the efforts put forth (some weeks back) by WHLC in the hunt for our beloved dog, Dindy. At eighteen years of age, Dindy will probably not be around too much longer. But had we lost him to the cold, dark woods, any closure would have been excruciatingly beyond our reach. That you and WHLC would diligently run "APB" announcements exhibits your genuine concern for animals. It was also a very meaningful comfort to our family during those desperate hours while Dindy was lost.

We were fortunate to find him, and fortunate that he recovered from the fright and dehydration. Back home in Atlanta, all parties are keeping a watchful eye on our dear old dog.

The Mathews family will always be grateful to you and WHLC.

Sincerely,



George Mathews



Congratulations, WHLC!

Proclamation of
WHLC WEEK
In Highlands
July 7 - July 13, 2003

WHEREAS, WHLC has served the Highlands community for several years; and

WHEREAS, WHLC has given broadcast time to many civic and charitable causes; and

WHEREAS, WHLC has provided an invaluable weather and road conditions service to the Highlands community; and

WHEREAS, WHLC has on innumerable occasions broadcast emergency information to the community; and

WHEREAS, WHLC and Chuck Cooper have been the voice of the community for special events such as the Christmas Tree lighting and the Fourth of July fireworks.

NOW, THEREFORE, I, Allen L. "Buck" Trott, Mayor of Highlands, do hereby express my appreciation to WHLC for ten years of service, and to hereby proclaim the Week of July 7 - July 13, 2003 as WHLC WEEK in the Town of Highlands.

The Town of Highlands
Allen L. Trott, Mayor

*From Your Friends In
Wright Square & Helen's Barn:*

T.A. Anderson Goldsmith • Country Club Properties
Gaslight Cafe • John Collette Fine Art
Southern Hands • Coldwell Banker-Ashburn Real Estate

WESTERN NORTH CAROLINA AIDS PROJECT

P.O. Box 2411
Asheville, North Carolina 28802-2411
(828) 252-7489
Fax (828) 253-8602



Mr. Chris Hoffman
General Sales Manager
WOXL-FM
90 Lookout Road
Asheville, N.C. 28804
05/05/03

Dear Chris:

On behalf of the many clients of the Western North Carolina AIDS Project, thank you for your support of the first annual "Dining Out For Life" fundraiser in the Asheville area. We commend you for the excellent coverage provided by WOXL-FM, which was heard by a vast Asheville audience. The event was a huge success, which we attribute directly to the publicity provided by your station.

Without the generosity and compassion of businesses such as WOXL-FM, we would not be able to continue our mission of improving the lives of families affected by the AIDS virus, and continue our AIDS education and prevention programs throughout WNC. We look for your continued support in the future.

Our sincere thanks,

Ron Curran, Executive Director

Harry Brown, Event Chairman



United Way



**John H. Carson Golf Tournament
Gizeh Temple A.E.A.O.N.M.S. P.H.
Saturday, September 20, 2003**

O. L. Sherrill Jr.
111 East Street
Black Mountain, N. C. 28711

September 20, 2003

Mr. Chris Huffman
WOLX Radio Station
90 Lookout RD.
91 Asheville, N.C. 28804

Dear Chris:

Just a note to let you know that your hard work during and leading up to our tournament to day has been greatly appreciated.

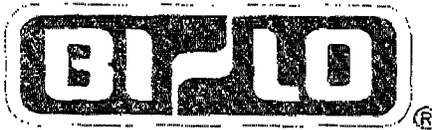
Again, we wish to thank Mr. Williams for his efforts in making your station a part of our community.

Sincerely,



O.L. Sherrill

*Chris this letter was written last Saturday evening but
is just clearing the outer box.*



April 6, 2003

William Waldron
WOXLWISE-FM
90 Lookout Road
Asheville, NC 28804

Dear Mr. Waldron,

When we asked for your help, you gave it. From live announcements to radio remotes to store visits, you unselfishly gave of yourselves to help support a greater cause. And it is that support-*your* support- that deserves our sincerest thanks, because you helped to make Operation Goodie Bag a great success. Together we raised:

More than \$319,000 in donations

and

More than 65,000 items for our

troops around the world

These donations will be sent to the USO in Atlanta on Friday, May 9th to be packaged and delivered to our troops deployed around the world. Smiles from home are on their way to our heroes!

