

May 5, 2002

Mr Tommy Schenck
FOX50
Diamond View Office Building
512 S Mangum Street
Durham, NC 27701

Dear Mr Schenck,

Recently, I had the privilege of meeting one of your 10:00 news anchors, Ms Lynda Loveland. On very short notice, Lynda agreed to accompany a group of my students from Powell Elementary School, to a luncheon that was provided for them at the Museum of Science. The students were the top points winners in our reading motivation program and the lunch at the museum was the reward for being such good readers.

Many people agree to help me with my various programs but I can honestly say that the genuine interest that Lynda exhibited during our little trip was truly refreshing. I did not have a sense that she was only "doing her duty". Instead, she entered into the spirit of things and never seemed bored with an outing that took up over two hours of her time. When we returned from the luncheon, she graciously took some time to visit our media center as well!

I believe that reading is the key to academic success and when students get that message from adults in the media, as well as from their teachers and parents, it means a great deal to them. Lynda has proven herself to be a champion of reading and an asset to our school. I am sure that she is an asset to your station as well.

Sincerely,

Janice Grathen

Janice Grathen, Media Coordinator
Powell Elementary School
1130 Marlborough Road
Raleigh, NC 27610

May 14, 2003

Dear Mac,

Thank you to all the Beasley stations for participating in WalkAmerica. It was wonderful to have them along the route to cheer on the walkers. A special thank you to Don Chase for having me on the show twice to promote the walk. It is wonderful to have such community minded media in our midst. Thanks again - Natalia

PRIDE

Lee

January 19, 2001

Lee Armstrong
WSOC-TV
PO Box 34665
Charlotte, NC 28234-9917

Dear Lee,

WSOC-TV's commitment to the Pride Awards, the African American community and to Charlotte is phenomenal. Thank you for another successful year. In addition, it is always a pleasure working with your staff

Thanks again and please let me know if Pride can be of assistance to you in any other way

Sincerely,



Dee Dixon
Publisher

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.

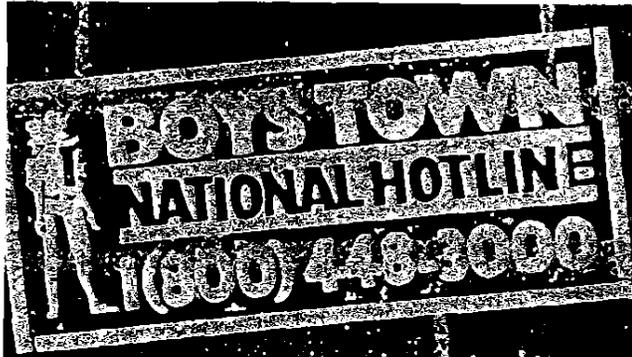
Sincerely,
Michelle Ingram
2nd Grade
Florence Elem.

WIKIT WUIT WUUMG - SUSAN G. KUMEN

13. April 2003

Amenda -

Many, many thanks for helping us market Laugh for the Cure!! The event could not have been such a success without the support of Clearchannel! Laugh for the Cure raised over \$7,000 for the Charitable Affiliate of the Susan G. Komen Breast Cancer Foundation. Thank you for helping us work to eradicate breast cancer as a life threatening disease. It was great meeting you (again!) last Monday and I look forward to working with you on future Laugh for the Cure and Komen events! Sincere thanks! Tommy S. Greyshock
Director, Laugh for the Cure



Father Flanagan's Boys' Home
Boys Town, Nebraska 68010
Father Val J. Peter, Executive Director

Public Service Council

Elizabeth Ashley
Dan Aykroyd
Scott Bakula
Halle Berry
Nicolas Cage
Michael Chiklis
Mark Collie
Mike Ditka
Lesley-Anne Down
Hector Elizondo
Lee Greenwood
Robert Guillaume
Steve Guttenberg
Jasmine Guy
Reggie Jackson
Pat Haden
Harry Hamlin
Kadeem Hardison
Neil Patrick Harris
Hal Holbrook
Joey Lawrence
Jane Leeves
Edward James Olmos
Elizabeth Pena
Tim Reid
Theresa Saldana
Jimmy Smits
Daniel J. Travanti
Blair Underwood
Carl Weathers
Paul Winfield

