

Localism Success Stories

**El Paso Area
Broadcasters**

Compiled by the Texas Association of Broadcasters – January 2004

Texas Association of Broadcasters – 502 E. 11th St., Suite 200 – Austin, Texas 78701
Phone (512) 322-9944 – www.tab.org – Fax (512) 322-0522

BETTER BUSINESS BUREAU FOUNDATION



September 2, 2003

Bill Struck
Clear Channel
4045 N Mesa
El Paso, Texas 79902

Dear Bill,

On behalf of the Better Business Bureau Foundation, we would like to thank you for supporting our 6th Annual Scramble for Ethics Golf Tournament. The tournament was a great success and we hope that we may count on your support next year.

Thank you for your donation of gift certificates to Como's and tickets to Wet 'n Wild. The gift certificates and tickets were presented to some of our lucky tournament players as door prizes. We certainly appreciate your support of our program. Proceeds from the tournament benefit the BBB Foundation, which educates our future business people and consumers on ethical conduct. Your support sets a shining example for the rest of the business community! We wish your business continued success throughout the year.

Once again, thank you for your support.

Best regards,

A handwritten signature in cursive script that reads 'Margaret'.

Margaret L. Perez
Executive Director

221 N. Kansas, Suite 1101

El Paso, Texas 79901

915-577-0191

FAX 915-577-0209

www.bbelpaso.com



Lara & Robertson creative
Advertising & Design incorporated

Bright ideas

Dear Bill,

Thank you for your participation in the 10th Annual Celebrity City Gala. We attribute the great media coverage to the increase in individual ticket sales. It is always a pleasure to work with you and all of the staff at Dunny.

800 wyoming | suite b | el Paso, texas | 79902

915.544.9800 | fax: 915.544.9200

e-mail: lrobert1@elp.r.com

or visit our website at: www.lrcreative.com

We could not have
done it without you!

Sincerely,
Janis J.

El Paso Honda Xtreme Euro Carshow

El Paso's largest import carshow series!

To benefit El Paso Chapter, Alzheimer's Association

January 25, 2004 / 12:00pm – 8:00pm

El Paso Convention Center

The clear goal of the El Paso Honda Xtreme Euro Carshow has always been and always will be to benefit the community. The aim of the show is to entertain the people of El Paso and generate a large show, thus maximizing the donation to the El Paso Chapter of the Alzheimer's Association.

At the last event in February 2003, 120 cars competed for 90 trophies in 30 different classes and 5,500 people attended the only import carshow held at the El Paso Convention Center. This has become El Paso's largest import carshow series in El Paso, and we hope to continue this success in 2004.

We are very excited that KPRR has agreed to become a media sponsor. We look forward to a great month of promoting and fun. We would like to specifically thank Power 102 FM providing us the space at this years Jingle Jam event. This gave us the opportunity to target our key audience over a month before our show, and we sincerely appreciate that. We hope that this great start will help in gaining momentum for all the month of January leading up to the show.

Thank you for helping us and thus helping us raise funding to provide the needed programs and services to those individuals with Alzheimer's disease and their families. Thank you.

Sincerely,



Roberto Reyes Jr
Media Director
285 Blue Studios

L O N E S T A R R A D I O N E T W O R K



Dear Traffic Safety Partner:

As we approach the season for Thanksgiving, we are grateful for the support your radio station has given to the Texas Department of Transportation's *On the Road in Texas* news features program.

Please accept this plaque as a small token of our appreciation for your help and support in making Texas streets and highways safer. Every year more than 3,000 people die and 300,000 are injured in traffic crashes in Texas. Your participation as an *On the Road in Texas* community partner is helping to reduce that number by keeping your listeners informed about traffic safety laws and providing a steady stream of reminders to take care on Texas roadways.

The air time that you generously donate every week is a valuable and indispensable part of our efforts to promote traffic safety. Thank you for your ongoing participation in the Lone Star Radio Network and the public service you provide to your community.

The Texas Department of Transportation and all of us working on *On the Road in Texas* extend our special thanks.

