

201 Country Club Dr.
Lubbock, Texas 79403
April 13, 2000

KLBK Television
7403 S. University
Lubbock, Texas 79423

Dear Ms. Frazier,

The tour you gave us was very interesting to me. I enjoyed learning how your group has combined the 2 television stations together. That's a very good idea. I also liked the weather cast for ~~WLBK~~ ^{Kamc} I like to know the weather fast and the set was a set that looks very organized. Everyone there is very nice and friendly. It's good to know that there are people out there caring about Lubbock. The Texas Size News Cast will be successful I can tell. Thanks again for your time to tour us.

Sincerely,
Snelyn Martinez

2004 19th St.
Lubbock, Tx 79401
April 13, 2000

KLBK Television
7403 S. University
Lubbock, Tx 79423

Dear Ms. Frazier,
I would first like to thank ^{you} for taking
time out of your busy day to give us a
tour of both sets. I thought your tour was
very insightful about how you get the
news and cover it. I like the way you
work together with channel 28 to cover the
news. And again thank you for your time.

Sincerely,
David Ontiveros

2004 194-C4.
LUBBOCK, TX 79415
APRIL 13, 2000

KLBK TELEVISION
7403 S. UNIVERSITY
LUBBOCK, TX. 79423

DEAR MRS. FRAZIER,

THANKS FOR HAVING US HERE. I REALLY
ENJOYED BEING THERE. I LOVED YOUR
PET IT LOOKED VERY NICE. I LIKED HOW
YALL COMBINED THE BEST TEXAS THING.
HG COOL. THANK YOU AGAIN

SINCERELY,
Marisol Harris

2004 19th St
Lubbock, TX. 79401
April 13, 2000

KLBK Television
7403 S. University
Lubbock, TX. 79423

Dear Ms. Frazier,

Thanks for having us at your news station last Thursday. I liked the way you have combined the two news stations together. It's looking good, serious. The posters you have with popular t.v shows are really decorative. I liked the way you answered our questions and stuck to the answers. I learned a good deal of how you operate things down there, and hopefully, we will see you again soon!

Sincerely,

~~Jose~~ *Jose*

2004 ~~19~~th St.
Lubbock Tx. 79415

April 13, 2000

KLBBK Television
7403 S. University
Lubbock Tx. 79415

Dear Mrs. Frozier,

I wanted to tell you thank you for showing us your studio. I learned a lot of new things about how you do special affect with a blue screen. I would really like to know more about how a television station works. Thank you so much for the wonderful tour, and for getting me interestal in that feild of buisness.

Sincerely,
Waldo Marin

2004 19th St
Hubbock Tx 79401
April 13, 2006

KLBK Television
7403 S University
Hubbock, Tx 79423

Dear Mr. Frazier
The trip we took was very exciting and amazing. I knew that both stations had combined to serve us better, but I had no idea that the stations were together in one building. Everything you told us from the colors to wear to the jobs that everyone has to do was of little meaning to me until this trip. I sit and watch the news and really pay attention now. Thanks for giving us great quality and for having us that day.

Sincerely,
Edward Bailey

5207 46th St.
Lubbock, TX, 79414
April, 13, 2000

KIBK Television
7403 S. University
Lubbock, Texas 79423

Dear Mr. Frazier,

I personally want to thank you for taking time to give us a tour of our local news center. It's amazing how much equipment it takes to get on air. You did a great job of pointing out the important things about the news center. Again, thank you very much.

Sincerely,
Joel Gonzalez

2004 19th St
Lubbock, TX 79401
April 13, 2000

KLBK Television
7403 S University
Lubbock, TX. 79401

Dear Mrs. Fraizer

Thank you for taking time out of
your day to talk to my Career
Studies class to show us how
everything works. It was very neat
to see how everything works.
I appreciate your time.

