



**American
Red Cross**

Northern Ohio
Blood Services Region

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

May 23, 2008

Dear Chairman Martin:

Each and every day across the United States, patients facing surgery, life-threatening illnesses and emergency situations depend on the American Red Cross for life-saving blood products. Without committed volunteer blood donors and blood drive partners, the American Red Cross could not continue its life-saving mission.

The Northern Ohio Blood Services Region in Cleveland, Ohio is incredibly fortunate to have a wonderful blood drive sponsor in 98.5 WNCX. Blood donors come in all age groups and walks of life, but we are not always able to reach them. WNCX has a unique audience with young adult listeners. Their uncanny ability to reach this valuable group is reflected in the creative approach they have taken to sponsor blood drives. Each year, WNCX hosts "The Blood Suckers Buffet." Their slogan is "Tax Man Got Your Money, We Want Your Blood." WNCX promotes the drive with radio spots, secures various donor thank you gifts from the community, broadcasts live from the event and numerous on-air personalities donate. Every year the response to this drive is overwhelming. This year's drive saw 235 people come to give and produced 199 pints which have the potential to save nearly 600 lives in our community.

WNCX's sponsorship of this drive each year allows us to maintain a strong local blood supply. In addition, their support of blood donation has encouraged many first time donors in our community to come forward and give. We are proud to work with them in our community and thankful for their continued support of the American Red Cross.

Sincerely,

Victoria Rothacker
Regional Communications Lead
American Red Cross
Northern Ohio Blood Services Region

Christy Chapman
Communications Specialist
American Red Cross
Northern Ohio Blood Services