Best regards,

Bob Buckalew, Director
Lone Star Radio Network





El Paso Country Day School
109 Argonaut, El Paso, Texas 79912 • (915) 533-4099
220 E. Cliff Dr., El Paso, Texas 79902 • (915) 533-4492
A Tradition of Academic Excellence

November 21, 2003

Clear Channel Radio
Ms. Karen Pearson
4045 N. Mesa
El Paso, TX 79902

Dear Ms. Pearson :

El Paso Country Day School wishes to convey to you our deepest appreciation for your generous donation for our 2003-2004 Casino Night Annual Fund Raiser for Financial Aid. Your gift was wonderful! Gifts such as this are vital to the continued health and well being of El Paso Country Day School and its endeavors of supporting academic excellence.

As you know, El Paso Country Day School is a non-profit, non-denominational, college preparatory school for academically advanced students. As a non profit organization, fundraising is always an ongoing endeavor to assist with funding. Funds raised through our *Casino Night* will benefit all students attending El Paso Country Day School. As a non-profit organization, your contribution may be tax deductible as allowed by law.

Once again, I would like to express the gratitude of the Board of Directors, the faculty, students and myself for your generous gift. We hope you continue to make El Paso Country Day School a partner in your community relations with El Paso.

Sincerely,

A handwritten signature in black ink, appearing to read "Sylvia T. Nevarez". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Sylvia T. Nevarez
Fund Raising Chairperson

KOHL'S

Julie Gardner

Senior Vice President of Marketing

September 22, 2003

Karen Pearson
KTSM
4045 N Mesa St
El Paso, TX 79902

Dear Karen:

On behalf of the associates and customers of Kohl's, I would like to thank you for supporting the Kohl's Cares for Kids program with in-kind advertising.

As a family-focused, community-oriented department store, Kohl's dedicates our charitable efforts to improving health and educational opportunities for children. As a partner of Kohl's, your assistance in getting our programs out to the community is much appreciated!

Sincerely,



Julie Gardner



April 18, 2003

**Clear Channel Radio
4045 North Mesa ST.
El Paso, TX 79902**

To: Clear Channel Radio, and Chris Lucy,

I would like to take the opportunity to thank you for being able to participate, at the Generation 2000 event. I look forward in working with you, with other project in the near future. Once again thank you for having me and helping my organization move forward. If there is anything I could help you with, let me know.

Sincerely,

**Art Lopez
Owner
915-858-0575**

June 3, 2003

To Our Lamar Friends Who Reached Out to Our Students -

Each time we step out of our comfort zone we enable lives to grow, flourish, and dream. This is what you did this past 2002/03 school year for our students. Whether it was a monetary gift, clothing, supplies, time invested, or going the extra mile to encourage a child, you demonstrated an attitude of belief in the nurturing and validation of children. We do the most with what we are given by the school district but we do not dare stop with that. We who work with these children have the desire to provide the means and opportunities for students to live beyond the ordinary. With your help we were able to provide experiences that stretched the vision of our children. We sincerely hope that this plaque will serve as a reminder of the effort you made that truly made a difference to many of the students at Lamar.

Sincerely,

Sara Smith
Danice Johns
Dwain Adams

Dillard's

January 23, 2003

Bill Struck
General Manager
KPRR KTSM
4045 N. Mesa St.
El Paso TX 79902

Re: Ronald McDonald House Christmas Program

Dear Mr. Struck:

Thank you for your very generous support of our annual Holiday CD fundraiser this year. As a result of your help we were able to raise almost \$224,000 on behalf of Ronald McDonald House Charities.

As I'm sure you know, Ronald McDonald Houses provide a "home away from home" for families of seriously ill children receiving treatment at nearby hospitals. During the past nine years, Dillard's and our partners in the media have helped raise over \$3 million for the Ronald McDonald House program.

Thank you for your continued support of this worthwhile fundraising project on behalf of Ronald McDonald House Charities.

Best wishes for a successful 2003! We look forward to working with you this year.

Sincerely,



Denise Mahaffy
Vice President
Advertising and Product Development

TRANSLATION OF ATTACHED TESTIMONIAL LETTER:

June 6, 2003

For Mrs. Rocio Marshall:

We sincerely appreciate the assistance you offered us, so selflessly, to work on Generation [2000].

We are very happy to have worked for you. You have all been very lovely and generous. We hope to participate once again in this lovely event next year.

And may God bless you for being such a fine person.

Thank you.