DATE: November 2000

TO: WSOC

FROM: The Girls & Boys Town National Hotline

RE: Crisis Calls from Charlotte, NC

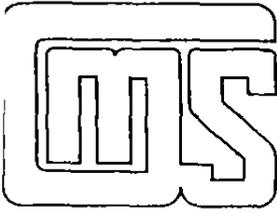
Thank you for airing Girls & Boys Town National Hotline Television PSAs during your 2000 broadcast schedule.

After you aired our PSAs this year, the Girls & Boys Town National Hotline received 4,031 calls from parents and children in the Nielsen Designated Market Area (DMA) of Charlotte, NC!

As you know, the Hotline helps troubled parents, teenagers, and children find solutions to any of their problems -- from peer pressure and relationships, to more urgent situations such as physical abuse, violence, and suicide. **But we couldn't help as many people as we do without you.** By broadcasting our PSAs, you provide your viewers with a way to find help immediately -- the impact is significant and the results are real.

All of these callers from your community received individual care and professional counseling.

Thank you so much for making this possible.



Charlotte-Mecklenburg Schools
Guidance and Student Services
700 E. Stonewall Street, Suite # 708
Charlotte, North Carolina 28202
Telephone (704) 343-3653

Lee

Eric J. Smith, Ed.D.
Superintendent

October 30, 2001

Ms. June Noe, Manager, Public Relations
WSOC-TV
1901 N. Tryon Street
Charlotte, NC 28206

Dear Ms. Noe:

On behalf of the students in the Academic Internship Radio/TV Group, please accept my thanks for the wonderful session you hosted at WSOC-TV yesterday. I appreciate your arranging all the enthusiastic speakers, providing the tour and allowing us the use of your very nice conference room. The students could easily relate to your main example of "School Tools", and we were all amazed to learn how much creativity, organization, expense and work that event takes each year. Thank you too for sharing the importance of community service through Family Focus and how important evaluations are at the end of projects. The students needed to hear that a station employs people in many different positions, not all of them visible to the public. Thank you for giving them a realistic view.

Special thanks to **Gwen McGrady**, Production Supervisor, who took time to show us around the station when she needed to be getting ready for the 5 o'clock news. It's always a big thrill to be able to get inside the studio and see where the action really takes place. Ms. McGrady answered questions readily and made us feel welcome in your beautiful new facility. Thank you, too, to **Harold Johnson** for coming in to give the students his advice, suggestions and unbeatable zeal for his position. His warmth is as real in person as it is on TV.

Sally Ganz, Executive Producer of Creative Services, was very informative about her position with promotion, marketing and branding. It was beneficial for the students to learn that writing skills are crucial to this profession. How fun for us to learn that the familiar voice we hear on WSOC promotions comes all the way from New Mexico. Use of the videos, by both you and Ms. Ganz, helped to keep the students interested as well as see the real product.

Learning about the importance of ratings and research was entertaining and informative with your eager **Patricia Harris**, Research Director. She did a good job explaining why and how ratings are determined so that WSOC is able to tell advertisers how many viewers may be impacted through the station. It was an extra bonus that students heard the importance of integrity that she shared when discussing how to avoid influencing Neilson raters.

Young people are making critical decisions about their future educational and career paths, and it is so important that business people share their knowledge and expertise with them. Please thank each speaker for taking time from his/her busy schedule to provide advice and valuable information to our future workforce.

