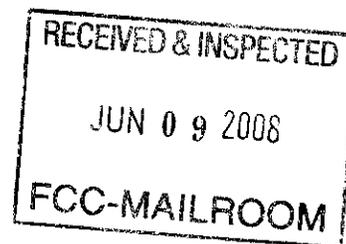


Foundation for Madison's Public Schools

June 2, 2008



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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 Secretary Dortch,

The Foundation for Madison's Public Schools is an independent, community non-profit organization dedicated to sustaining and extending the excellence of Madison's public schools. The Foundation is a relatively young organization, being formed in 2000, that has become the leading organization to support the schools with financial, human and material resources to benefit the education of Madison's children.

As President of the Foundation, I am pleased to be able to work with District administrators, 49 school principals, a multitude of teachers and staff that are focused on providing the best possible education for the 25,000 children in the Madison public schools.

It is important for our organization to increase visibility in the community so that capacity for supporting our schools increases. We have been grateful for the support of WISC-TV over the years in a variety of ways to support our work.

The Foundation has several annual events to develop supportive relationships between the schools and the community that enrich the education of children. Station personnel have generously served as emcee of many of those events, providing tremendous support for the event as well as lending the Channel 3 name to give this our organization's events instant legitimacy in the community.

Each year, we hold a Principal for a Day event that business and community leaders participate in. We have been pleased that Channel 3 values this experience of spending a morning in the schools by sending executives as well as news personnel to see the challenges and joys that are faced by principals and staff each

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day. The Principal for a Day events have been covered on the news to share the insights with the greater viewing audience.

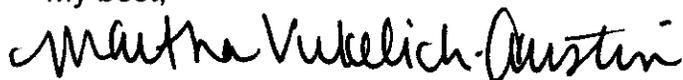
We have been pleased that regular updates of the impact the Foundation for Madison's Public Schools is making have been reported by Channel 3. We have built endowment funds for each school, provided grants for creative and innovative projects as well as building support for the schools. Channel 3 recognizes the importance of our work and has been key to getting the word out in the community about our efforts.

During the past year, we have been grateful to have collaborated with Channel 3 and Morgan Murphy Media on a cause marketing campaign. This support has truly raised our visibility in the community.

I have been honored to work with Channel 3 personnel on a variety of other community activities outside of the Foundation for Madison's Public Schools. I have found that many people share my belief that Channel 3 is one of the most respected corporate citizens in Madison. They have been very responsive to community needs and should not have to provide additional proof to the FCC about their news reporting.

Thank you for the opportunity to provide input regarding Channel 3 and its work. Please let me know if you have any questions or need additional information.

My best,

A handwritten signature in black ink that reads "Martha Vukelich-Austin". The signature is written in a cursive, flowing style.

Martha Vukelich-Austin
President