

Gilda's Club Rochester provides emotional and social support to 1600+ men, women and children living with cancer in Rochester NY metropolitan area. In 2007 they used services 12,480 times for wellness and networking groups, lectures & workshops and social events. The clubhouse opened in 2000 and was used 600 times. Since then, the annual growth rate has been 15% to 20% per year. All area hospitals and cancer treatment centers rely on Gilda's Club to provide the emotional component of their patient's care and this aspect of cancer treatment is expected to grow since the publication of a groundbreaking study "Cancer Care for the Whole Patient: Meeting Psychosocial Needs" recently published by the Institute of Medicine under the auspices of The National Academy of Sciences. This study quantifies and highlights how critical emotional and social support are to reining in cancer treatment costs and increasing patient satisfaction. In the Rochester area there are appr oximately 5000 new cancer diagnoses/year.

The phenomenal growth of Gilda's Club Rochester can be attributed to 2 things: high quality care for cancer patients followed by active communication to the community about its availability. I want to share with you my perspective as the Executive Director of Gilda's Club how that communication has happened with the local media and why it has been critical to patient care in our area. Entercom Radio stations have a deep understanding of their role in transmitting information to people who live here including topics that are unrelated to the business side of running a radio station. They consistently raise awareness of Gilda's Club in the following ways:

- o Include events in its community calendar
- o Air news stories related to cancer and new cancer treatment
- o Periodically interview cancer survivors, family members, staff at Gilda's Club alerting the public to the service's availability
- o Regularly air Public Service Announcements
- o Senior management make themselves available for media consultation at no cost and almost immediate access.

The above activities have been provided at no charge to Gilda's Club. Had there been billing over the past 5 years, the cost to Gilda's would have been in excess of \$400,000. Given that Gilda's Club is a non-for-profit with a small budget and provides services to members at no cost, the end result would have been silence, no information transmitted to the community. A recent study indicated that approximately 1/3 of new members come as a result of media communication.

Entercom Radio's vigorous commitment to using its resources communicating with the cancer population is working flawlessly and efficiently. The 5000 people with new diagnoses are receiving appropriate information related to the mental health portion of their cancer experience. It is being done at zero cost and zero hassle. There is no bureaucracy or elongated approval process. Gilda's Club Rochester is totally satisfied, and awed, by the level of media support. Oncology physicians,

nurses and social workers from all area hospitals approve as evidenced by their ever increasing level of referrals of new patients being diagnosed with cancer.

In short, there is nothing the FCC can add to improve quality, efficiency, satisfaction or availability. Gilda's Club Rochester is totally happy. Pleased do nothing.

Submitted by:

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