

March of Dimes Foundation

Dallas Divison
Texas Chapter
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Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: KJKK, 100.3 Jack FM

May 22, 2008

Dear Chairman Martin,

Being a non-profit organization, March of Dimes has a strict policy – we will not spend money on advertising – we rely solely on the generosity of our media partners to publicize our events and to educate the general public on our mission. Over the years KJKK, 100.3 Jack FM has been instrumental in doing just that.

KJKK, 100.3 Jack FM has been a media sponsor for our signature fundraiser, March for Babies for several years. Not only do they air our PSAs but they continually go above and beyond by doing the following:

- Sending promotional crews to March for Babies: these promotional crews add a level of “hoopla” and credibility to the event. Our participants expect to see our media partners at March for Babies.
- Posting the March of Dimes logo, along with a link to our fundraising page on KJKK, 100.3 Jack FM’s website (www.jackontheweb.com) for a period of four weeks providing up to 169,000 hits.
- Providing music for March for Babies for the last three years. This consists of multiple CDs of Jack music with voiceovers thanking our attendees for their participation. This adds a significant amount of energy to the event.
- Allowing a March of Dimes representative to appear on their public affairs show – this adds a whole new dimension to our publicity efforts – allowing us time to talk not only about our fundraising but also about our mission and how we are helping the community have healthier babies.

Over the past two years alone KJKK 100.3 Jack FM has provided over \$32,000 worth of publicity to March of Dimes March for Babies.

KJKK, 100.3 Jack FM also provides a valuable service to March of Dimes – they open the door to their sister stations. KJKK, 100.3 Jack FM has been influential in securing the participation of the other radio stations in their ownership group. This has lead to the airing of 359 March of Dimes March for Babies PSAs over the past two years – this is essential to our success considering that March for Babies comprises 79.8% of our total revenue each year.

We are extremely grateful to KJKK 100.3 Jack FM for their dedication to the community and to our organization. We rely on them to help make all our events successful. We thank them for their service to March of Dimes and to the community at large.

Sincerely,



Johanna Buck
Communications Coordinator
March of Dimes, Texas Chapter

march  of dimes®