

In light of the upcoming "localism in broadcasting" hearing to be held in San Antonio January 28, 2004, I would like to express my gratitude to the management and employees of San Antonio's radio station KXXM, and television station WOAI-TV.

In January of 2003, Krash Kelly, then Program Director of KXXM, officially Added the track 'Sold Me Out' from my record The Apartment. The track remained on the air through the spring, earning potential research scores of 80 or better. It was in a medium rotation for most of its run on the air.

During the track's run, KXXM invited my band to perform at several key logo shows: opening for Stereofuse for the first annual NOT SO SILENT NIGHT, opening for Sixpence None the Richer at Madison Avenue, headlining a St. Patrick's Day celebration at Sherlock's, and I was invited to make a cameo appearance with Woody during the Summer-end show at Crossroads Mall.

KXXM was also able to offer my band a show at Madison Avenue, in lieu of a promotional commitment, which evolved into the official album release for The Apartment. The show earned media attention around the city for my band, my album, and for KXXM.

I then wrote and recorded a Woody Show jingle, which blossomed from the hook of 'Sold Me Out.' The Woody Show in particular has been key in assisting my career by inviting me into the studio for on-air performances and has continued their support by providing updates on my progress. During the championship 2003 season I wrote and recorded Go Spurs Go, an anthem for the San Antonio Spurs. The Woody Show aired my song regularly during last season's playoffs, and the song remains available for downloading on the station's website to this day.

WOAI-TV has also been helpful in my plight for musical success by inviting me to perform on The Living Show. On this variety morning TV show I was able to perform songs from my album and promote future sales of The Apartment

During this upcoming hearing, KXXM and WOAI-TV should be recognized for offering San Antonio top quality programming, entertainment, news, and for their empathy towards struggling artists such as myself. In an industry where the art and music all too often get shoved aside, KXXM and WOAI-TV provide an outlet for local and national mediums to share the same spotlight.

Sincerely,
Jerry Fuentes, Jr
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