Yours truly

Janja A Ramo

2004 19th St
Lubbock TX 79401
April 13, 2000

KLBK Television
7403 S. University
Lubbock Tx, 79423

Dear Ms. Frazier,
Thank you for showing us how
every thing works. I had a
wonderful time. I appreciate
you taking time out of your
busy day to talk to ~~me~~ my
class.

Yours Truly
Jennifer Dacey

2105 P. ⁰¹⁵⁵⁰⁰⁷
Lubbock, TX 79401
April 15, 2000

WBBH Television
7403 S University
Lubbock, TX 79423

Dear Mr. Fowler
I would like to thank you
for the wonderful time
I had on April 6. I enjoyed
my time there and getting
to see you and your
family. I had a fun time.

Yours truly
Marta Mejia

2004 19th
Lubbock TX 79401
April 13, 2000

KLRK Television
7403 S. University
Lubbock Texas 79401

Dear Ms. Fraizer

Thank you for showing us around
we appreciate it that you took
your time to show us how it
works around there we also
learned a few things

Tracy Young
Renee Herrera

Charles Green

LHS

2004 19th St
Lubbock TX 79401
April 13, 2000

KLBK Television
74035 University
Lubbock TX 79423

Dear Ms. Frazier

Thank-You for helping us see
how television is fixed and
shown and The movies you
have a lot of movies I love
movies when im at home
I will watch a movie OR
go to The park and Play
b-ball OR I will go with my mom
To my girl games, she runs track
She runs fast i will like to Come
back up to KLBK television and
see you,

Sincerely

Charles Green

~~Linda~~

2004 19th St
Lubbock Tx 79401
April 13, 2000

KLBK Television
7403 S. University
Lubbock Tx. 79423

Dear Ms. Frazier,
Thanks for letting us come and see. The way you set the place up and the place going to look very good. But let us know when it's going to be finish. We can look again someday but that neat know you bind the things two together but. I been there with some other class but that was special ed class.

Sincerely
Linda Ramirez

Misty Watkins
West Bend

LHS
April 13, 2000

2004 19th St
Lubbock TX 79401
April 13, 2000

K-LBK Television,
72035 University Hill,
Lubbock TX 79423

Dear Mrs. Frazier,

I thank you very much for letting
me know what your news station
is always wanted how the
weather forecast dinner that never
looked behind them to help you
that's pretty neat. Why one of
these always covered space like
opportunities to get a job as a
volunteer person but that's up to
can stand the thunder. Anyway
Thank alot.

Sincerely
Misty Watkins

2004 19th St.
Lubbock, TX 79401
April 13, 2000

KLBK Television
7403 S. University
Lubbock, TX 79423

Dear Ms. Frazier

I would like to thank you Ms. Frazier for giving us "Lubbock High" a tour of the business. I really enjoyed the time over there for two reasons one to get a feel of the news business to correct some thought I had about the new business. Also for the time that I was out of class and away from my school. I operated the time that you and your coworker took out of your busy schedule to talk to my and my class.

Sincerely,
Scott Fennel

1704 E. 47th St.
Lubbock, TX. 79401
April 13, 2000

KLBBK Television
7403 S. University
Lubbock, TX. 79423

Dear Ms. Frazier,

Thank you for taking time to show us around your studio. It was nice of you. It was very interesting how you'll do you'll commercials and the news. It's cool how you'll have so much tv's. I never thought the news did it like that so what you'll do is just around screens that's cool and what I like is that green and blue wall. The reason I like it is because if you were that color it'll be showing just your head and I like that that's cool. Well thanks for your time.

