

Before the  
**FEDERAL COMMUNICATIONS COMMISSION**  
Washington, D.C. 20554

In the Matter of	)	
	)	
Establishment of Rules and Policies	)	MB Docket No. 04-160
For the Digital Audio Radio Satellite	)	
Service in the 2310-2360 MHz	)	
Frequency Band	)	
Radio Service Terrestrial Repeaters Network	)	

To: The Media Bureau

**REPLY COMMENTS OF**  
**ENTERCOM COMMUNICATIONS CORP.**

Entercom Communications Corp. (“Entercom”), by its attorneys, hereby submits these Reply Comments in support of the Petition for Declaratory Ruling (“Petition”) filed by the National Association of Broadcasters (“NAB”) in the above-captioned proceeding.

The Petition urges the Commission to clarify that satellite digital audio radio service (“SDARS”) providers are prohibited from: (1) using any technology to permit the delivery of content that would be aired on a receiver in one location that differs from the content that would be aired on a receiver in a different location; and (2) providing locally oriented services on nationally distributed channels. Entercom endorses the arguments made by the NAB. Entercom submits that the provision of local programming content by SDARS providers to subscribers is entirely inconsistent with the representations made by the two licensed SDARS providers that satellite radio would be an inherently national, and not local, programming service; undermines the Commission’s core rationale and public interest justification for authorizing SDARS; and would adversely impact the

economic viability of terrestrial broadcasters, an outcome the Commission has specifically sought to avoid.

**I. The Commission's Authorization of SDARS Is Premised On Its Classification As A National Programming Service And Satellite Radio Has Been Less Than Forthright In Disclosing Its Intentions.**

NAB filed its Petition in response to the announcement by XM Radio, Inc. ("XM") and Sirius Satellite Radio, Inc. ("Sirius") that they would make available to subscribers local traffic and weather reports. The record reflects that such local programming content is now offered by both SDARS providers, and is featured prominently in XM's current television advertising campaign. During the Commission's early deliberations on whether to authorize SDARS, the SDARS applicants collectively assured the Commission that SDARS would be a national service that would supply unique, niche programming for the unserved and underserved, including foreign-language audiences, children and senior citizens.<sup>1</sup> At no time did advocates of SDARS even raise the possibility that local programming content would be made available by the service.

In the Commission's June 1995 *Notice of Proposed Rule Making*, the Commission's assessment that satellite radio would advance the public interest was premised on the belief that SDARS would not offer local programming content, but would be a nationally based, specialized service that would focus on unique

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<sup>1</sup> Petition at 4.

programming to targets audiences that were not then served by traditional radio stations.<sup>2</sup> Indeed, the Commission's initial finding that the potential adverse impact of the authorization of SDARS on terrestrial radio would be limited assumed that SDARS providers would not have the ability to offer local content, such as local public affairs and local news, weather and traffic reports.<sup>3</sup> At that time, the Commission believed that the technology to enable SDARS providers to offer such local content did not even exist.<sup>4</sup>

Advocates for SDARS were direct in telling the Commission that the SDARS providers had no intention of supplying local programming content. For example, XM informed the Commission that satellite radio service "will not carry local news and information. It therefore is at a significant competitive disadvantage against local stations which have the ability to carry local news, sports, weather, and other local information ...."<sup>5</sup> For its part, Sirius declared that "[s]atellite radio is an inherently national service and therefore offers no competitive threat whatsoever to traditional radio stations' local programming strengths, such as local news, weather, traffic, school closings personalities, spots, talk and the like."<sup>6</sup>

When the Commission ultimately authorized SDARS in 1997, it did so on the basis of these representations by XM and Sirius that satellite radio would be a national

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<sup>2</sup> In the Matter of Establishment of Rules and Policies for the Digital Audio Radio Satellite Service in the 2310-2360 MHz Frequency Band, *Notice of Proposed Rulemaking*, IB Docket No. 95-11 (11 FCC Rcd 1 (1995)).

<sup>3</sup> *Id.* at ¶ 4.

<sup>4</sup> *Id.* at ¶ 19.

<sup>5</sup> In the Matter of Establishment of Rules and Policies for the Digital Audio Radio Satellite Service in the 2310-2360 MHz Frequency Band, Comments of American Mobile Radio Corporation, IB Docket No. 95-91 (September 15, 1995) at 18.

<sup>6</sup> In the Matter of Establishment of Rules and Policies for the Digital Audio Radio Satellite Service in the 2310-2360 MHz Frequency Band, Comments of CD Radio, Inc., IB Docket No. 95-91 (September 15, 1995) at 73.

programming service, one very different from terrestrial radio's local programming service. In response to broadcasters' complaints that the introduction of satellite radio would adversely affect terrestrial radio's advertising revenues, and correspondingly affect the nature of the community-responsive service rendered to local listeners, the Commission noted that while SDARS providers would have a significant advantage in offering advertising to a *national* audience, "[l]ocal advertising revenue is much more important than national advertising revenue for terrestrial radio's viability and prevalence, and, at this time, we have no evidence that satellite DARS would be able to compete for local advertising revenue."<sup>7</sup>

Broadcasters repeatedly urged in the SDARS proceedings before the Commission that SDARS has the potential to cause significant competitive harm to terrestrial radio. Because of the representations of the SDARS advocates, in authorizing the new service, the Commission declined to accept claims of the potential harm that might be caused to terrestrial radio. But the Commission recognized that circumstances could change, including the advent of new technologies, and declared that "we cannot entirely rule out the possibility of a major adverse impact."<sup>8</sup> After noting its commitment to support "a vibrant and vital terrestrial radio service," the Commission wisely promised that it "will continue to monitor and evaluate the potential and actual impact of satellite DARS, particularly in small radio markets, so that we will be able to take any necessary action to safeguard the important service that terrestrial radio provides."<sup>9</sup>

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<sup>7</sup> In the Matter of Establishment of Rules and Policies for the Digital Audio Radio Satellite Service in the 2310-2360 MHz Frequency Band, *Report and Order, Memorandum Opinion and Order and Further Notice of Proposed Rulemaking*, 12 FCC Rcd 5754 (1997).