Sincerely,

Judy Cooper

Judy Cooper, Academic Internship Coordinator



WJKT

July 10, 2003

Tommy Barrett
801 E Morehead St
Charlotte, NC 28202

Dear Tommy,

Edith Wharton once said "there are two ways of spreading light—to be the candle or the mirror that reflects it" On behalf of the patients and staff of St. Jude Children's Research Hospital, we would like to thank you for being our candle in helping to spread the light of St. Jude

The 2003 Kat Country/ St. Jude Radiothon was absolutely incredible thanks to your participation and hard work. Please know how much we appreciate your dedication to the children of St. Jude. You helped to raise over \$112,000 to help the kids at St. Jude Children's Research Hospital. That is fantastic!

We at St. Jude truly appreciate your support and the money that you have raised will be put to good use. Since the hospital first opened in 1962, the overall survival rate for childhood cancer has increased greatly. It is due to the dedication and generosity of people like yourselves that St. Jude is able to continue to search for a cure for cancer and other catastrophic childhood illnesses so that one day Danny Thomas' dream—that no child should die in the dawn of life—will become a reality.

It was truly a pleasure to work with you during the radiothon. I had a great time and have some great memories, I hope that you did as well. The radiothon was a marvelous success and I look forward to working with you in the future as we continue to battle catastrophic childhood diseases. I hope that you realize that the hard work you put into this radiothon is greatly valued. We hope that you will continue to support our children. Thank you for your continued dedication to saving the lives of children across the world. I look forward to seeing you soon!

Sincerely,

Sarah Hackett
Event Marketing Specialist
ALSAC/ St. Jude Children's Research Hospital

Yeah
Tommy!
Thanks for
everything!
You rock!



June 1, 2000

Mr. Bruce Baker
WSOC-TV
P.O. Box 34665
Charlotte, NC 28234-4665

Dear Mr. Baker:

On behalf of the Charlotte-Mecklenburg Community Relations Committee, I would like to thank you for your generous contribution and support in making the Twenty-First Annual Police Community Relations Awards Program a success. Please know that it is because of the interest and support of WSOC-TV that we are able to honor police officers for their efforts in improving police-community relations in the greater Charlotte-Mecklenburg area.

Later this month, the Police Community Relations Subcommittee will begin a formal review and evaluation of this year's program. At that time we will review any comments, concerns, or suggestions submitted by sponsors, police personnel, and the general public. We invite you to be a participant in this process by sharing any suggestions you may have for the year 2001 Awards Program. This information can be submitted in writing to the Charlotte-Mecklenburg Community Relations Committee, 600 E. Trade Street, Charlotte, NC 28202 or by calling Donna S. Johnson at (704) 336-3056 Monday thru Friday between the hours of 9:00 a.m. and 5:00 p.m.

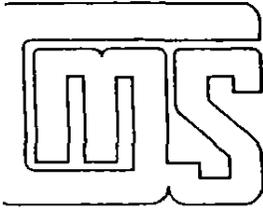
Initial plans for next year's program will be developed in the fall of this year. At that time strategies for identifying potential award winners will be developed. We will also begin contacting our sponsors to ascertain their intent on being a part of the year 2001 awards program. To that end, we respectfully request that WSOC-TV continue as a sponsor of the Police Community Relations Awards Program.

Once again, we thank you for your support and involvement in the Police Awards Program. We look forward to talking with you over the next few months.

Sincerely,

George A. Wallace, Chairman
Police Community Relations Subcommittee

GAW/dsj



Charlotte-Mecklenburg Schools
Guidance and Student Services
700 E Stonewall St., Suite # 708
Charlotte, North Carolina 28202
Telephone (704) 343-3653

Eric J. Smith, Ed. D.
Superintendent

March 22, 2000

Ms. Kay Hall, Program Director
WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206

Dear Ms. Hall:

The 1999-2000 Radio/TV group internship was a tremendous success! You played a very important role in the education of the high school students this internship. Sharing your knowledge and experience helped expand the students' awareness about the realities of the Radio/TV profession. Students in the group reported that their career goals were affirmed, changed or altered after spending this semester in the internship.

The success of our education system depends on a continuing relationship between the community and schools. Thank you for the role you played in this effort. We look forward to working with you in the future.