Sincerely,

Carolyn Rice

2004 10th St.
Lubbock, Tx 79401
April, 13, 2000

KLBK Television
7403 S. University
Lubbock, Tx. 79423

Dear Ms. Frazier,

Thanks for showing us your studio and how
ya'll make everything happen. I think it
is interesting to have so many different
people working on the same thing together.
I learned a lot about how ya'll work your
programs and setup everything. Also how
you do your commercials. I very much
enjoyed your tower. Now everytime I
watch the news I'm always looking
at what's around you.

cordially yours,

James Probst

2004 19th

Lubbock, TX 79401

April 13, 2000

KCBK Television

2403 S University

Lubbock, TX 79423

Dear Mrs. Frazier I would like to Thank you
for showing us around the studio. I really
enjoyed it because it showed me how it
really is behind the scenes I also liked
it because I got to see the cameras
and the studios and the graphics. I
really appreciate your time that you
took from your busy schedule to show us
around.

Sincerely
Toney Cruz

2004 19th St.
Lubbock, 79401
April 13, 2000

KLBK Television
7403 S university
Lubbock, TX-79423

Dear Ms. Frazier,

I was please with you kind & generous people &
How you were willing to show us around & I think
It is a good Idea for two news stations to work
together as one (Texas 5.2c). & I think that it is cool
the way the Ancors for both stations work in the
same room ~~for~~ ^{for} 28 & 13 & the Storm chasers are
Sharing the Storms.

Sincerely
Jhal mrcam.

2004 19th St.
Lubbock, Tx 794101
April 13, 2000

KLBK Television
7403 S. Chive Sky
Lubbock, Tx. 79423

Dear Ms. Frazier,

Thank you for letting us
tour your station. I like to see
studios. They are nice and big.
I hope I get to go see
thee again.

Sincerely,
Bri

5-5-2000
Friday



Dear Angela,
Thank you so much for letting
we Cub Scouts come
for our field trip. 2nd for
being our tour guide. You
did a wonderful job, thank you
so much! It was so nice to
meet you in person! The
boys had a great time!

I know they learned a lot while
we were there. It's a great
place to be! Tell Karla Leslie
And Bill Maddox hello for us
also hello to Mr. Shaw we enjoyed
seeing them as well!

Thank you so very much
again. You all were great!

Sincerely
Judy & Russell Young
& Cub Scouts Pack #543



South Plains Tech Prep & School-To-Careers Partnership

1302 Main Street • Lubbock, Texas 79401 • 806-744-6477 • Fax 806-765

Education That Works!

June 27, 2000

Mr. Matt Pumo
KAMC-TV/KLBK-TV
7403 S. University
Lubbock, TX 79423

Dear Mr. Pumo:

We have completed another successful year of the "Get Real" program because of you! This letter comes to thank you for your support of Tech Prep/School-to-Careers Partnership and its activities. We received a tremendous amount of positive feedback from all of the employers that were involved, and we value the time you invested. We know it takes time away from activities that could be profiting your business or providing service to your customers.

We appreciate your allowing teachers and counselors to come into your workplace and observe your industry. There were about 24 pairs of eyes that were a lot wider once this project was complete. Seeing you in your element, along with the successes and stresses that are a part of your daily work, really made them think about what they were--or weren't--teaching their students. Many of them told us what changes they are going to be making in their classroom; they had no idea how much communication (both oral and written), professional attire and ethics, and attitude made a difference. You should feel proud that you have changed so many of the minds that will affect your future workers at an earlier age.

As a small token of our appreciation, please accept the certificate enclosed. We hope you will display it in a prominent place where your employees and customers will notice that you are making a difference in your community.

You can't refute the power of personal experience. I feel confident that this project has made all of these participants better and more effective educators and counselors. Thanks once again for making a lasting impression!! We look forward to more successes in partnership with you.

Respectfully,

Robbye Appling
Business Coordinator

Enclosure

Reading, Writing and the Real World.