<sup>8</sup> *Id.* at ¶ 33.

<sup>9</sup> *Id.*

As the NAB points out, intervening technological developments now threaten to transform satellite radio from the national programming distribution service that XM and Sirius previously committed to provide into a local broadcast service comparable to terrestrial radio.<sup>10</sup> Such a transformation will undoubtedly have a significant adverse impact on terrestrial radio stations, including most importantly the diversion of audiences to SDARS, an issue that the Commission is compelled to address at this time. The Commission should not allow SDARS providers to offer local content without, at a minimum, re-opening the SDARS proceeding specifically to evaluate the impact such action would have on the terrestrial radio stations.

**II. Local Content On Satellite Radio Will Compromise The Ability of Terrestrial Radio To Continue To Serve The Needs and Interests Of Their Local Communities and Undermine Local Service By Terrestrial Broadcasters.**

As Radio One, Inc. demonstrates in its Comments in this proceeding, terrestrial radio stations are burdened by regulations and limitations that will restrict their ability to compete effectively with satellite radio in the local content arena.<sup>11</sup> First and foremost, radio stations are subject to the Commission's local multiple ownership rules, which limit the number of stations one entity can own in a particular market. These ownership restrictions are designed to prevent undue concentration of media voices and to promote diversity of viewpoints, goals that the Commission has consistently pledged to support. SDARS providers, in contrast, are not subject to any regulatory limits on the market share they may control, nor the number of different program streams each can provide to

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<sup>10</sup> Petition at 2.

<sup>11</sup> Comments of Radio One, Inc., (June 4, 2004) at 2.

listeners in a given geographic area. XM and Sirius have effectively each been granted the ability to provide a virtually unlimited number of “voices” through their satellite radio licenses, all controlled by just two operators, and they now are attempting to leverage their competitive advantages into the local programming arena.

To the extent that SDARS providers are permitted to provide local content to subscribers, viewpoint diversity will be severely compromised, and the ability of terrestrial radio stations to continue to provide their licensed communities with local public service programming will ultimately suffer. As satellite, with its hundreds of channels, grows in share, the risk increases that a number of local terrestrial broadcasters will be marginalized and crowded out, and local public interest programming – not required of satellite operators – will be lost, eroding the diversity of voices which the Commission advocates.

### **III. Terrestrial Radio Stations Will Be Significantly Disadvantaged In Their Ability To Compete Effectively Against SDARS Providers Offering Local Content.**

Each terrestrial radio station is subject to a comprehensive scheme of regulations intimately linked to the station’s obligation to serve the public interest through programming responsive to the needs and interests of its community of license. Radio stations must, for example, maintain a local main studio to ensure that the station has a meaningful presence in the community and maintain a public file containing, among other things, letters and complaints from the public concerning the station’s programming, quarterly lists of the station’s programming that addressed issues of concern to the public, a political file, agreements with citizen groups, identification of

program sponsors of controversial station programming, and copies of complete station ownership information, all required to be made available to the public for their inspection to foster a better understanding of the nature and extent of the responsiveness of the programming service to the local community. Broadcast stations must also monitor and air emergency alert information to inform the public of pending local or national emergencies.

The NAB has thoroughly documented the extensive investment that local broadcasters as an industry make each year to their communities of license through public service programming and local campaigns, above and beyond the stations' adherence to the Commission's regulatory obligations. Entercom stations and employees in each of the company's markets generously give their time and energy to make a difference in their communities. In 2003, \$53 million was raised for charitable causes through the company's PSAs, fundraising activities, advertising and promotional support. One day each year, employees participate in a company-wide program called "Make a Difference Day," which provides community based charitable work that benefits a variety of humanitarian causes. The wide variety of local community activities of the Entercom stations conducted in each of the company's markets on March 16, 2004, this year's "Make a Difference Day," are described in Attachment A.

Because SDARS was never designed to provide a local service, XM and Sirius are not subject to the same public interest programming obligations, nor do they make investments in local communities. However, if SDARS providers are allowed to siphon away significant numbers of listeners by the provision of localized traffic and weather reports, advertising revenues will inevitably follow those listeners and thus decline, and

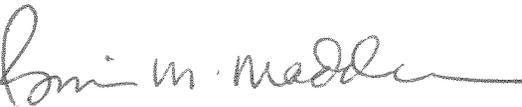
the ability of terrestrial radio stations to compete and to continue to serve their local communities with public service, issue-responsive programming and other valuable community services will be significantly hindered. Any loss of the highly individualized local services now provided by terrestrial broadcasters will not likely be replaced by offerings from satellite operators, since they have no regulatory obligation and no economic incentive to provide such service in the first place.

### **Conclusion**

For the reasons set forth herein, Entercom respectfully urges that the Commission grant the NAB's Petition and in so doing limit SDARS providers to the provision of a national programming service, as originally envisioned and authorized.

Respectfully submitted,

**ENTERCOM COMMUNICATIONS CORP.**

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June 21, 2004

Its Attorneys

**CERTIFICATE OF SERVICE**

I, Tamara L. Mariner hereby certify that a complete copy of the foregoing Reply Comments of Entercom Communications Corp. was sent this 21st day of June, 2004 by first-class United States mail, postage prepaid to:

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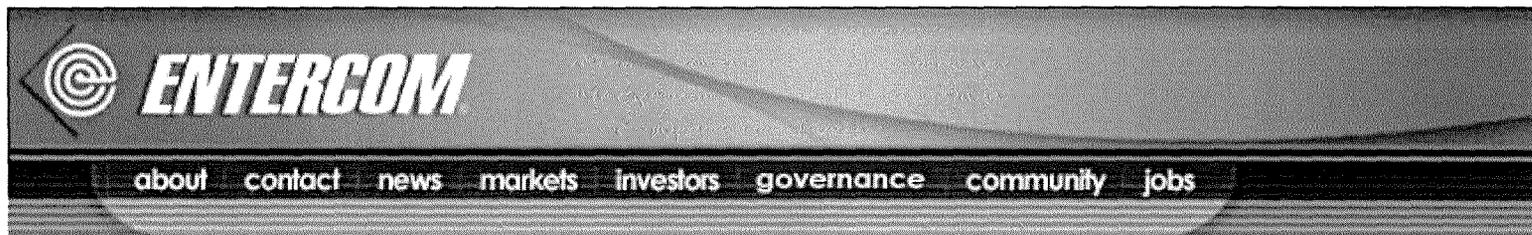
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\*Via Hand Delivery

