



**American Red Cross**

Serving King & Kitsap Counties

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<b>Seattle Office</b> 1900 25th Avenue South PO Box 3097 Seattle, WA 98114-3097 Tel: (206) 323-2345 Fax: (206) 325-8211	<b>Bremerton Office</b> 811 Pacific Avenue PO Box 499 Bremerton, WA 98337 Tel: (360) 377-3761 Fax: (360) 792-0498
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www.seattleredcross.org

November 9, 2007

FILED/ACCEPTED

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Federal Communications Commission  
Office of the Secretary

The Honorable Kevin Martin  
Chairman, Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

As part of an international movement, the American Red Cross Serving King & Kitsap Counties is based on the fundamental principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality. To maintain the confidence of the public, we are unable to advocate in the ongoing debate around media ownership.

Our local chapter *can* attest to the critical role of local broadcasting stations, print publications and web-based media in realizing our humanitarian mission in our diverse and growing community.

Local media help us deliver critical information to individuals and families affected by disasters; provide preparedness and safety information to our community; and garner local financial and volunteer resources for people in need. In addition to news and editorial coverage, our local chapter benefits from the philanthropic support of the local media via community event sponsorship and participation, community fundraising drives, public service announcements, nonprofit advertising rates and active volunteer involvement in our programs and services.

As the Greater Seattle area continues to evolve, partnerships with the local media and other community-focused organizations, non-profits, businesses and faith-based entities will be key in helping the Red Cross keep our friends, families and neighbors safe and prepared.

Sincerely,

Dr. Larry Petry  
Chief Executive Officer  
American Red Cross Serving King & Kitsap Counties

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The programs of the American Red Cross are made possible by the voluntary services and financial support of the American people.