June 23, 2000

Mr. Matt Pumo
KAMC-TV/KLBK-TV
7403 S. University
Lubbock, TX 79423

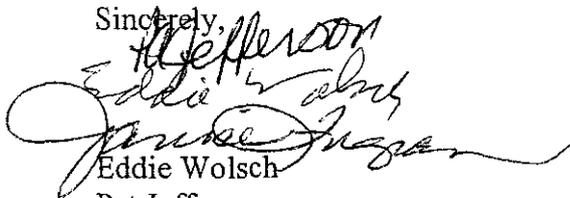
Dear Mr. Pumo:

Thank you for hosting our visit to your place of business. Your hospitality and preparation was greatly appreciated. Our visit was extremely pleasant and informative. The extent to which you were open to our questions facilitated our objective to address the partnership between the world of education and the world of work.

Future collaborative efforts are already being planned and funded. We want to nourish this relationship by staying in contact through job shadowing, field trips, career counseling and mock interviews.

We were delighted to discover how enthusiastic you are to a partnership with educators. Thank you for your time and encouragement. This experience gave new life to what we are about. . .equipping students with the skills employers utilize.

Sincerely,


Eddie Wolsch
Pat Jefferson
Janice Ingram

PROJECT ACTIVITY

Eddie Wolsch, Pat Jefferson and Janice Ingram

Title
Learning How To Write A Resume
Course/Grade Level
High School English, BCIS I and II, Speech, Home Economics, Agriculture, and Business classes
Link to Job/Career
Career Counselor
Objective
To develop written communication skills, analytical thinking skills, problem solving skills and to learn how to work in a group, as well as how to write a resume.
Activity/Project Description
<ol style="list-style-type: none">1. Using Texas Cares, students will take a personality inventory to determine where their interests are.2. Students will be grouped together according to similar interests based upon the career pathways.3. Students will take a field trip to the nearest branch of the South Plains Workforce Board. After learning how to access the information available, each group will research five businesses (pay scale, location, size, etc.) which are related to their general area of interest. Group members must negotiate which businesses to research.4. Each group will develop a profile of a fictitious company utilizing the information found from the South Plains Workforce Board.5. Each group member will develop a resume to be used in applying for a position with the fictitious business they developed.6. Utilizing earlier classroom presentations concerning interviewing skills each group member will then interview with a counselor from the Workforce Board for the position from the fictitious business their group developed.
Notes to Teacher
Prepare students for this project by first teaching them how to interview and the rudiments of writing a resume. Arrange a visit to the nearest Workforce Board site, preparing the counselors there for what your students will be expected to do.
Materials Needed
Resume writing materials from the school and/or South Plains Workforce counselor, pen and paper.

Checking for Understanding
Monitor student progress to ensure groups are clear about what their objective is, how to access the Workforce Board materials, and that students manage their time well so as to successfully complete the project within the time allowed.
Assessment
In addition to proper resume format and correct grammar, students will also be assessed on how well they utilized the technology at their disposal to find the information they needed as evidenced by the quality of the profile of the fictitious business they developed; effectiveness of their ability to work as a team member to solve a common problem; analytical skills as evidenced by their ability to identify their goal, sift through the materials available and select the relevant material needed to accomplish their objective within the stated time constraint, and to effectively verbally present the results of their research through the mock interview.
Technology Utilization
Students will use the Workforce Board's job search web sites and resume writing software in addition to the Texas Cares software.
Learning Styles
Visual and auditory styles of learning will be utilized.