Again, we truly appreciate everything you have done for Operation Goodie Bag. And on behalf of Americans everywhere, we thank you for helping to give us all an opportunity to say thank you to the men and women who dedicate their lives to the protection of our freedoms.

Sincerely,

President & CEO
BI-LO, LLC





The
Healing
Place

December 2, 2002

Mr. Larry Williams
WOXL FM
90 Lookout Road
Asheville, NC 28804

Dear Larry

I have enclosed 15 commonly asked questions as you requested.

I am looking forward to meeting you on Thursday, December 19, at 2:45 p.m.

I appreciate so much your taking the time from your busy schedule to give
The Healing Place airtime exposure.

Sincerely

Teri DuBois
Community Outreach Coordinator

cle

Enclosure

**SEXUAL ASSAULT
RESPONSE AND
RESOURCE CENTER**

**CHILD ADVOCACY
CENTER OF
HENDERSON COUNTY**

P.O. Box 2461
Hendersonville, NC 28793

828.692.3931
Crisis

828.692.0495
Business

828.692.0433
Fax

healingp@hrcnet.com





The
Healing
Place

Larry Williams
Karen Birchfield
WOXL FM
90 Lockout Rd.
Asheville, NC 28804

November 14, 2002

Dear Larry,

It was a pleasure talking with you Tuesday. Thank you so much for considering us as a guest for your Issues and Answers Sunday morning public affairs show.

The Healing Place is the sexual assault response & resource center and the Child Advocacy Center of Henderson County. Our mission is to assist victims of sexual assault and child abuse and to increase prevention through community education.

We are trying to do much more community outreach and so appreciate your helping us reach more people in the community.

Our next volunteer training is scheduled for middle to late February, so a January airdate would be excellent timing for us if your schedule permits. I will give you a call next week and I am looking forward to meeting you both.

Sincerely,

Teri DuBois
Community Outreach Coordinator

Enclosure (1)

JP

SEXUAL ASSAULT
RESPONSE AND
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Fax

healingp@bmet.com



For
Public
File

Irene Wortham Center

Providing Services for the Developmentally Disabled

Oldies 96.5 WOXL-FM
Mr. Chris Hoffman
90 Lookout Road
Asheville, NC 28804

October 24, 2002

Dear Mr. Hoffman,

Thank you for taking the time to meet with me regarding the Irene Wortham Center's 3rd Annual Silent Auction, *Bringing Out the Stars*. I really appreciate all your help, experience and insight. We believe that event will be quite successful and are thankful for your generosity and publicity. I look forward to meeting with you next week.

Sincerely,



Eva L. Hartman
Development Associate
Irene Wortham Center, Inc.

916 West Chapel Road • Asheville, NC 28803
(828) 274-7518 fax: (828) 274-1582



Oct 17 2002 15:36 P.09

Fax: 8282535619

WOXL & WISE



Workplace Partnership for Life Celebration Day

Nice work!

August 31, 2003

Bruce Law
Saga Communications of NC
90 Lookout Road
Asheville, NC 28804

Bruce:

Sincere thanks to you and the staff of WOXL/WISE radio for being our media sponsor for the Workplace Partnership for Life program a few weeks ago. The community leadership was well represented in the morning session at First Baptist Church and many remarked that this was a perfect place to be holding our program. The overall theme was that all people have the power to save another persons life through donation: blood, marrow and platelets while they are alive, and organs, eyes and tissue at the end of their life. It is a blessing to see the impact that comes from donation.

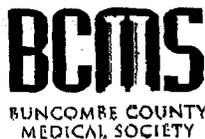
In the afternoon the Asheville Red Cross collected 33 units of blood which was more than twice their goal for the day. There were 19 people who signed up for the marrow registry and 13 others indicated an interest in platelet donation.

