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Officers

3/1/08

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Chairman Martin and Commissioners Copps, Adelstein, Tate and Mc Dowell
Federal Communications Commission

Douglas Perlman
Vice Chair

445 12th Street, SW
Washington, DC20036

Robert J. DeSena
President and Founder

Dear Commissioners:

Directors

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Thomas P. Butler
Louis J. DiBella
Gregory Floyd
Hank Kim
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Jennifer Robbins
James Russo
Jennifer Silver
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As the beneficiary of a Public Service Announcement by WABC-TV, I am writing to give testimony that local broadcasting stations are addressing the needs of organizations like mine and that there are no additional rules necessary to change your current policy. As Founder and President of Council for Unity, Inc., a not for profit corporation that promotes unity and safety in schools and communities (see www.councilforunity.org), I owe a great debt to WABC-TV for generating a PSA on the work of our program. The piece showcased our young people, sharing in poetic fashion, the profound changes our model engendered in themselves and in the schools in which they serve. As a result the number of participants in the program increased and the message that unity and tolerance are the cornerstones to constructive change resonated to literally 100,000 kids and their families. In a city where young people are beset by gangs and bias, WABC-TV through this PSA let them know there is hope and possibility.

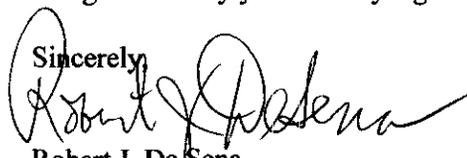
While our track record spans 33 years of success both here and in other parts of the country, we, as well as other not for profits like us, do not have marketing budgets to promote our accomplishments so we can serve more kids. That void was filled in significant fashion for us by WABC-TV.

Such work on their part is evidenced in other theatres and arenas as well. Programs educating the public on the risks of various types of cancers and those events conducted locally to combat these threats are aired regularly. When tragedy strikes in the form of a building collapse or a gas main explosion, we the public are immediately informed by the responsible broadcasting of all our local stations. A good reason for the sophistication of New Yorkers is the fact that our citizens are highly informed about the political, cultural and recreational life of our city by a media that reflects and reports these interests.

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I hope you take this into consideration in determining your policy going forward on whether local media adequately serve the public weal. It is clear to me they do. You have done well with your current policy and do not need to give yourselves and the media more work to accomplish goals being realized by your already significant due diligence.

Sincerely,

Robert J. De Sena
Founder & President

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List ABCDE



50 Broadway, Suite 1503
New York, NY 10004

Council for Unity

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Chairman Martin & Commissioners Copps,
Adelstein, and Mc Dowell
Federal Communications Commission
445 12th Street, SW
Washington, DC 20036

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