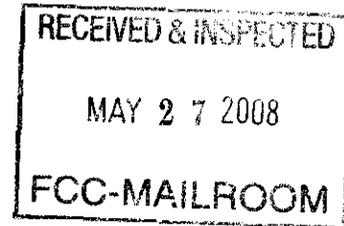




Big Brothers Big Sisters  
of Dane County

May 21, 2008

Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12th Street, SW  
Washington, DC 20554



Re: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch:

I have the privilege of serving as the executive director of Big Brothers Big Sisters of Dane County, Inc. in Madison, WI. The mission of the organization is to develop and support long-lasting mentoring friendships between caring, responsible volunteers and children to provide a positive experience for both child and adult. Last year our organization served nearly 1,200 children and their families. Many of the children in our mentoring programs come from single parent families and have very limited resources beyond our mentoring program.

Although we are serving more children than ever, demand for services is at an all-time high and it is critical for our organization to broadcast our need for more volunteer mentors from our community and publicize our community events. Nearly 250 children are waiting for a Big Brother or Big Sister and we particularly need to get our message out to men, since boys can wait up to two years to be matched. We particularly rely on WISC-TV Channel 3 to assist us with these critical messages to the Dane County community.

WISC-TV Channel 3 here in Madison has supported our organization for 25 years now and we benefit greatly from the diverse array of community-based opportunities that this news channel offers to us. WISC TV Channel 3 plays a significant role in our agency's operations as well as others in the community. WISC TV Channel 3 sponsors our community events, provides fund-raising support and airs a number of our public service announcements on our behalf. For example, we recently held a fundraising event over a two week period that involved more than 1,000 community members. WISC-TV Channel 3 not only publicized this event by creating a 30 second ad promoting the event, but helped us get the word out about how the event allows us to match several hundred children in the process and how they can get involved.

No. of Copies sent \_\_\_\_\_  
List ABCDE \_\_\_\_\_ *Continued*

**"Little Moments. BIG MAGIC."**

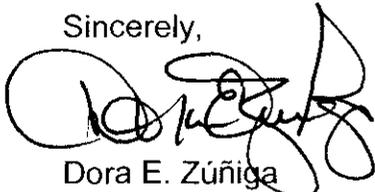
**Please think of us in your will or trust...and let us know when you do!**

WISC TV Channel 3 does a tremendous job of addressing the key issues that affect our community. I believe that the news stories and other media coverage that come from this channel are timely, well developed and serve our communities interests very well. We also include all of our community events on their community calendar – we know that many in the community use this resource, so it is clear that they help us raise awareness about our need for volunteers and about our issues and events. The station regularly airs public service announcements (PSAs) that we provide on an ongoing basis. These PSAs are part of campaign to recruit more community volunteers and serve more children that need a Big Brother or Big Sister.

In conclusion, I don't feel that additional FCC reporting requirements are necessary because this station is already deeply connected to the community and it is clear how dedicated it is to serving the public. Big Brothers Big Sisters of Dane County has an excellent working relationship with WISC-TV Channel 3 and it works effectively with many other community organizations as well. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming because it is already responsive to the needs of our community.

I appreciate the opportunity to provide feedback about this issue and don't hesitate to call me at (608) 661-4370 if you have any questions or require any additional comment. Thank you.

Sincerely,



Dora E. Zúñiga  
Executive Director