Dr. Duke had a memorable trip to Asheville and WOXL/WISE radio played a significant role in making this a very successful day. Pat, Suzanne, Chuck and Bill were wonderful to work with. Thank you for all you are doing for the community and doing your part to make a difference.

Sincerely,

Edward S. Jenest

CC: David Blackmon



WNC Organ & Tissue Donation Initiative • 610 Upper Sondley Drive • Asheville, NC 28805
(828)-296-9708 • WNCOTDI@bellsouth.net

CRISIS CONTROL MINISTRY

Help for today—Hope for tomorrow

Renee Boyd
PR & Marketing Coordinator

WNAG Radio

Thanks for allowing us to come
and promote Hope du Jour on your
station. We appreciated the time
and your support of our project.

Thanks again!

Renee Boyd

To WMA G
& Tom White,

Thanks for our
visit!
Stokesdale Pack 110
Tiger Cub Den

Jack Had
T & Bob

apke/gon

Aden
Eric

William
Cannon
Chris

Steven
Parker
Holder

Dear Shannon,

June 13, 2003

Thank you so much for WMAG's sponsorship of this year's NC Inland Race for the Cure. Your support helped us grow the event to over 7,150 participants and raise over \$450,000. This means we can provide a significant amount of money locally for education, screening and treatment.

We hope you will be back with us again next year. In fact, I think organizing "Lara's Team" will help grow

Survival

leads to survival

Love

a Life of love

a Hope for life

Faith brings hope

the Courage to have

the Race even more and could be great fun.

Sincerely,

Ang J Viola

Forsyth Radiological

3155 Maplewood Avenue
Winston-Salem, North Carolina 27103
Business Phone: (336) 794 4372



Sam T. Auringer, M.D.
Alfred L. Baker, M.D.
Vito Basile, M.D.
Robin L. Boyd-Kravis, M.D.
Jeffrey A. Brady, M.D.
Dennis M. Clonians, M.D.
Joseph C. Contento, M.D.

Andrew M. Dale, M.D.
John C. Falls, M.D.
Frank W. Farrell, Jr., M.D.
Robert O. Ferguson, M.D.
Daniel H. Gohwyn, Jr., M.D.
Donald V. Heck, M.D.
Thomas H. Hunt, M.D.

Theodore C. Kerner, Jr., M.D.
Karen L. Killen, M.D.
Patrick S. Markwalter, M.D.
Thomas H. Milner III, M.D.
Brendan M. Miner, M.D.
Leo Ann A. Naylor, M.D.
Lillian A. Orr, M.D.

Richard H. Reid, M.D.
Geoffrey D. Rieser, Ph.D., M.D.
Mark J. Stillworth, M.D.
Robert M. Stevenson, M.D.
Robert M. Varnell, M.D.
Thomas B. Wiggins, M.D.
Neil Wolfman, M.D.

JUNE 18, 2003

MAGIC RADIO WMAG
2 B PAI PARK
GREENSBORO, NC 27409

DEAR FRIENDS,

ON BEHALF OF THE FORSYTH RADIOLOGICAL RELAY FOR LIFE TEAM, THANK YOU FOR YOUR SPONSORSHIP THIS YEAR. THE 2003 FORSYTH COUNTY RELAY WAS A HUGE SUCCESS AND YOUR SPONSORSHIP HELPED US TOWARD OUR GOAL, RAISING 23,492.00. FRA TEAMED WITH WXII 12 THIS YEAR AND TOGETHER WE TURNED IN TO RELAY FOR LIFE \$38,078.00.

THE AMERICAN CANCER SOCIETY HAS A 501(C)(3) STATUS AND YOUR DONATION IS TAX DEDUCTIBLE. YOU MAY USE THE ATTACHED FORM FOR YOUR TAX PURPOSES.

IF I CAN BE OF ANY HELP PLEASE DON'T HESITATE TO CALL ME AT (336) 794-4140 OR EMAIL AT . AGAIN, THANK YOU FOR YOUR GENEROSITY AND THOUGHTFULNESS IN HELPING US BATTLE CANCER.