Miss Jesusita Nunez
Moon Bounce Jumping Balloon

June-6-03

Para ya

Sra. Rocío Marshall

Apreciamos mucho su ayuda
que nos brinda, tan desinteresadamente
para trabajar en Generation 2003

Estamos muy contentos de
trabajar para ustedes han
sido muy lindos y generosos

Esperamos este año próximo
volver a participar de esta
bonita fiesta.

y que Dios me la Bendiga por
ser tan fina persona

Gracias

Sra. Jesusita Muñoz
Moon Bounce Jumping

Balloon



OFFICE OF THE MAYOR
THE CITY OF EL PASO, TEXAS

RAYMOND C. CABALLERO
MAYOR

April 15, 2003

Ms. Patti Diaz
Power 102
4045 N. Mesa
El Paso, TX 79902

Dear Ms. Diaz:

I want to thank you for all of your help and support at the "El Paso Supports Our Troops" Unity Event. It was an important and meaningful event for Fort Bliss soldiers, their families and this community that could have only happened because of the hard work and generosity of people like you. Power 102's Wall of Heros has been a great way to support and honor the Fort Bliss soldiers, and we were so glad to have the Wall at the Unity Event.

Sincerely,

Raymond C. Caballero
Mayor

April 12, 2003

Dear Clear Channel Communications,

*Thank you for your contribution to the Paso del Norte Youth Leadership Forum.
We, the participants learned about leadership skills to use in our community and school.
We really enjoyed all the goodies that were served. Once again, thank you for your
support!*

Sincerely,

Barbara Greife

Sean Sunier

Jeanna Ruiz



July 16, 2001

Mr. Bill Struck
KHEY/KTSM/KPRR/XEPR
4045 N. Mesa
El Paso, TX 79902

RE: BONNER MCLANE PUBLIC SERVICE AWARDS

Dear Bill,

Congratulations! KHEY/KTSM/KPRR/XEPR has won TAB's annual Bonner McLane Public Service Award in the large market radio category for its outstanding work with the community.

Your beautiful crystal and limestone trophy and \$500 cash prize (which can be used at the station's discretion) will be presented during the Community Service Awards Breakfast at TAB's 48th Annual Convention and Trade Show on Thursday, August 16, 2001. The breakfast and awards presentation will take place in the Panasonic Room at the San Antonio Convention Center (directly across from the Hilton Palacio del Rio) from 8:30 - 9:30A.M. In addition to the public service awards, the NCSA Lone Star Leader Awards will be presented to winning stations that contributed the most dollars and airtime towards TAB's NCSA campaigns.

Since you already have registered for the convention, any additional staff you'd like to bring will only cost an additional \$35 per person!

The official hotel for TAB's convention in San Antonio is the Hilton Palacio del Rio. When making your reservation, please ask for the TAB group rate of \$123 + tax for a single or double. The Hyatt's number is (210) 222-1400. The Hilton has informed us that there is another large convention taking place the same time as TAB's so please make sure your hotel reservations are made by August 1.

TAB hopes you will be able to attend the Community Service Awards breakfast to celebrate Texas broadcasters historic \$404 million contribution to local communities.

Warm Regards,

Arlene Gonzalez-Kelsch
Public Service Manager

Cc: Paul Whittler

Memo

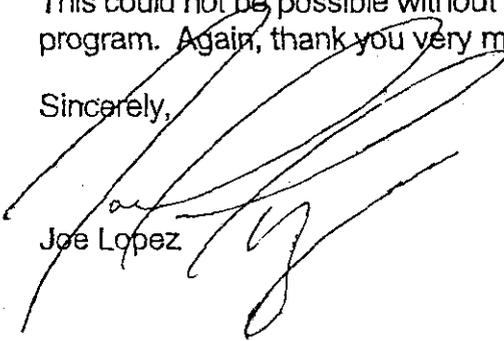
To: Bill Struck – General Manager, Clear Channel
From: Joe Lopez
Date: August 13, 2001
CC: Michelle Haston
KPRR-FM: Jacque Bernstein
KHEY/XEPR: Pat Miller
KTSM-FM: Jennifer Aguirre
Re: **THANK YOU!**

Thank you, thank you, thank you! Your station's support of the McDonald's "Be What You Want To Be With An Education" has helped earn the program high praise from McDonald's Corporation and is being recognized as the "Best of the Best" in the Diversity Category of the McDonald's 2000 Communications Best Bets Awards.