PROJECT ACTIVITY

Eddie Wolsch, Pat Jefferson and Janice Ingram

Title
A Living Nightmare
Course/Grade Level
Language Arts, Economics/Government, BCIS II, Accounting, Math Models, Speech /Junior or Senior level
Link to Job/Career
Catholic Family Services, South Plains College, South Plains Workforce, LPL or SPS, local grocery store, the Dehydration Plant, Covenant Cancer Center, Childcare provider Frank Brown Pontiac and KLBK-TV
Objective
The student will be able to use accounting skills, communications skills, and problem solving skills to create a budget, assess its appropriateness and decide which services offered by Catholic Family Services are applicable to assist a family in crisis.
Activity/Project Description
Phyllis and Don Gonner are married with three children, ages 3, 5 and 9. Don works at the Dehydration Plant. Phyllis was just diagnosed with breast cancer. Grandparents are unable to assist financially or provide childcare. The five year old is having sleep disturbances. The nine year old is acting out at school. Phyllis' employment is unstable and difficult to maintain. Don has a GED and wants to study automotive technology. Using the attached list of programs associated with Catholic Family Services, your accounting skills and budgeting analysis build a case plan for the Gonners. Share the story with a reporter from KLBK for personal coverage, highlighting the networking capabilities of the various businesses to assist those in crisis. Utilize a school broadcasting networking, if one exists, to broadcast the interview.
Notes to Teacher
Set up a field trip to Catholic Family Services at 102 Ave J, Lubbock TX. Contact Steve Hay, director at 765-8475. Interview Larry Mankin of Frank Brown Pontiac at 796-777, ext 239 concerning ACET and ACEP training.
Materials Needed
<ol style="list-style-type: none">1. Use a template to build a family budget.2. Access a list of the services provided by CFS.3. Research the average utility bills and housing costs for a family of five.4. Investigate childcare resources.5. Create a mock grocery bill by visiting a grocery store or using a mailer with food prices listed.6. Research the hospital costs of treating breast cancer and the recovery odds.7. Contact South Plains College for information on their automotive technology certification.

<ol style="list-style-type: none"> 8. Investigate automotive training through the ACET and ACEP programs sponsored by Frank Brown Pontiac. 9. Call South Plains Workforce for additional assistance with tuition and books, childcare and utilities. 10. Inquire about the resources for providing childcare locally, either on or near Don's job site.
<p>Checking for Understanding</p> <ol style="list-style-type: none"> 1. Observe the process of the project by interviewing each group at various checkpoints on the timeline. 2. Evaluate the power point presentation for clarity, reasonability and accuracy. 3. Scrutinize the accuracy of the mock budget and case plan. 4. Check for spelling, grammar and appropriate sentence structure on all handouts to peers, the instructor, and all businesses that were addressed to complete the project.
<p>Assessment</p> <p>Reasonability will be assessed by the auditor for Catholic Family Services, feedback from peers and the instructor. The project will be organized by assigning groups of four students on varied learning levels to cooperate and designate assignments.</p>
<p>Technology Utilization</p> <p>Texas Cares will provide names, numbers and addresses of contacts to the various resources. Word processing skills will be utilized in writing up the case notes. Power point skills will be implemented to create a presentation. Use of template and or spreadsheet will facilitate the presentation and development of the budget. A calculator will simplify calculating the grocery bill an average utility bill and housing costs.</p>
<p>Learning Styles</p> <p>Auditory learner will benefit from interviewing personnel at CFS. A Visual learner will use the list of services and network of resources. The Power Point presentation will stimulate the visual learner as well. The Tactile/Kinesthetic learner will enjoy researching the costs and creating the budget. Being interviewed by a reporter from KLBK would appeal to all learning styles!</p>

PROJECT/ACTIVITY

BY

Janice Ingram Pat Jefferson Eddie Wolsch

Title

"Getting The Job Done"

Course/Grade LevelSecondary level - - - 7th grade & up**Link to Job/Career**

Texas Tech University Physical Plant

Objective

To show the student the various procedures needed to add on extra space to a lab in the Biology Building.

Activity/Project Description

See attached sheet.

Notes to Teacher

Before starting, make sure that all resources and reference cards are complete and accessible. Everything should be in order before the fieldtrip, so that there are no delays.

Materials Needed

Internet (reference), reference cards, paper, pencil

Checking for Understanding

Work must be done in groups. The teacher monitors to see if there are any problems, or if a group is finished. Discussion of the activity will follow the assignment.

Assessment

The assignment is completed when the building is completed.