SINCERELY,

BEVERLY Y. SHEPPARD
CHAIR
FRA RELAY FOR LIFE

Samaritan Ministries

News Release

FROM: Jeff Hardin, Development Director
1243 Patterson Ave., Winston-Salem, NC 27101
(336) 748-1962 x25

For Immediate Release

First Annual "Save Room for Dessert" event announces results

Winston-Salem, NC, April 29, 2003— Samaritan Ministries, which operates a Soup Kitchen and homeless shelter in Winston-Salem, held the first annual "Save Room for Dessert" event Sunday April 27, 2003. The event served as a competition between area pastry chefs, as well as a fundraising event for Samaritan Ministries.

"The first ever Save Room for Dessert was a smashing success by any measure," remarked Jeff Hardin, the ministry's Development Director. "The competing chefs put a lot of work into making this a fun, family event, and their efforts raised about \$13,000 for hungry and homeless people served by our Ministry." Samaritan Ministries was also blessed to have the support of some great volunteer judges, including Mayor Allen Joiner, Cameron Kent (WXII), Michael Hastings (Winston-Salem Journal), and Jeff (Smitty) Smith. Bill Flynn of WMAG served as Master of Ceremonies.

The winners of the Save Room for Dessert competition are as follows:

Best Chocolate Themed Dessert: 1st Place Institution Food House (Chef Alex Moore), 2nd Place Blue Ridge Ice Creams (Debbie Lee), 3rd Place Café McMillan (Don McMillan).

Fresh and Festive: 1st Place Noble's Grille (Emilie Nester), 2nd Place Twin City Club (Rob Creel), 3rd Place Auction House (Thomas Ryan).

Best Presentation: 1st Place Newtown Bistro (Mac Parker), 2nd Place Guilford Technical Community College (Tim Smith, Lauren Miles), 3rd Place Piedmont Club (Mike Gabrielson)

People's Choice Award: Piedmont Club, Fried Apple Crisp with Burnt Sugar Ice Cream, presented by Mike Gabrielson.

Samaritan Ministries has been feeding the hungry and providing shelter to homeless men for over 20 years. With a limited full-time staff, the Ministry relies on the time and efforts of countless volunteers to serve lunch each day and to run the shelter each night.

For more information, please contact Jeff Hardin or Sonjia Kurosky at 748-1962.

END

Allen, Nick

From: Flynn, Bill
Sent: Tuesday, April 29, 2003 5:48 PM
To: Allen, Nick
Subject: FW: SRFD News Release

-----Original Message-----

From: Samaritan Ministries [mailto:samfuuds@hotmail.com]
Sent: Tue 4/29/2003 4:37 PM
To: Flynn, Bill; ckent@hearst.com; mbutt@hearst.com; Sopina, Shannon
Cc:
Subject: SRFD News Release

Cameron, Bill, Shannon and Michelle,

Attached is a news release on the results of Save Room for Dessert. We sure appreciate your commitment and support of this first ever event. We couldn't have nearly as successful without your help!

**Blessings,
Jeff**

MSN 8 helps ELIMINATE E-MAIL VIRUSES. Get 2 months FREE*.



GUILFORD COUNTY SCHOOLS

February 18, 2003

Mr. Bill Flynn
WMAGIC
PO Box 5897
High Point, NC 27262

Dear Bill,

During the Guilford County Schools Spelling Bee competition I watched the expressions of the audience and the participants while you were the announcer. While they were excited and nervous, you were so relaxed. Your attitude was just what we all needed on such a momentous day and for such an important event.

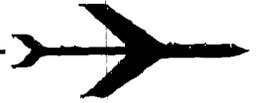
Thank you for sharing your valuable time and expertise with the students of Guilford County. The memories you created will stay with the parents, students and teachers for a long time.