Sincerely,

Gale F. Collins
Gale F. Collins

Sarah J. Price
Sarah J. Price

Linda Stephens
Linda Stephens



4235 University Drive
CCB Building
Durham, NC 27707
(919) 683-6503
FAX (919) 489-7637
www.dpen.com

*Focusing Community Resources to Ensure
the Highest Achievement of all Children in Public Education*

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MaryAnn E. Black
County Commissioners
Representative, DPS Teacher Council

Executive Director

Kay S. James

May 21, 2003

Ardie Gregory
Vice President, General Manager
WRAL-FM Mix 101.5
P.O. Box 10100
Raleigh, NC 27605

Dear Ms. Gregory:

On behalf of the 2003 Walk for Education Committee and the Durham Public Education Network, thank you for all you did to contribute to the success of the Walk through your media support. What a pleasure to have Bill Jordan serve as Celebrity Chair. Everyone really enjoyed the part he played as Master of Ceremonies on Walk Day, and the radio spots were so valuable.

The Walk for Education raised approximately \$58,000.00 to support the improvement of education for every child in Durham Public Schools, through the Durham Public Education programs such as Teacher Initiative Grants, Reading First, Celebration of Education, the Education Summit and Durham's Covenant for Education. Thank you once again.

Sincerely,

Peggy Nimkoff
Walk for Education

C: Bill Jordan

Public involvement. Public education. Public benefit.

Member, Public Education Network



August 21, 1997

Ms Margaret Murchison
WWGP/WFJA
P O Box 3457
Sanford, NC 27331

Dear Margaret

On behalf of the thousands of youth in Lee County who have called Straight Talk messages, thank you for WWGP and WFJA's informative Public Service Announcements on the program. I was excited to find out that the PSAs were aired so regularly. . with your in-kind contribution equaling \$18,200

As you know, Straight Talk seeks to empower teens to make healthy and well-informed decisions in their lives and does so by providing easy access to educational information, support, and referrals. Our hope from this is to positively affect a teen's life as well as the community at large. a pregnancy prevented, deterring drug use, increasing family communication, and more!

Of course, none of the above can happen if teens and families are unaware of Straight Talk. Your Public Service Announcements certainly enhanced our efforts to promote the program throughout Lee County. Over the last year, there were more than 200 calls/month to the Straight Talk audio messages from individuals in Lee County while there were a significant number of follow-up calls to our community partner, Lee County Youth Services, for further assistance. Thank you for your support and help in making this possible.

We look forward to a continued partnership for this year (which began July 1, 1997) and hope that your stations will be able to air these vital PSAs at the same level you did last year.

Please contact me (704-377-4438) if you have any questions or concerns. I look forward to keeping you updated on the program and I'm sure we'll talk soon. Keep up the great work!

Hope for all Youth,

A handwritten signature in black ink, appearing to read "Randall Hitt".

Randall Hitt
Director of Operations/Development

P S Feel free to mail me a monthly "statement" on the estimated dollar amount of PSAs that you air. this might be easier than waiting until the end of the year to collect all the information. Thanks!



HARNETT COUNTY SCHOOLS

OFFICE OF SUPERINTENDENT

Post Office Box 1029
Lillington, N.C. 27546

910-893-8151
Fax 910-893-5816

August 18, 2000

WFJA 105 5 FM
WWGP-1050 AM
2201 Jefferson Davis Hwy
Sanford, NC 27330

Dear Friends

We, at the Harnett County Board of Education, would like to convey to your agency our sincere gratitude for your continued assistance in announcing delays or cancellations of school due to inclement weather. Without your help we would not be able to carry out our duty to protect the safety of students and staff by advising the public of schedule changes in a timely manner. Thank you for the role you play in assisting us. We look forward to continuing the fine relationship we have enjoyed in the past by calling upon you for assistance when weather emergencies occur.