Technology Utilization

Power Point, overhead projector, internet

Learning Styles

Auditory,
Visual,
Tactile/Kinesthetic

Activity Description :

You are the head of the Biology department, and there is a problem in one of your labs. There is not enough room for all of the students. You are to go through the steps needed to get the lab enlarged. In your group of four (assigned earlier) each person is responsible for a different area needed to complete the necessary steps for their area. In addition to the Head of the department, there will be a construction coordinator, an engineering coordinator, and a purchasing coordinator. The cards will include the dimensions of the room, the budget for the remodeling, and the deadline for completion. In order to do this, use the reference cards made available to you. Everything in the cards must be done, in order for the process to go forward - - - missing steps means a delay in the process!!! Use the internet as a reference, if needed. This must be finished by the time of our fieldtrip, in three days.

While on the fieldtrip, each person will go to their respective area. There they will receive further information about their task. Then the groups will rotate around, until each area has been covered. Upon returning to school, the groups will reconvene and revise their work.

**SOUTH PLAINS TECH PREP / SCHOOL-TO-CAREERS
PARTNERSHIP**



gratefully acknowledges the participation of

KAMC-TV / KLBK-TV

in the following project:

Get Real

JUNE 5-23, 2000

EDUCATORS IN INDUSTRY

Jill Berset

Jill Berset, Executive Director

Harvey and Janelle Olney

5213 County Rd 1260
Lubbock, Tx. 79407
USA

Phone 1-806-743-2558
Email h.j.olney@juno.com

May 19, 2000

KLBK TV, Ch. 13
7403 University
Lubbock, TX 79423

Dear Sirs,

My husband and I would like to thank you for airing the film, "Jesus" this week.

The film could be a tad more accurate, but on the whole, it presented an excellent picture of the real historical events associated with Jesus. And considering the time limits of the program, they did a good job of presenting Jesus as a living historical person whose life affects people. This program was certainly an tremendous advance over the slaughter done to "Noah" last year.

We do appreciate a program that treats with respect Someone who fills our lives with meaning. And we are certainly not alone. According to every poll conducted even by hostile organizations, there are many more people in this country who are Christians and people who believe in God than there are those who hate the very idea of God, or are contemptuous of any responsibility to Him. But one would not get that idea from most products from Hollywood and media-land for a long time. They have gotten increasingly out of touch with average people. It has not been often that the ideals of average Americans like us were not the brunt of ridicule or outright attack. So it is a refreshing change to be treated with some respect.

Keep up the good work!!

Sincerely,



Janelle and Harvey Olney

MOTLEY COUNTY INDEPENDENT SCHOOL DISTRICT

1809 Eubank
P.O. Box 606
Matador, Texas 79244
Motley County

Phone 806 347 2676
Fax 806 347 2781

April 11, 2000

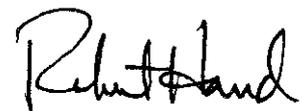
ABC 28
Promotions
7403 S. University St.
Lubbock, Texas 79401

Dear Sirs:

At this time I would like to thank you for your check of \$500.00 and the opportunity to showcase the Motley County Schools on your programs and highlights. The money has been earmarked for the Elementary Accelerated Reader program and will allow us to purchase updated materials, books for the library and additional software for the computers that are utilized for that program.

The phone call this morning did catch us by surprise and created a nice little stir here among the students and staff. We have forwarded a thank you to the Williams family for naming Motley County ISD as their favorite school. The students and staff will be tuned in to your programs and you can be assured that you are watched in Motley County.