Sincerely yours,

Roberta Pearson, Ed.D.
Curriculum Specialist

B U I L D I N G F U T U R E S

120 Franklin Boulevard Greensboro, NC 27401
Phone (336) 370-2300 Fax (336) 370-2320

AIRPORT COMMISSION OF FORSYTH COUNTY**SMITH REYNOLDS AIRPORT**

BOARD OF COMMISSIONERS
WILLIAM H. WHITEHEART
Chairman

ABNER WRIGHT
Vice Chairman

HOWARD L. MARTIN
Secretary/Treasurer

GLORIA D. WHISENHUNT
THOMAS E. McKIM

EDWIN R. COX, JR.
Airport Director

September 17, 2003

Ms. Betsy Harris
Clear Channel Communications
2-B PAI Park
Greensboro, NC 27409

Dear Betsy,

Thank you for your support of the 2003 Winston-Salem Air Show. Your support enabled the show to be one of the best to date. With well over 20,000 spectators in attendance the Air Show continues to grow as one of the premier events not only in Winston-Salem but also in the entire Piedmont Region of North Carolina.

As the Air Show continues to expand, it becomes increasingly important to solidify our corporate partnerships for future Air Shows. As a result I would like to meet with you and discuss the 2004 event. Also, during this meeting, I would like to get your feedback about the 2003 Air Show. This information is important so we can keep improving our relationship with our current sponsors as well as generate more sponsorship opportunities for other businesses in the area.

I will be in touch with you within the next week to arrange a time to meet with you. Again, thank you for your sponsorship and I look forward to speaking with you soon.

Sincerely,

Dane Heath
Special Events Manager

P.O. Box 4457
Winston-Salem, North Carolina 27115-4457
(336) 767-6361 FAX (336) 767-8556



Public file

May 30, 2003

Ms. Betsy Harris
 Clear Channel Communications
 2-B PAI Park
 Greensboro, NC 27409

Dear Betsy:

As fast-paced as business has become, we rarely take the time to pay a compliment that's due. For the amount of time that you've focused on us, I wanted to take a few minutes to say thanks.

As you know, 85 % of our sales come from outside of the North Carolina market. Furnitureland South felt it was important to begin to tap the Triad and surrounding areas. We began advertising with WTQR and WMAG in February 2003, for our Eabulous February event. And from day one, we began to experience traffic and sales directly from our radio commercials and promotional support on WTQR and WMAG.

St. Jude's Radiothon was a wonderful community sponsorship and a perfect venue to help promote the grand re-opening of Furnitureland Express. It was amazing to answer the phones in the last hour of the Radiothon and feel the emotional power of the listeners, donating \$313,000...almost \$40,000 *more* than last year!

And the Garage Sale? What's happening now has exceeded our expectations! We had 30 customers lined up at our gates on Saturday, May 17 at 5a.m., one and a half hours before the doors even opened! Some of the stories we're hearing are amazing...my favorite comes from the woman who was standing in line to buy an ottoman for \$49. While leaving the sale with ottoman in hand, another customer approached her and asked if she'd sell it. And she did so, for \$100! Ah, commerce!

Your staff continues to amaze me. Please share my thanks to everyone for all their hard work: Dallas Reese, Angie Ward, Bill Flynn, Rod Davis, and Bruce Goodrich in creative services. Your on-air talent has used their wonderful gifts to tell the Furnitureland South story to your listeners. And you have always helped me stay ahead of the curve! I am going to create a Furnitureland South marketing vendor of the year award and give it to *you*. I love the partnership!

Warm regards,

Terrie Silver
 Marketing Director
 Furnitureland South

Furnitureland South
 Post Office Box 1550
 5635 Riverdale Drive
 Jamestown, NC 27282-1550

telephone 336.841.4328
 corporate fax 336.841.7031
 showroom fax 336.841.7026
 mart fax 336.841.0051
www.furniturelandsouth.com

Florence Elementary School

7605 Florence School Drive
High Point, North Carolina 27265

High Point 819-2120
Fax 454-5579

Wednesday, August 13, 2003

Ms. Diana Wilds
Market Controller
WTQR, WMAG, WVBZ, WGBT
2 - B PAI Park
Greensboro, NC 27409

Dear Ms. Wilds:

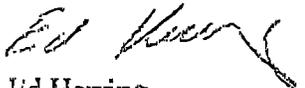
On behalf of the staff at Florence Elementary School, I wish to thank your organization for its generosity.

