

DOCKET FILE COPY ORIGINAL
Received & Inspected

APR 17 2008

FCC Mail Room

2008 APR 17 P 2: 16



April 14, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

RE: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin:

Clear Channel Radio Dallas has demonstrated a strong commitment to the American Cancer Society by promoting cancer awareness to citizens in North Texas. Though community involvement is an FCC requirement, I write this letter because representatives at Clear Channel have gone beyond requirements. They have made the fight against cancer personal by understanding that almost everyone has been touched by the disease including Clear Channel employees.

The American Cancer Society is a nationwide, voluntary organization dedicated to eliminating cancer as a major health problem through research, education, advocacy, programs and services. If asked, many people know who we are. Yet, despite our continued efforts, even more struggle to explain what the Society does other than raise money for cancer research.

With every one in three Americans eventually developing cancer, we desperately need media support. Representatives at Clear Channel Radio Dallas are helping us make North Texans aware of the many programs and services we offer cancer patients and caregivers.

During my four years at the Society I have truly been in awe of Clear Channel's dedication to the cancer cause.

Two years before my employment with the Society, Clear Channel's Anna deHaro approached the organization with an idea to promote breast cancer awareness annually during October. Her idea was to join the Society in visiting five Dallas/Fort Worth locations, one each day of Pink Ribbon Week, to encourage citizens to join in the fight against breast cancer. Each year from 6 a.m. to 9 a.m. each morning of the event Clear Channel representatives, Society volunteers and cancer survivors form an assembly line to greet those traveling in their vehicles. The morning commuters receive a MIX 102.9 bag containing Society breast cancer awareness materials, MIX 102.9 giveaways and free morning munchies donated by area eateries. MIX 102.9 personalities promote the event prior to and live on the day of the event, resulting in a long stream of cars each morning. Anna interviews Society volunteers and breast cancer survivors annually to kick off Breast Cancer Awareness Month and to promote the week-long event. The interview then airs on all of the Clear Channel radio stations in North Texas. Additionally, MIX 102.9 shares breast cancer awareness information on their web site.

No. of Copies rec'd 0
List A B C D E

North Texas Region - Dallas Office: 8900 Carpenter Frwy., Dallas, TX 75247, t) 214-819-1200 1-800-651-4911 f) 214-631-3869
Cancer Information 1-800-ACS-2345 www.cancer.org

North Texas Region - Fort Worth Office: 3301 West Frwy., Fort Worth, Texas 76107, t) 817-737-9990 1-800-651-5199 f) 817-737-9977
Cancer Information 1-800-ACS-2345 www.cancer.org



Six years later, the event is still going strong. We have a new location, Dallas City Hall, and over the past two years Dallas' mayor has joined in the festivities handing out bags to passersby. Together we have reached more than 15,000 people. Many tell us that they return annually to participate in the event.

Clear Channel Radio is also a sponsor of the Society's Breast Cancer Forum in Fort Worth. The free event welcomes more than 600 women annually. The women are treated to dinner, a health fair and a program that includes entertainment and guest speakers providing personal stories of survival and information on breast cancer prevention. Clear Channel airs our public service announcements promoting the event and breast cancer awareness. They also provide promotional items to give to guests.

Clear Channel has also promoted these Society campaigns by airing public service announcements and conducting interviews that air on all Clear Channel Stations:

- Colon Cancer Awareness
- Diverse Populations: Interview and public service announcements about cancer awareness in the Hispanic community aired on Clear Channel's Spanish station La Preciosa
- Prostate Cancer
- Skin Cancer/UV Awareness
- Lung Cancer

As the American Cancer Society continues to strive toward its goal to reduce cancer's negative effects, there is still much work to do. We could not do that work without Clear Channel. Our partnership has enabled the Society to have a broader reach into the communities of North Texas. And hopefully, when asked, North Texans will now know that we are more than just an organization seeking monetary donations.

We look forward to this continued collaboration, and are excited about future possibilities with Clear Channel Radio Dallas.

Sincerely,

Debbie Durden
External Communications Manager – Health Initiatives
American Cancer Society – North Texas Region
8900 John Carpenter Freeway
Dallas, TX 75247

No. of Copies rec'd 0
List A B C D E