The local McDonald's "Be What You Want To Be With An Education" program truly stood out as one that displays the effort and ingenuity necessary to uphold the McDonald's reputation as the number one brand worldwide.

This could not be possible without all the great support your station has given the program. Again, thank you very much.

Sincerely,



Joe Lopez

March 18, 2001

Isis Maese
Account Executive
KHEY/BANDIT
4445 N. Mesa
El Paso, Texas 79902

Dear Mrs. Isis Maese:

We at the Lung Association would like to take this opportunity to thank you for the great advertising campaign you put together for us, for our first "Walk To Fight Asthma". Our event was a complete success because of all the great assistance we had. I can attribute some of that success to the radio spots that were aired on both KHEY and the BANDIT. Here at our office we knew when a commercial had just aired because of the volume of calls we would receive. I certainly do have plans to use your services in the near future for our other fundraising events.

Sincerely yours,



Larry Maese
Director American Lung Association

444 Executive Center Blvd., #206
El Paso, TX 79902
Phone: (915) 532-6776
Fax: (915) 532-7231
1-800-LUNG-USA
westreg@flash.net
www.texaslung.org

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915 534-0588 • Cell 915 525-6027 • Fax 915 534-0513
www.elpaso.org • e-mail: gpulido@elpaso.org

Mr. Struck-

10/21/03

On behalf of the Greater El Paso Chamber of Commerce, I want to thank you for your support of the reception for Congressman Reyes and his fellow Congressmen and women. The delegation expressed their gratitude and appreciation of your support of such an important event. Once again, thank you - we could not have done it without you.

Very truly yours -
Gwen Pulido

Receptionist

From: MARTHA RAMIREZ [martha.ramirez@sbcglobal.net]
Sent: Thursday, October 23, 2003 9:20 AM
To: kvia@kvia.com
Subject: National Children's Book Week

Dear Morning News Anchors of KVIA,

Last year, Hawkins Elementary had the pleasure of having Ms. Floren read to students during National Children's Book Week. We would like to see her again this year, and if possible any of the other anchors from the morning show or KVIA. Please visit us any day during the week of November 17-21 during school hours (8:30 -3:30).

If you can come, please reply as soon as possible. Our students would love to see you in their classroom reading them their favorite books.

Thank you for your time.

Sincerely,
Martha Ramirez mcramire@episd.org
Hawkins Librarian
587-2663

10/23/2003

Receptionist

From: SMayorga@yisd.net on behalf of Sylvia_Mayorga/DVMS%YISD@ysleta.isd.tenet.edu
Sent: Monday, October 27, 2003 2:30 PM
To: kvia@kvvia.com
Cc: General_Manager@kvvia.com
Subject: Robert Garcia's visit to Desert View Middle

I would like to extend my gratitude for the time Mr. Robert Garcia spent at Desert View this morning. Mr. Garcia was under the impression that he was to speak at two 20 minute presentations for our 7th and 8th graders. Little did we know that it was almost an hour each assembly because of the positive response we had from our students.

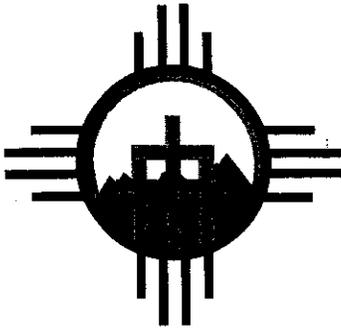
Mr. Garcia touched on his life experiences regarding choices, and consequences when confronted with drugs or alcohol. He not only shared personal information, but moments in his line of work with regard to drugs or alcohol.

I would like to thank KVIA and Mr. Garcia for setting aside the time to speak to our students about drug awareness for our kick-off with Red Ribbon Week.

His efforts and time will payoff to numerous students at our school.

Thank you,

Sylvia Mayorga
Counselor
Desert View Middle School
1641 Billie Marie
El Paso, TX 79936
(915) 434-5303



Catholic Diocese of Las Cruces Foundation, Inc.