Listed below are the names of the individuals who are authorized to call area news media to advise of schedule changes for the Harnett County Schools:

Donald E. Andrews, Superintendent
Leonard Arnold, Assistant Superintendent
Ronald McDonald, Director of Transportation

The mailing address for the persons named above is
Harnett County Schools
Post Office Box 1029
Lillington, North Carolina 27546
(910) 893-8151 (main number)
(910) 893-4845 (private)

As in the past, we identify and validate our calls to you by way of a code word which you furnish us each year. **We look forward to hearing from you, either by telephone or by letter as to the code word we should use during the 2000-2001 school year.**

Again, thank you for the assistance you have given us in announcing schedule changes.

Respectfully,

Donald E. Andrews
Superintendent

THE NEWS & OBSERVER

Orage Quarles III
President/Publisher
(919) 829-4659

April 17, 2003

Mr. Joe Wake Formicola
Operations Manager
WRAL-FM Mix 101.5
P.O. Box 10100
Raleigh, NC 27605

Dear Mr. Formicola:

Thank you for your generous support of the 2nd annual Kids Day fundraising event to help WakeMed Children's Center. This year, over \$75,000 was raised for the Children's Center, which will be used to purchase a diagnostic system for more comprehensive monitoring of critically ill infants.

The event was a huge success due to sponsors like you, and we look forward to your continued support in 2004 to further enhance the lives of children in our community.

Sincerely,



Orage Quarles III



EMPLOYMENT SECURITY COMMISSION OF NORTH CAROLINA

1909 Lee Avenue, Sanford, North Carolina 27546

August 14, 1998

Richard Fiendel, Owner
WWGP/WFJA Broadcasting
PO Drawer 3457
Sanford, N C 27330

Dear Mr. Fiendel:

I am writing to you to express our appreciation for the excellent working relationship we have with your firm. Our weekly job posting show is another tool to help match workers with available job openings and let the public know what kinds of openings are available through our office. Thank you again for your help, and if we can be of any assistance please let us know.

Sincerely,

A handwritten signature in cursive script that reads "Louise J. Bruckner".

Louise J. Bruckner, Manager



BEAUFORT COUNTY PARTNERSHIP
FOR CHILDREN



1312 John Small Avenue, Washington, NC 27889
252-975-4647 • Fax 252-975-4722

April 16, 2003

Mike Weeks
WITN TV
P O Box 468
Washington, NC 27889

To Mike

I just would like to personally thank you for hiring such wonderful staff. Everyone I've encountered, what with all the publicity for the Family Fun and School Readiness Fair as well as other events and information, have truly been the friendliest, nicest, cheerful, and warmest of folks. They are certainly an excellent reflection of you. Obviously it must be a wonderful place to work!

Saturday was such a success!! Our numbers doubled from last year. Thank you so much for all your assistance in promoting this event.

My thanks to you for your willingness to always share your resources with us. Together, I know we are building brighter futures for our children.

Very truly yours,

Handwritten signature of Lisa Woolard.

Lisa Woolard, Director

Al-Anon Alateen

hope for families and friends of alcoholics

web: www.al-anon.alateen.org

e-mail: wso@al-anon.org

Al-Anon Family Group Headquarters, Inc
1600 Corporate Landing Parkway, Virginia Beach, VA 23454-5617

Phone 757.563.1600

Fax 757.563.1655

August 27, 2003

Dear Public Service Director,

It is with enormous gratitude that we write to thank you for your station's support of our 2002-2003 public service announcement, "Corner" On behalf of all of us at the Al-Anon Family Group Headquarters, Inc. and the families and friends of alcoholics whom we serve, please know that your broadcasts of our PSAs have made a difference.

In the past year, we have seen an increase in the number of stations and airplays of our PSAs, and a corresponding increase in the number of phone calls to our toll-free meeting information number (1-888-4AL-ANON or 1-888-425-2666). Our operators provide meeting information for callers from throughout the United States and Canada. We appreciate your participation in helping us to carry our message to those who still suffer.