**ATTACHMENT A**



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MARCH 16, 2004



Boston



Buffalo



Denver



Gainesville



Greensboro



Greenville



Kansas City



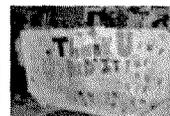
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Memphis



Milwaukee



New Orleans



Norfolk



Portland



Rochester



Sacramento



Seattle



Wichita



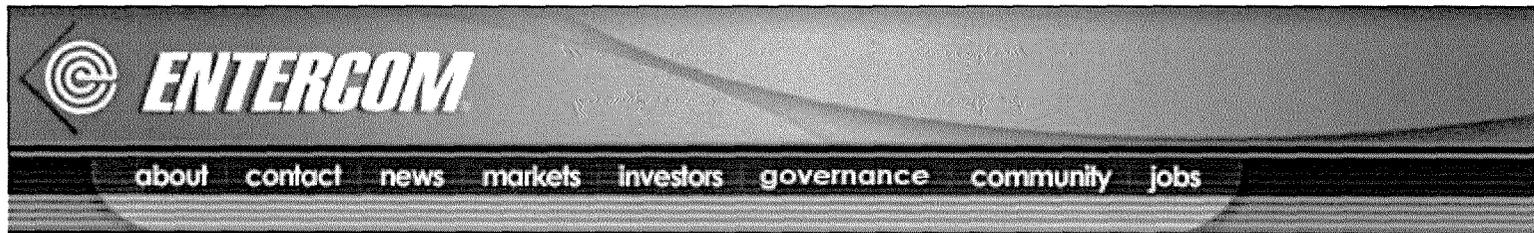
Wilkes-Barre

**Make A Difference Day 2004**

**Click on the market to see what they did for Make a Difference Day**

For the past eleven years, one of Entercom's most valued and important traditions has been "Make a Difference Day". Members of the Entercom team joined hands to assist our communities in so many ways. We painted, sorted food and clothes, raised money, cleaned parks, helped build homes, and more. Together we accomplished so much for so many worthy organizations committed to great causes in our communities.





**MARCH 16, 2004**

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| Boston      | Buffalo   | Denver     | Gainesville | Greensboro  | Greenville   |
| Kansas City | Madison   | Memphis    | Milwaukee   | New Orleans | Norfolk      |
| Portland    | Rochester | Sacramento | Seattle     | Wichita     | Wilkes-Barre |

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### **BOSTON MAKE A DIFFERENCE DAY 2004**

Boston employees volunteered for six different causes to help their communities. Organizations included the Metropolitan Council for Educational Opportunity, where Boston helped at their rally to lobby legislators at the Boston State House for improved educational services. At St. Francis House, Boston's most comprehensive daytime shelter, others sorted donated clothes and prepared and served lunch to the homeless guests. Others volunteered to help the AIDS Action Committee set-up their annual fundraising event, the "Taste of the South End." At the Family Service of Greater Boston, employees created a new organization system for the client files room. Over 19,000 pounds of food was sorted at the Greater Boston Food Bank, which provides over 15 million meals per year to approximately 283,000 people throughout eastern Massachusetts. Finally, another group volunteered to help the Charles River Conservancy, where responsibilities included pruning trees along the Charles River and general clean-up of the grounds.



Boston: Kris Perillo (Staff Accountant), Mary Keane (WEEI Sales Associate) and Johnathan Johnson (Staff Accountant) at the Family Service of Greater Boston.

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### **BUFFALO MAKE A DIFFERENCE DAY 2004**

Buffalo spent Make A Difference Day working for Habitat For Humanity for the third year in a row. The snow started flying just as they arrived at the house. Volunteers completed various projects including building the outside stairwell railing, tiling a laundry room floor, installing carpet padding in four bedrooms and on the staircase, painting all interior trim and dry-walling a pantry.



Buffalo Building Pros: (Left to Right) Kevin Devine, Larry Robb, Greg Ried finish a stair railing

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### **DENVER MAKE A DIFFERENCE DAY 2004**

Denver spent hours at the Denver Public Library sorting books for their Used Book Sale. Tasks included looking for rare first editions – and they found many. They were also on the hunt for signed copies of books, as well as sorting out collections and dividing up paperbacks and hardbacks. What the stations accomplished in a few hours takes the Library's volunteer staff 9 months to do!



Denver: Fast Readers help The Denver Public Library

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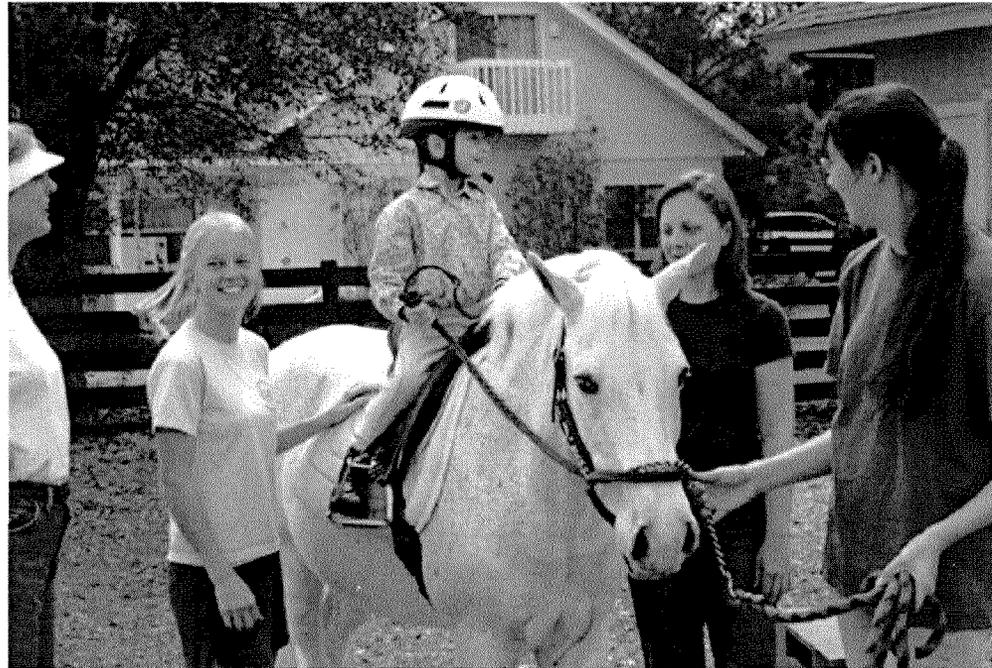
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### **GAINESVILLE MAKE A DIFFERENCE DAY 2004**

