



WISCONSIN WOMEN'S
HEALTH FOUNDATION

May 29, 2008

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

RECEIVED & INSPECTED
JUN 09 2008
FCC-MAILROOM

RE: Broadcast Localism (MB Docket 04-233)

Dear Ms. Dortch:

I am the founder and president of the Wisconsin Women's Health Foundation (WWHF), a statewide non-profit organization whose mission is to help Wisconsin women and their families reach their healthiest potential. WWHF develops and presents women's health education and outreach programs, funds women's health research, provides scholarships for women in academic medicine, and publishes resource materials. Thousands of women participate in our programs and access our resource materials. Clinicians also rely on us to report the most current health information.

As you can imagine, we must partner with many organizations to help us distribute health information throughout the state. One way we do this is by relying upon local broadcast stations like WISC-TV3 to regularly air news stories concerning issues of importance to our organization and our organization's mission. We recently released the Report on Women's Health in Wisconsin, 2008 – a snapshot of the status of women's health in Wisconsin. This easy-to-use, comprehensive resource provides Wisconsin-specific data on women's health issues and elaborates on crucial prevention and treatment options. WISC-TV3 ran a story on this important resource, and then asked other CBS affiliates in the state to run the story as well. As a result, we were able to get the information out to all corners of the state.

In addition, as a non-profit, we hold regular fundraisers and WISC-TV3 graciously airs PSAs to announce these events.

Our organization has an effective working relationship with the station that helps us serve the public. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming (i.e., local news, emergency broadcasts, PSAs and community sponsorships). It's just not necessary because the station is already responsive to the needs of my community.

Thank you for your consideration.

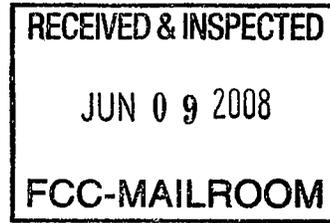
Sue Ann Thompson
Founder & President
Wisconsin Women's Health Foundation

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Marlene H. Dortch, Secretary
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Re: Broadcast Localism (MB Docket 04-233)

Dear Madam,

I am the President and CEO of the Second Harvest Foodbank of Southern Wisconsin. Our Foodbank, one of 205 members of America's Second Harvest, The Nation's Foodbank Network, serves a 16 county area in southern Wisconsin. Currently we are distributing over 7 million pounds of food and grocery products to 410 non profit community based organizations. We also support special efforts to reduce childhood hunger in Wisconsin. We estimate that we provide nutritional assistance to over 80,000 persons during the year. We also play a role in disasters such as the national crisis of Katrina and smaller local disasters such as major flooding in western Wisconsin this past year.

We rely heavily on volunteers and fundraising. It is extremely important that our community is aware on the issue of hunger. I believe strongly that if citizens have an awareness of hunger in their communities they will contribute their time, food and dollars to help.

WISC TV Channel 3 regularly airs news stories concerning issues of importance to our organization and our organization's mission. Recently the station reached out to gain information regarding hunger and food issues and has shared that information with the community through editorials, community dialogues and special programming.

Accessibility is important and I feel confident that WISC TV is accessible to me when I have information regarding the needs of our community. I also serve on the Board of Directors of the Mental Health Center of Dane County, Inc. and have been very impressed with the depth and understanding that WISC TV has demonstrated in covering mental health community issues. They stand tall in my view on this subject especially as compared to other media coverage of mental health topics.

Our organization has an effective working relationship with the station that helps us serve the public. Station personnel should not have to provide additional proof to the FCC about the responsiveness of its local programming i.e. local news, emergency broadcasts, PSAs and community sponsorships.

Additional reporting isn't necessary because the station is already responsive to the needs of my community.

Sincerely,

Robert G. Mohelnitzky, LCSW
President/CEO

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