For over 52 years Al-Anon Family Groups have been offering hope and support to those who are impacted by another person's drinking. We do not seek outside funding, and have no dues or fees. Our only purpose is to help families and friends of alcoholics. Most communities have Al-Anon (and Alateen for younger members) groups; all are maintained by Al-Anon volunteers. It is through the support of community-minded organizations, such as your station, that we are able to make the public aware of our fellowship and the support it can offer.

Again, it is with sincere gratitude that we say "thank you" for airing our "Corner" PSA. We will continue to provide you with quality public service announcements, and hope that you will continue to air them. We are delighted to include your station in our Al-Anon "family."

With all best wishes,



Richard L. Buchanan
Executive Director



Mary Lou Mahlman
Associate Director of Public Outreach--Media

Now in 115 countries. Translations in Afrikaans, Arabic, Bengali, Chinese, Czech, Danish, Dutch (Flemish), Esperanto, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Icelandic, Indonesian, Italian, Japanese, Korean, Lithuanian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Urdu/Punjabi

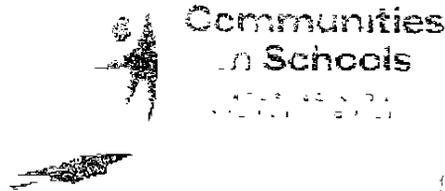
LOCAL

EAGER ELF 12/18/99



HERALD PHOTO — JOE YOUNG

Arranging gifts. Santa's elf Susan Daniel was present with Santa Sunday for 'Christmas Down East' at the Dennis Wicker Civic Center. Several local agencies joined forces to help children in Princeville, who suffered as the result of hurricane damage. 'Christmas Down East' was a joint effort of WWGP and WFJA, the American Red Cross, the Coalition for the Quality of Life in Lee County, Central Carolina Community College and Partnership for Children. During the event, toy donations were accepted, a brief worship service was held, local church choirs sang Christmas carols, Santa Claus posed for pictures and Princeville residents, including Princeville Police Department members, were on hand. Boy Scouts from several troops helped collect the gifts and load delivery trucks.



public file

February 10, 2003

Mr. Mike Riddle
WITN
P.O. Box 468
Washington, NC 27889

Dear Mr. Riddle

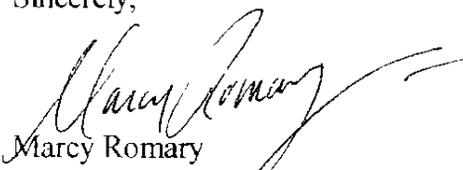
I cannot thank you enough for your support of and participation in The Extreme Art Auction last week. The event was a huge success drawing over 200 people!

As you know, Communities In Schools of Pitt County relies on contributions, gifts and grants to continue to provide quality services and programs to those Pitt County students who need CIS the most. I am so pleased to say we raised close to \$25,000 with this event and succeeded in putting Communities In Schools on the map in Pitt County!

Thank you so very much for the generous donation of advertising on WITN. The ad was extremely eye-catching and I was very pleased with the amount of airtime provided. Many, many people commented on the professionalism of the ad and the prime times in which it ran. We certainly owe so much of our success to you and WITN.

Once again, thank you. Your support of this event was invaluable and I look forward to working with you again in the near future

Sincerely,


Marcy Romary
Executive Director

Communities In Schools of Pitt County
570 West Forlines Rd. Winterville, NC 28590 • 757-9349 • Fax 757-3505
cispittcounty@coastalnet.com



June 17, 1999

WNCA Radio Station
17890 US 64 W
Siler City, NC 27344

Dear Sir or Madam:

On behalf of the American Cancer Society and the Chatham County Relay For Life Planning Committee, thank you for your coverage you provided for our event. With your assistance, this year's Chatham County Relay For Life was a huge success! We were able to raise over \$103,000 to go towards cancer research, education, and patient services. It's amazing what you can accomplish with a little teamwork!