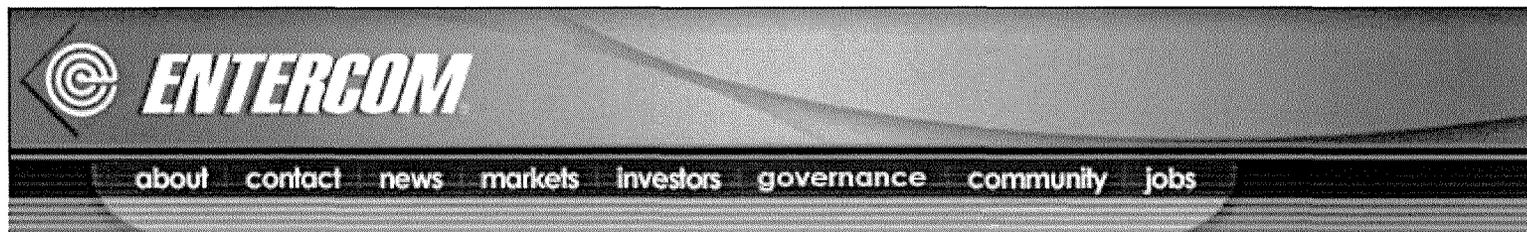
Gainesville spent the day at a truly unique place called HOPE - HORses helping PEople. Volunteers work with autistic, mentally and physically impaired children through equine-assisted therapy sessions. "To see one of these children on a horse bonding and enjoying the motion of walking through the horse is just wonderful. We spent most of the day helping the volunteers work with the children and becoming better versed in this therapeutic treatment," said Mark Leopold, VP/General Manager.



Gainesville: "Emily," a handicapped girl, gets HOPE through work of volunteers

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### **GREENSBORO MAKE A DIFFERENCE DAY 2004**

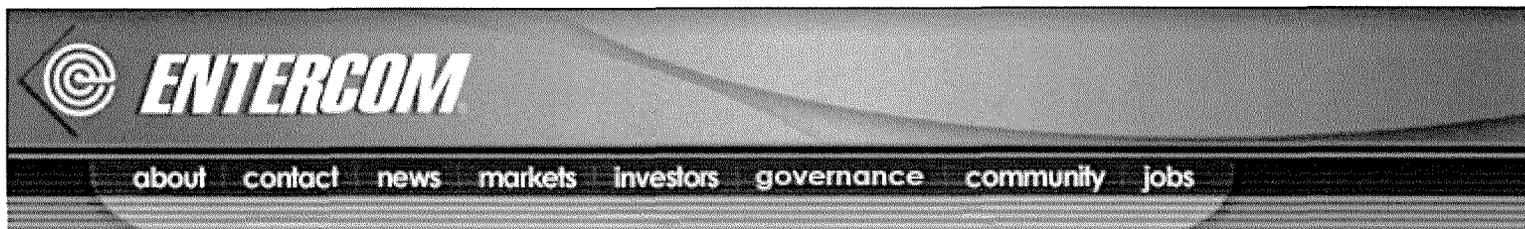
Greensboro helped provide a makeover to a down-home cultural icon - War Memorial Stadium, one of America's oldest minor league ballparks. According to Jim Scott, Director of Creative Services, "Our Make a Difference Day was dedicated to making sure the 'Grand Lady of Yanceyville Street,' looked her best for the upcoming season of Greensboro Bats (Florida Marlins Single A) baseball." By the way, if you've seen Bull Durham, you've seen War Memorial Stadium - it's where the movie was filmed.



Greensboro: hosts their own version of Extreme Home Makeover, benefiting the local minor league park

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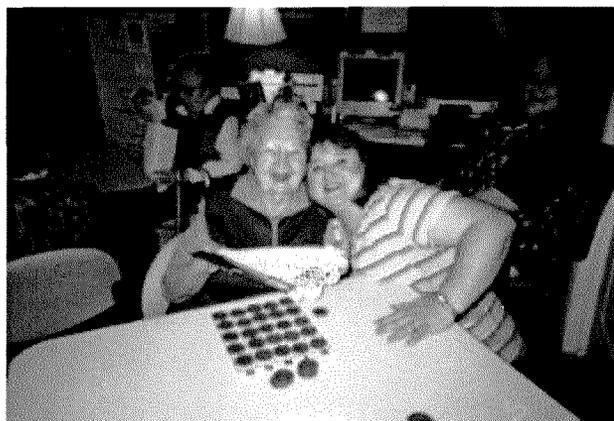
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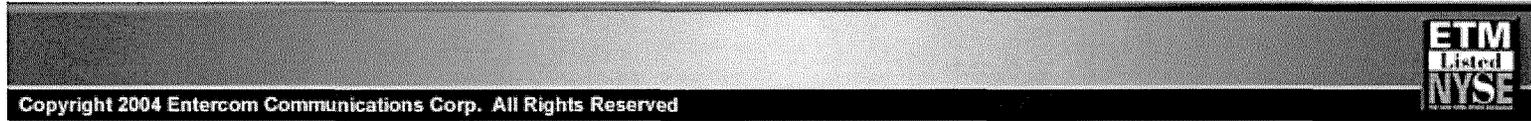
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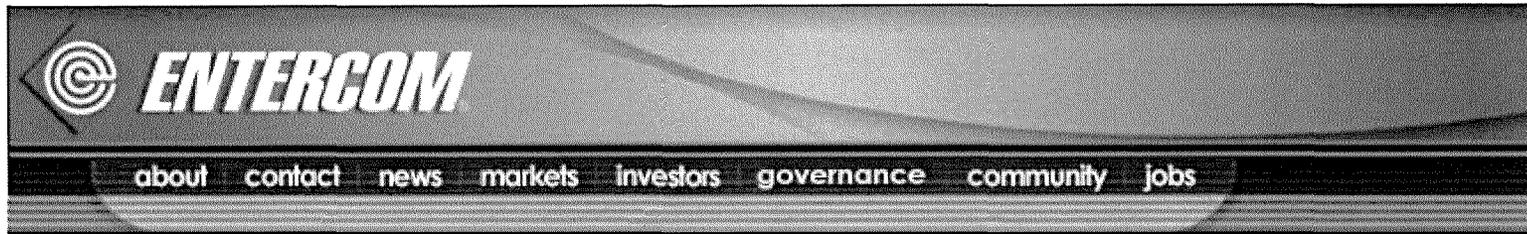
### GREENVILLE MAKE A DIFFERENCE DAY 2004