The items your group purchased for the teachers will go along way in meeting their classroom needs for children. You really made their day on August 7! In the past, teachers often had to purchase these items.

It appeared that your folks really enjoyed participating in the "Fill the Bus" project. They are indeed kind.

Once again thank you.

Sincerely,


Ed Herring

Dear Diana,

Thank you for your generosity to Florence Elementary. We greatly appreciate the extra school supplies and will put them to good use this year.

Susie Hunt
Kathleen Galvin
Michelle Ingram
Cathy Nelson
Karen Gordon Team

Thank you,
The Second Grade

I would like to say
thank you for the classroom
supplies I received. We
are already using them.
You've made my job a
little easier.

Your kindness and support
are greatly appreciated.

Sincerely,
Michelle Loggion
2nd Grade
Florence Elem.

August 18, 2003

Dear Diana,

Please tell the many "school elves" that the many gifts that were given to us are greatly appreciated.

Everyone's generosity and support is so encouraging.

Many thanks,

Florence Elementary
First Grade Teachers

Janice Kennedy

Jeanie Harrison

Pamela Cain

Marsha York

Jane Connelly Barbara Scho

Thank
You!!

Dear Diana and crew #

Thank you very much
for the school supplies
You spoiled me!! I'm
pretty busy with my
29 fifth graders and
the supplies have been so
helpful to us, I can't
thank you enough. We are
going to have a great
year at Florence!

✓ Yahoo!!
Annemarie Killian
5th grade teacher

Dear Partner in Education:

Thank you so very much
for supporting our classroom
and school this year! Your
help is really appreciated!



Sincerely yours,
Kristen Porter
-2nd grade teacher

CRISIS CONTROL MINISTRY

Help for today---Hope for tomorrow

Renee Boyd
PR & Marketing Coordinator

Shannon-

Thanks for having us at WTQR on Tuesday, May 6th, to promote our Hope du Jour project. We truly appreciate WTQR's support of our project and look forward to working together in the future.

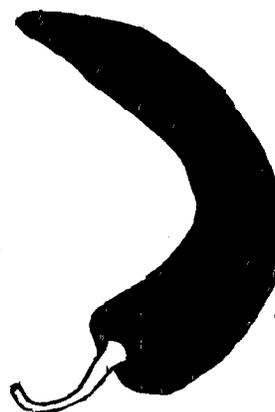
Thanks!

Renee Boyd

Lisa -

7/7

Thanks so much for usky Peppe
Moms for the Uncle Sam Sam. Deb
and Andrew had a great time and
appreciate all that you did for them.
Don't hesitate to call with any other
needs you might have. I appreciate



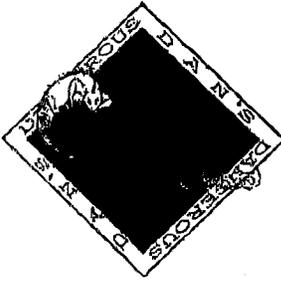
our relationship and your professionalism.
Thanks again!

Meredith



PEPPER MOON
cateri ng

When you care enough to serve the very best.



**Dangerous Dan's
CureRide For Diabetes**



Clear Channel Communications
2-B PAI Park
Greensboro, NC 27409
336-822-2055

Dear Shannon Sopina,

All of the coordinators, volunteers and participants of **Dangerous Dan's CureRide For Diabetes** would like to thank you for your support and donations to our inaugural event.

We hope this marks the beginning of an ongoing relationship as we plan to continue **Dangerous Dan's CureRide For Diabetes** annually.

Thank you for helping us make our first event a very successful one.

See you next year!

Sincerely,

Billy Bryant
Event Coordinator

Please Visit www.CureRide.org
For Additional Information
And Upcoming Events