The 1999 Chatham County Relay For Life was a team event, not just for the participants who walked and ran for 24 hours, but also for the community. Relay season is a time for all of us in Chatham County and North Carolina to become involved in the fight against cancer and celebrate life. Thanks to you and your kind donation, Relay 1999 was a great success and a true community affair.

Again, we appreciate all you have done to make this event possible, and we hope that you will be involved with Relay For Life in the future. Together we will make a difference in the fight against cancer!

Sincerely,

Loretta Beane-Dunn

Loretta Beane-Dunn
1999 Chatham County RFL Chair

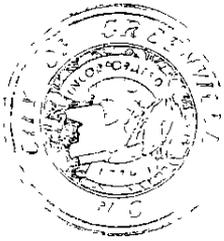
Mike Ludington

Mike Ludington
1999 Chatham County RFL Co-Chair

Cindy Emanuel

Cindy Emanuel
Community Income Manager
American Cancer Society

P.S. A copy of the 1999 Chatham County Relay For Life program and a window decal are enclosed as a "thank you" for your dedication and commitment to the fight against cancer!



GREENVILLE, N.C.

City of Greenville

North Carolina

P.O. Box 7207 - Greenville, N.C. 27835-7207

Mike Riddle
WITN TV7
PO Box 468
Washington, NC 27889

Dear Mr. Riddle,

Thank you for producing our public service announcements. Without your assistance, the Pink Ribbon 5k Race for Breast Cancer Research would not have happened and been as successful.

The race occurred on Saturday, April 12, 2003 with over 106 runners and walkers and raised approximately \$1,700 for breast cancer research. I just want to thank you on behalf of the committee and the participants for allowing us to provide a great race and raise funds for this worthy cause.

Sincerely

Deborah S. Clark
Race Director
Public Information Officer
City of Greenville



October 9, 2003

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

Dear Gene,

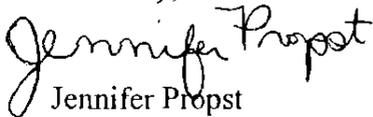
On behalf of the Winston-Salem Chamber of Commerce, I would like to thank you and WXII-12 for supporting students in the Winston-Salem/Forsyth County schools through your sponsorship of this year's *Donation for Education* school supply drive.

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



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

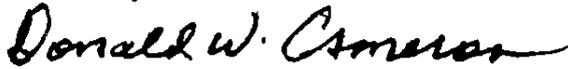
WXII-TV offered its news production resources with a remarkable on-demand graciousness that must be a television industry first. Community colleges supplied the information on new career fields, retraining and retooling opportunities and WXII produced the news stories

<http://technical.gtcc.edu>

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,

A handwritten signature in black ink that reads "Donald W. Cameron". The signature is written in a cursive style with a long, sweeping tail on the letter "n".

Donald W. Cameron, President
Guilford Technical Community College

Christmas in Wilkes
100 South Bridge Street
Wilkesboro, N.C. 28697

March 17, 1998

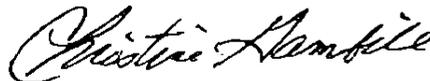
Mr. Allen Combs
WWWC Radio
413 Wilkesboro Blvd.
Wilkesboro, NC 28697

Dear Mr. Combs and Staff,

We at Christmas in Wilkes would like to express our belated but sincere appreciation to you and your staff. Thank you for all the assistance you have provided to our program for the past three years in the forms of publicity, solicitation of sponsors, the 3WC Community Choir Concert in our benefit and general "moral support." With your help, Christmas in Wilkes matched 787 children from over 400 needy Wilkes County families with sponsors who provided supplemental Christmas gifts in 1997. Since our Board of Directors is made up of volunteers, we could not exist without the support of our community. We feel very fortunate to have a quality station like 3WC to back us up.

Thank you again for all your help, we look forward to our continuing association with you as we begin our fourth year of serving the children of Wilkes County.

Sincerely,



Christine Gambill
Co-Chairperson, Christmas in Wilkes