Entercom Greenville spent the day visiting 13 different Assisted Living & Nursing Centers, providing many senior citizens with a break from their regular routines. At each Center, they read stories, played bingo and gave out goodie bags. The residents really enjoyed the bingo and the prizes they won. Mark Ferguson, Morning Show host on WOLT-FM/The Walk, played his guitar and sang, which was really a big hit!



Greenville: Sales Assistant, Linda Holtzman helps brighten the day of a senior citizen at Homewood Residence in Greenville





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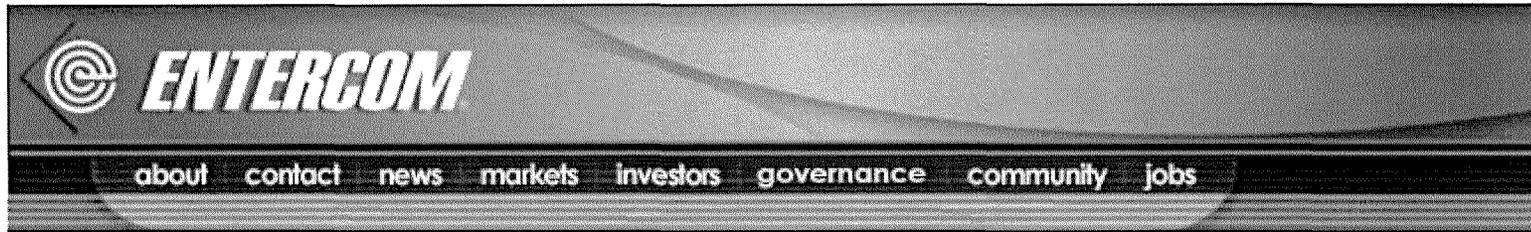
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### **KANSAS CITY MAKE A DIFFERENCE DAY 2004**

This year the Entercom staff worked with the Front Porch Alliance to make improvements in the Ivanhoe neighborhood. Projects included painting two houses, as well as clean up projects at the former Linwood Presbyterian Church – an historic landmark that will be the future Linwood Area Ministry Place, which will serve as a neighborhood community center and house local non-profit organizations.



Kansas City: It's all in the prep work! Entercom Kansas City employees make a big difference as they help paint two houses



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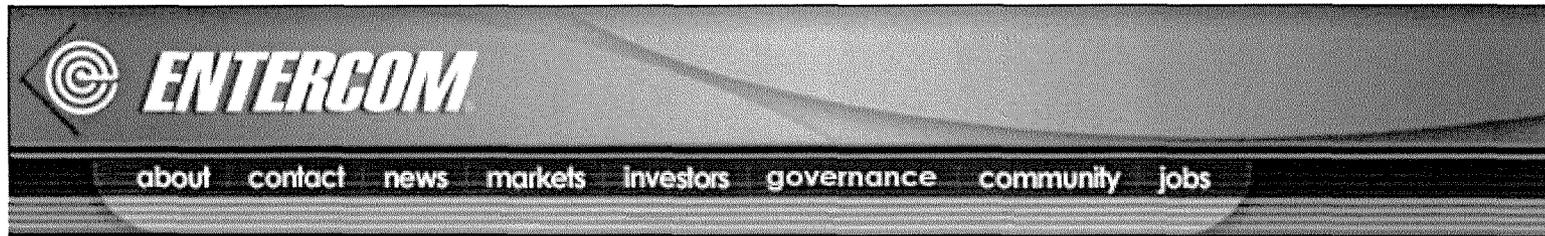
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### **MADISON MAKE A DIFFERENCE DAY 2004**

Entercom Madison lent support to Habitat for Humanity. They assisted in foundation preparation and insulation at one of the first Habitat for Humanity Subdivisions in the nation, the Twin Oaks Development, an area that will soon be home to 96 units including single family homes and owner occupied condominiums. An unseasonably warm March 16th made for quick work of the five foundations. "Entercom's involvement pushed our construction schedule up almost a week. We've made several trips to the home center to get supplies for projects we anticipated happening much later" said Ron Konkol, Director of Madison's Habitat for Humanity. Entercom supported the Madison chapter previously, when the local stations raised over \$76,000 in one day at an event surrounding a Jimmy Buffet concert and the opening of his "Cheese Burger in Paradise" restaurant.



Madison: It all starts with a strong foundation. Entercom employees helped create foundations for five new homes in the first ever Habitat for Humanity Subdivision, Twin Oaks.



