

I am filing this comment to explain that WJAC-TV of Johnstown, Pa. has been highly supportive of the Johnstown Area Heritage Association (JAHA). JAHA is a non-profit organization that owns and operates three museums and a large music festival (the Johnstown FolkFest), among other cultural programs.

Since the music festival's beginning in 1990, WJAC has been very involved in its promotion through the airing of public service announcements and news coverage. They are vitally important in our efforts to spread the word about this free, 3-day festival; as a non-profit organization, our marketing budget for this event is miniscule. Their support is crucial to the event's success.

Recently, WJAC has agreed to help JAHA through the airing of public service announcements in support of its current \$8 million capital campaign to finish a fourth museum, the Johnstown Children's Museum, refurbish an existing museum (the Johnstown Flood Museum), provide enhancements to the Festival Park where the FolkFest is held, and several other projects. These PSAs will promote individual and corporate giving to the campaign. When the Children's Museum is opened in July, WJAC has agreed to air additional PSAs promoting it. Their in-kind support will be vitally important in the marketing of the campaign and museum. What's more, their support is helping us leverage a \$500,000 Challenge Grant that has been awarded to JAHA by the prestigious Kresge Foundation, as in-kind gifts can be counted toward the campaign goal.

Finally, WJAC's news department always provides coverage of JAHA news about our museums, campaign, cultural events and more.

WJAC is an asset to our region, and the station is clearly paying attention to and supporting the efforts of community non-profit organizations such as the Johnstown Area Heritage Association.

Sincerely,

Shelley Johansson

Marketing Manager for JAHA

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