

# The Advertising Council Inc.

Peggy Conlon  
President & CEO

October 31, 2007

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PubCP FILE ✓

Carl Leahy  
General Manager  
WEAR-TV  
PO Box 12278  
Pensacola, FL 32591

Dear Carl:

On behalf of the Ad Council's Board of Directors, I would like to thank you for WEAR-TV's steadfast support of our PSAs. In 2006, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

Your contribution enables the Ad Council to communicate public service messages that help raise awareness, change behaviors and ultimately, save lives. In appreciation, we have shed light on your wonderful support by mailing a letter to Congressman Miller (please see enclosed). This is one small gesture we do every year to thank those select TV stations who have demonstrated an exemplary commitment to our PSAs.

We are happy to report that in 2006, the media--TV, cable, radio, newspaper, magazine, online, alternative and outdoor--donated more than \$1.9 billion in time and space to our campaigns. It is only because of the collective and extraordinary generosity of stations such as WEAR-TV that we can proudly report such an impressive amount.

Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate vitally important messages to local communities across the nation. Your support has been essential whether it's our *Generous Nation* campaign, which motivates Americans to give more of themselves in the course of their daily lives, our childhood obesity campaign or our "Boost" campaign, which motivates students to stay in high school

For 65 years, the Ad Council's mission has been to leverage the power of the media and advertising communities to create positive social change. WEAR-TV's support and dedication to public service makes that possible and we are extremely grateful.

Should you have any questions or would like the Ad Council to send letters to any other Congressmembers in WEAR-TV's viewing area, please contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at [dkulzer@adCouncil.org](mailto:dkulzer@adCouncil.org) or (212) 984-1905.

Kind Regards,



Peggy Conlon  
President and CEO  
The Advertising Council, Inc.



# The Advertising Council Inc.

**Peggy Conlon**

President & CEO

October, 31 2007

Honorable Jeff Miller  
United States House of Representatives  
1535 Longworth HOB  
Washington, DC 20515

Dear Congressman Miller:

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the outstanding support our PSAs received from television station WEAR-TV (located in your Congressional district and owned by Sinclair Broadcast Group, Inc.).

For sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non profit sponsors, raise awareness, change behaviors and save lives.

However, the Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like WEAR-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2006, the media donated over \$1.9 billion in free airtime and space – an unprecedented amount!

In 2006, WEAR-TV donated an impressive and substantial amount of airtime to our PSAs. Their steadfast commitment to public service allows the Ad Council to continue to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a host of pressing issues, including preventing youth reckless driving, obesity prevention, promoting financial literacy and autism awareness. In addition, the media rallied behind the Ad Council's new PSA campaign *Generous Nation*, which inspires Americans to give more of themselves (volunteering and donating) over the course of their daily lives.

Please join me in commending WEAR-TV for using its valuable airtime to improve the lives of your constituents. You may contact the station at the following address:

Carl Leahy, General Manager  
PO Box 12278  
Pensacola, FL 32591  
850-456-3333

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at [dkulzer@adcouncil.org](mailto:dkulzer@adcouncil.org) or (212) 984-1905.

Sincerely,



Peggy Conlon  
President and CEO  
The Advertising Council, Inc.

cc: Carl Leahy; General Manager/WEAR-TV  
David Smith, President/Sinclair Broadcast Group, Inc.