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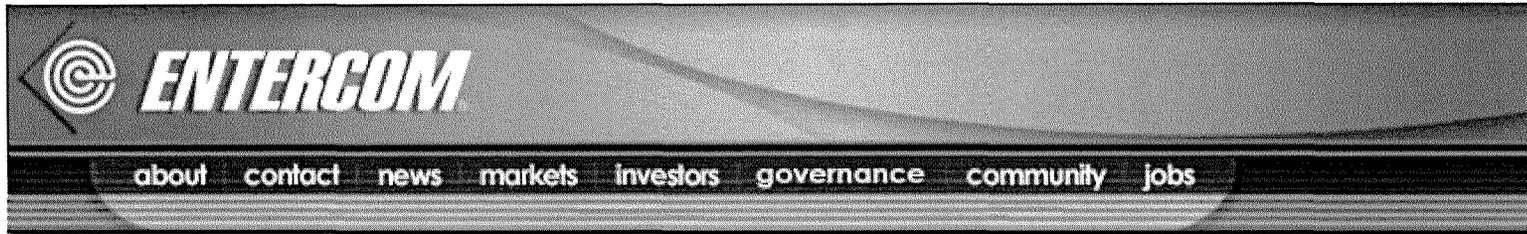
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### **MEMPHIS MAKE A DIFFERENCE DAY 2004**

Memphis chose to work with Habitat for Humanity of Greater Memphis. Their efforts were concentrated on helping them prepare for their start of their building season, which starts in April. The staff began by unloading trucks and preparing trailers with the supplies needed for each new home. Many of the staff built a bridge to one of the home sites. Other team members painted enough trim to supply two of the three homes being built.



Memphis: goes "MADD" painting for Habitat for Humanity



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### **MILWAUKEE MAKE A DIFFERENCE DAY 2004**

Milwaukee made a difference in their community by partnering with Safe Kids Wisconsin. The organization's mission is to reduce the number of unintentional injuries for children 14 and younger through education and community programs. Milwaukee concentrated on the child's car seat safety check program. Over 70 car seats were checked in the Hales Corners Community, six car seats were tossed and only three were found to be installed correctly. The result was many thankful parents.



Milwaukee: checks car seats for the safety of young ones

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### **NEW ORLEANS MAKE A DIFFERENCE DAY 2004**

New Orleans did a cluster Radiothon for Children's Hospital. The Radiothon is part of the Children's Miracle Network, a national non-profit organization dedicated to improving the health and welfare of all kids. In four days, over \$927,000 was raised, all of which will remain in southern Louisiana.



New Orleans: In the end over \$900,000 was raised for Children's Hospital.

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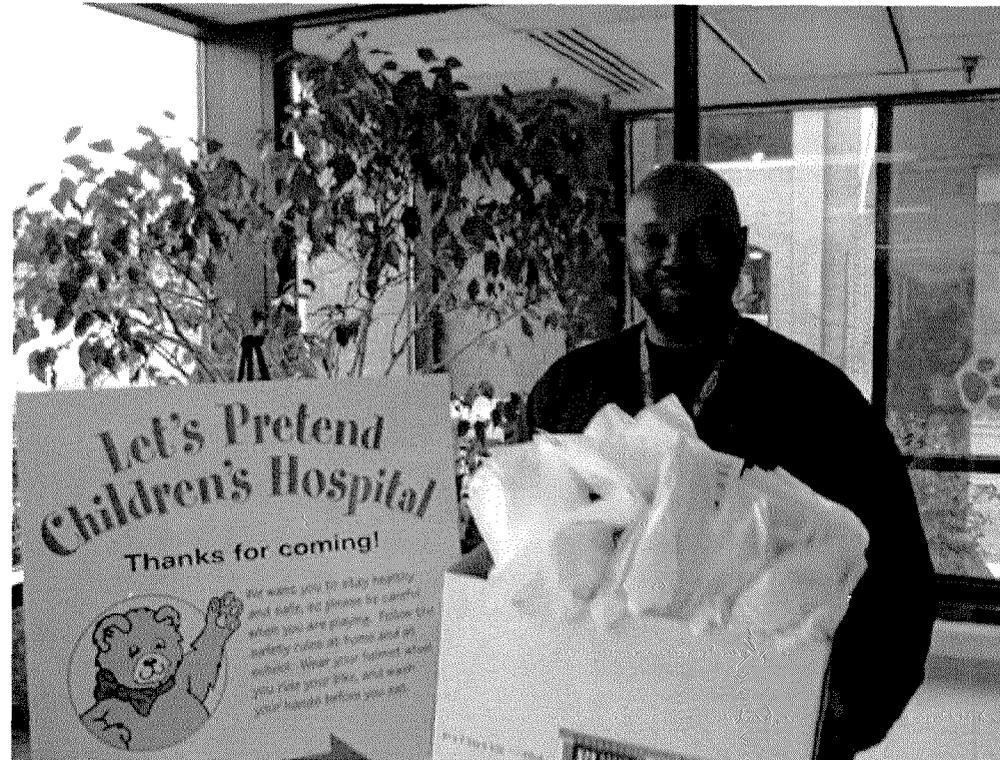
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### **NORFOLK MAKE A DIFFERENCE DAY 2004**

Norfolk discovered an outstanding cause for which everyone at the stations championed - "Let's Pretend Children's Hospital" at Children's Hospital of the King's Daughters in Downtown Norfolk.

Over the course of three days, Entercom employees helped Children's Hospital of the King's Daughters conducted their annual program designed for first graders to help reduce the fear and anxiety they may experience if they must be hospitalized or visit the Emergency Room.

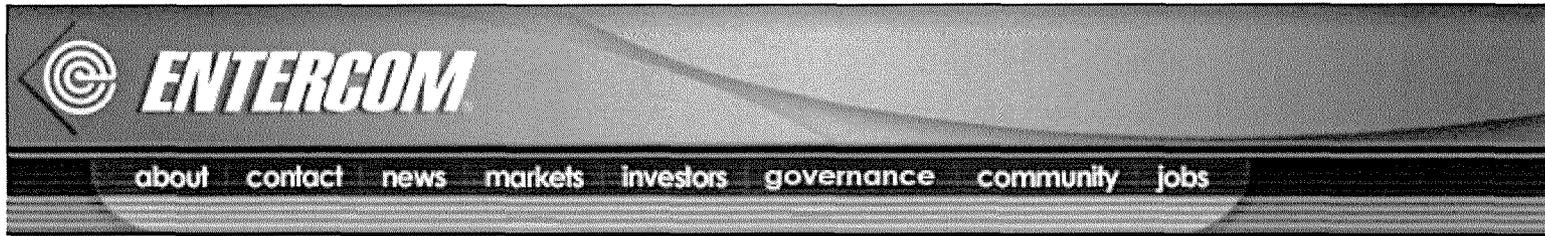
1,000 first graders from all over Hampton Roads were bused in for the events. Entercom Norfolk employees did everything from escorting the six and seven year olds off the buses to the hospital, to portraying Doctors and Nurses, to introducing the first graders to "Healthy Bear" the hospital's mascot. The "Let's Pretend Children's Hospital" was such a success that the event received TV coverage.



