

April 13, 2008

FCC
MB Docket No. 04-233

Dear Sirs:

The American Red Cross commends KVEA Telemundo 52 for enlisting its staff and media resources to help increase the number of Latino blood donors in Southern California and help the Red Cross ensure enough blood will be available for the hundreds of patients in our communities who need blood and blood products to survive accidents, heart transplants, sickle cell anemia treatments and other ailments.

Red Cross Blood Services, Southern California Region, currently collects blood 24 hours a day, seven days a week, and 365 days a year in Los Angeles, Orange, Ventura and San Diego Counties. To provide a steady supply of blood products to the over 150 local hospitals it serves, the region needs approximately 1,500 volunteer blood donors each day. The region's 12 fixed donor centers and more than 30 community donor sites conveniently located throughout the four counties provide about 45% percent of the needed blood, while the remaining 55% percent comes from mobile blood drives sponsored by schools, religious groups, businesses, military organizations and community or civic groups.

In 2005, the station's vice president of community affairs and media relations, Victor Franco, brought together key personnel from Telemundo, Hoy newspaper, La Raza radio and the American Red Cross to develop the "Mejorando Su Vida" ("Improving Your Life") campaign. In conjunction with Hoy and La Raza, Telemundo orchestrated a sustained Spanish-language "media blitz" that drew hundreds of Latinos to three events including blood drives and volunteer recruitment. The blood drives saw a total of 305 potential blood donors and resulted in 181 units being collected, including 83 from first-time donors.

In 2006, Red Cross Blood Services in Southern California experienced its worst blood shortage in six years. Telemundo 52 responded by hosting a press conference with the general manager of Telemundo 52, the Mayor of Pomona, Hoy Newspaper, La Raza radio, Chivas USA and the Red Cross, to

encourage immediate blood donations. Additional media support of TV PSAs and blood-recipient news stories helped sustain the local blood supply through the difficult time.

For the past three years, Telemundo's award-winning "Mejorando Su Vida" blood drive campaign has helped the Red Cross increase awareness in the Latino communities for the need for blood donations; it has been highly successful in encouraging and securing blood donations from new donors. Telemundo's enthusiasm and willingness to participate in this event has been paramount to the great success the blood drive has achieved.

Last year, Telemundo sponsored 22 "Mejorando Su Vida" blood drives, which collected 706 units of blood. In addition, the station helped produce Red Cross Blood Services PSAs and offered generous air time for these TV PSAs. The station also produced countless blood donation news stories, including having their on-air personalities donate blood on camera. The success of the campaign won KVEA Telemundo 52 the Latino Outreach Sponsor of the Year Award, presented at the Red Cross Blood Services, Southern California, 2007 annual Meeting and the prestigious Academy of Television Arts and Science, Governor's Award at the 59th Emmy Awards

The award winning partnership between Telemundo and the Red Cross continues. KVEA Telemundo 52 continues to run its "Mejorando Su Vida" blood drive twice a year. The media component of the campaign serves the community by continuously increasing the number of Latino blood donors and educating many people about the importance of donating blood, a service that could not be more valuable.

Sincerely,

Charles E. Wilcox
CEO