Sincerely,


Robert Hand, Principal

Executive Committee

Mr. Rick Canup
Executive Chair

Reverend Solomon Fields
Vice-Chair

Mr. Paul Key
Vice-Chair

Reverend Jackie White
Vice-Chair

Ms. Irasema Velasquez
Secretary

Mr. Mike Cunningham
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Ms. Joan Y. Ervin

Reverend Bill Couch

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Reverend D. L. Lowrie

Reverend Ed Sena

Bishop W. H. Watson

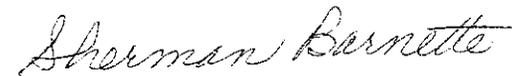
Mr. Mike Pummo, GM
7403 University Ave.
Lubbock, TX 79423

Dear Mike:

It hardly seems possible that the West Texas Festival 2000 is over and the follow-up is in progress. It is my prayer that the impact of the Festival in Lubbock will continue for years to come.

I wanted to thank you for your help and coverage of the Festival. We were all thrilled with the coverage given the Festival.

Sincerely,



Sherman Barnette
Festival Director

SB/rh

*Lubbock
Baptist
Association*

4207 34th Street, Lubbock, Texas 79410

(806) 791-4442

Fax (806) 791-1115

Jim Stephens, Director of Education

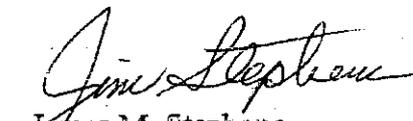
May 3, 2000

News Director
KLBK Television, Channel 13
7403 University
Lubbock, Texas 79423

Thank you for the wonderful coverage you provided for the West Texas Festival 2000 with Franklin Graham. Not only was the coverage excellent but the attitude of those reporting was a credit to your station.

Thank you!

Sincerely


James M. Stephens

"Lubbock 2000"



Windy Sitton ★ Mayor

Public File

January 31, 2000

Mr. Mike Pumo
General Manager
KLBK
7403 South University
Lubbock, TX 79423

Dear Rick:

Congratulations on the completion of the recent merger of sales and news operations of KLBK and KAMC. Although an out of town appointment prevented me from attending your TexaSize Open House event, I did want to send you my best wishes. Lubbock is a great city and our active business community contributes a great deal to our quality of life.

As Mayor and as a business owner, I recognize the effort, time, and money that is invested to ensure the success of any business. Television media hold a giant responsibility to society, and I am confident that by joining your resources, the people of Lubbock will be better served. You should be justifiably proud of your success and of the service you are providing the residents of Lubbock and West Texas.

Congratulations again on your recent merger. If the City of Lubbock or I can be helpful to you in the future, please let me know.

Sincerely,

Windy Sitton
Mayor

WS:mm

The Advertising Council Inc.

Peggy Conlon

President & CEO

May 28, 2002

The Honorable Larry Combest (R-Tex., 19th)
United States House of Representatives
1026 Longworth House Office Building
Washington, DC 20515

Dear Representative Combest:

The Advertising Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the impressive support our PSAs have received from KAMC in Lubbock, TX.

In 2001, this television station donated a total of 896 spots of valuable airtime towards Ad Council PSAs. This contribution enabled the Ad Council to communicate public service messages that help improve society and save lives.

The Ad Council's relationship with the media is a long and powerful one. Since our founding in 1942 by President Franklin Roosevelt, the Ad Council has successfully utilized the pro bono resources of the media and advertising industries to promote PSAs such as "Friends Don't Let Friends Drive Drunk," and "A Mind Is A Terrible Thing To Waste." These messages, as well as others ranging from protecting the environment to education and drug prevention are communicated to the American people through approximately \$1.6 billion in donated media time each year.

Following the tragedy of September 11, the Ad Council found itself back on its wartime footing and immediately assumed the responsibility to create PSAs to help the country heal and remain strong. It is because of the generosity of the media, and stations like KAMC, that the Ad Council has been able to communicate these critical messages to the public, including the "I am an American" PSA, which celebrates this country's extraordinary diversity.

Marking its 60th anniversary of developing PSAs for generations of Americans, the Ad Council continues to use the power and the generosity of the media to create positive and lasting social change in America. Please join us in commending KAMC for using its spectrum to improve the lives of people in their community.

Sincerely,



cc: Mike Pumo, KAMC, General Manager