Norfolk: 95-7 R&B Afternoon Drive's Charles Black hands out goodie bags and ushers kids to the transport area for a first hand look at the Ambulances.

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### **PORTLAND MAKE A DIFFERENCE DAY 2004**

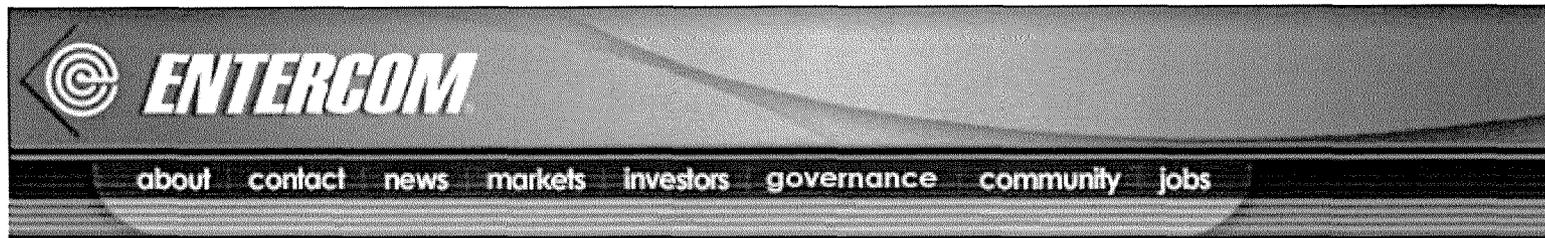
Portland took on the arduous task of helping to pull ivy from the trees at the Hoyt Arboretum. The teams contributed the equivalent of 18 days of work by a full time employee. Removing the ivy is vitally important for preserving the health of the natural and cultivated areas at the Arboretum.



Portland: It was a perfect spring day in Oregon for an ivy pull!

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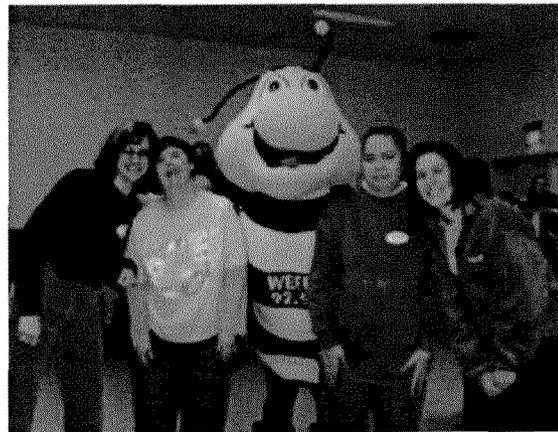
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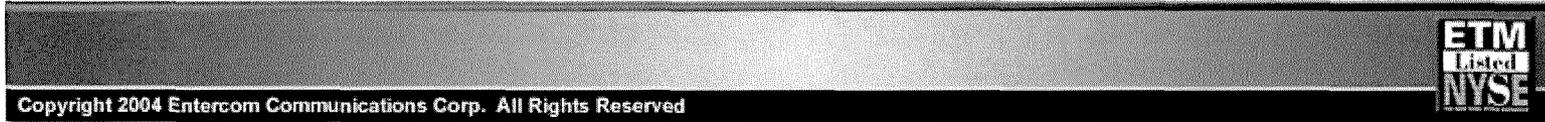
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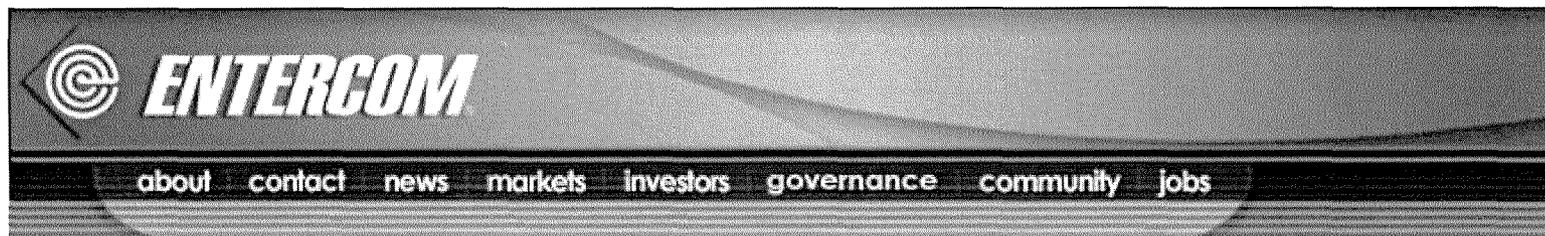
### **ROCHESTER MAKE A DIFFERENCE DAY 2004**

Entercom Rochester spent Make A Difference Day with CDS - Continuing Development Services - an organization that provides residential services for developmentally disabled adults. The day consisted of dancing, karaoke and lots of laughs. WBEE's mascot, Buzzy, was even in on the fun. While the fun and games were taking place, other Entercom employees were prepping and painting one of the residence halls. It was an enjoyable day for both CDS participants and Entercom employees.