(established September 1988)

1280 Med Park Drive • Las Cruces, New Mexico 88005

Public File

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Mr. Felipe Salcido
Treasurer
Ms. Susan Roberts
Foundation Director

September 8, 2003

KVIA Ch. 7
Brenda de Anda
4140 Rio Bravo
El Paso, TX 79902

Dear Brenda de Anda:

Board of Governors

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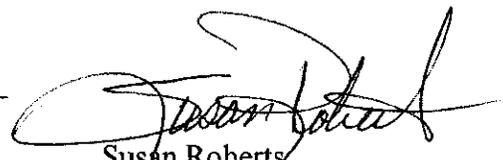
Your sponsorship of the encore performance of the Mariachi Symphony Concert held at the Pan American Center on August 23rd was a great success. Thank you for your support.

All proceeds from this event are deposited into the Foundation's General Endowment Fund and used to assist various charitable projects in our border area. This year, the Foundation was able to contribute \$5,000 to First Step Clinic. This charity organization is a local program which helps mothers and their infant children with various health needs.

On behalf of all those who benefit from the proceeds of our General Endowment Fund, we thank you for your generous support.

Sincerely yours in Christ,


Ricardo Ramirez, C.S.B.
Bishop of Las Cruces


Susan Roberts
Foundation Director

Eastern Side:

Ms. Madelene Ferguson
Ms. Claudette Foster
Msgr. Robert Oetz
Mr. Joseph Kelly
Ms. Bonnie Moran
Mr. John Schaffer
Ms. Magdalena "Maggie" Schaffer
Ms. Rosemary Smith
Mr. Bill St. John
Mr. Jack Swickard
Mr. Richard Taylor
Ms. Mary Lou Trujillo

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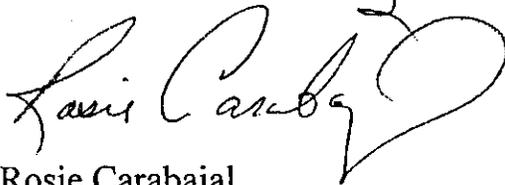
January 3, 2003

Rene Santana
KVIA TV

Hi Rene,

Here's the Make-A-Wish dub that I told you about. Thanks so much for airing this PSA.

I spoke to the individuals at the Make-A-Wish Foundation, and they wanted me to let you know how much they appreciate this. Thanks!!



Rosie Carabajal
Marketing

Receptionist

From: John Hillis [jhillis@opexonline.com]
Sent: Thursday, September 11, 2003 9:49 AM
To: kvia@kvia.com
Subject: Richard Guy Construction

We saw your piece about Richard Guy (Mastercare) construction in Las Cruces. We were also one of the people duped by this crook! Luckily he actually finished our new garage project after getting city inspectors onboard and having our lawyer help us. We were informed by our lawyer that he had filed for bankruptcy a few months ago. There is something wrong with the laws when someone or a business can go bankrupt, and turn around and keep doing the same thing. This person is more of a criminal than most of the real criminals out there; yet they are allowed to keep on doing their thing and no gov. agency that we contacted seems to have any interest in doing anything about it.

Thanks you for informing the public about this situation. Maybe it will save some other people the heartaches that we have had to endure; not to mention the added expense of lawyers, etc.

John Hillis
Las Cruces, NM
505-532-8188

9/11/2003

Receptionist

From: MARLENELOUISE@aol.com
Sent: Wednesday, September 17, 2003 10:05 PM
To: kvia@kvia.com
Subject: LAS CRUCES GUY CONSTRUCTION NEWS STORY

Thanks, KVIA, for your timely report on the Richard Guy story in Las Cruces - the contractor who has duped so many Las Cruces people. You exposed his fraudulent practices when none of the local or state agencies would even bother. I am one of his victims and your story affirmed that I was not crazy thinking he was doing me wrong. I would like to see your follow-up to see if he has been stopped and if not, why not. Yours is the only news I watch. Many thanks! Marlene Tate

9/18/2003

Receptionist

From: Bavalos@aol.com
Sent: Monday, December 01, 2003 5:58 PM
To: kvia@kvvia.com
Subject: Furnace Giveaway!

Dear Hillary, Robert & Jason,

Just a quick note to thank all of you at KVIA Channel 7 and Dominguez Sheet Metal for the wonderful giveaway. I have been needing a new heater the past two years since I added to our home. It was a dream come true to win the heater. It is already installed and warming the entire house. My day is never complete until I catch the morning show every day. Tell Jason my whole day hinges on his forecast since I work outdoors. Keep up the good work. One of your many devoted viewers.

Sincerely,
Ben Avalos