WBEE's mascot, Buzzy, brings smiles to everyone's face at CDS





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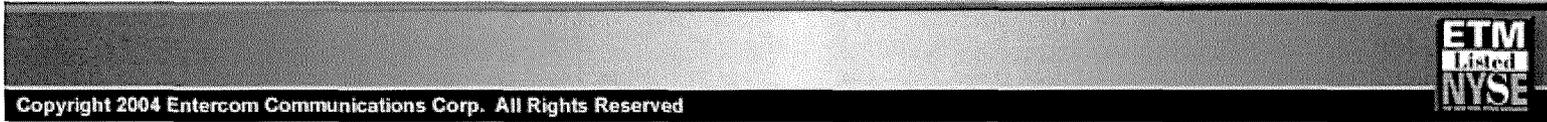
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### **SACRAMENTO MAKE A DIFFERENCE DAY 2004**

Sacramento continues their tradition of the UC/Davis Children's Hospital Radiothon. The hospital is only one of two premier pediatric emergency care facilities west of the Rockies. "We began this relationship with the hospital four years ago, and have raised a little over \$1.4 million in that time," says John Geary, VP/Market Manager. The money goes directly to the purchase of equipment for the hospital, which makes the facility an important resource for kids who are dealing with life-threatening issues. "Our efforts involve the entire cluster staff. We have air staff and promo departments broadcasting live for the duration from the hospital, interviewing the children and their families, as well as the hospital staff. Other departments, such as sales and the business office, man the phone banks that we set up in our large conference room and handle the fund raising."



Sacramento: KWOD Midday personality, Marco Collins, broadcasts his show from the kids' playroom at UC/Davis Children's Hospital.





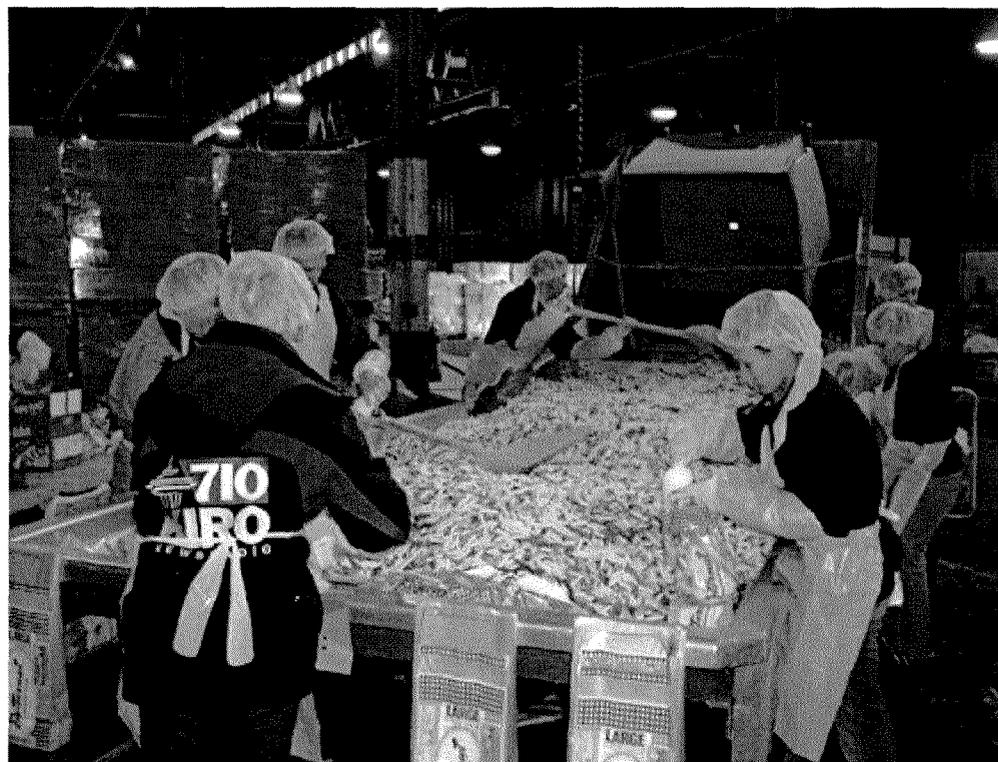
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### **SEATTLE MAKE A DIFFERENCE DAY 2004**

Seattle, for the second year, partnered with Northwest Harvest, the only statewide hunger relief agency in Washington. The organization relies solely on contributions from individuals, businesses and foundations. The Seattle crew packaged and boxed up frozen vegetables and pasta. "A local produce company donated 2.2 million pounds of frozen veggies, so they were excited to have our help. During one of our three two-hour shifts, our crew packaged 8,653 pounds of mixed veggies and pasta for a total of 618 cases!" said Cindy Zalke, Executive Assistant at Entercom Seattle.



Seattle: Proving that hair nets and aprons do look good when you're helping others!

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### WICHITA MAKE A DIFFERENCE DAY 2004

Wichita donated their time and energy to a cause very special to their market. They helped create a new space for smaller scale productions within the Wichita Children's Theatre & Dance Center. Nearly every employee showed up to the theatre to help remove the old risers and completely gut the entire room. They cut wood for new risers and speaker shelves, painted and installed them, installed a new sound system, track lighting, and four window air-conditioners, laid the flooring for the new stage, and finally, painted the entire room. The new space is named after Heather Muller, a young lady who was killed in a quadruple homicide that rocked the Wichita community.



Wichita: Hard work helps create a new theatre space at the Wichita Children's Theatre and Dance Center

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### **WILKES-BARRE/SCRANTON** **MAKE A DIFFERENCE DAY 2004**

Wilkes-Barre/Scranton lent support to three local causes with three different teams. It was their second year to be involved with Habitat for Humanity. They helped a single mother in Scranton get closer to moving into her new house by completing some exterior siding work and finishing her porch – all while it snowed! Another team helped put together 300 emergency meal packages for the elderly and homebound at the Commission on Economic Opportunity in Wilkes-Barre. The final effort, a local park clean-up in Dunmore, was delayed a week due to the snow storm. “Despite the weather, our Make A Difference Day was a big success and we were able to make a positive impact on the communities we serve, and when that happens, everybody wins,” stated Ryan Flynn, Local/National Sales Manager.



Wilkes-Barre/Scranton: The snow didn't keep Entercom from helping Habitat for Humanity