



DOING THE
MOST GOODSM

Southern New England Division
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May 21, 2008

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

Dear Chairman Martin,

Since 1990, WTIC NewsTalk 1080 radio has sponsored the "WTIC - Salvation Army Holiday Store." The original concept was the idea of WTIC program director, Jack Mitchell. He felt that the radio station could sponsor a holiday program which would unite the community and benefit the people that need help the most at a special time of the year.

The store was put together on a whim in a donated storefront in downtown Hartford. Expectations the first year were to fill the place, which was approximately 700 square feet, with non-perishable food, clothing, toys, household items and money. The idea worked!

The room was filled from floor to ceiling more than twenty-five times. The community's response was greater than anyone had ever anticipated.

Over the years, the WTIC Holiday Store has become an annual tradition that is as much a part of the greater Hartford holiday season as Salvation Army Red Kettles, Bell Ringers and even Santa Clause, himself. Corporations, civic organizations, families, school children, volunteers, and donors look forward to the store every year.

For The Salvation Army and the people that we serve, the program has truly become "a miracle."

The process usually begins with a production and planning meeting in May and ends when the "store" closes with the December 24 mid-day broadcast. Promotions begin immediately after Thanksgiving. The actual store opens the first full week in December. On many days the morning, mid-day and afternoon drive time programs are broadcast live from the store's remote locations. Throughout December the amount of broadcast

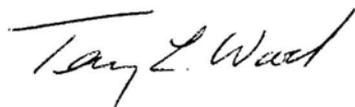
time promoting the Holiday Store and The Salvation Army is enormous. The commitment from WTIC management, broadcast talent and behind the scenes personal is phenomenal. priceless. The time the station commits to making this program a success – for The Salvation Army, the entire community and the people that need our help the most – is priceless.

Last year in 2007, the WTIC Salvation Army Holiday Store collected \$174,147 in cash, 5,506 toys with an estimated value of \$62,690 and gathered 5,503 non- perishable food items worth approximately \$7,226. A phenomenal contribution and commitment from WTIC listeners and the community!

The Salvation Army mission could not meet the growing needs of the community without the support of the WTIC management, staff and the Holiday Store. We would like to recognize WTIC publicly for their truly outstanding commitment of time and effort to the success of this program. In 2007 we had the privilege of nominating WTIC for the Fairfield County and Connecticut Chapter of the Association of Funding Professionals (AFP) Outstanding Corporation Philanthropy Award. The AFP is an international member association, including approximately 400 members in Connecticut, whose mission is to advance philanthropy by enabling people and organizations to practice effective and ethical fundraising. WTIC was the recipient of the 2007 Outstanding Corporation Award.

We thank WTIC for everything they have done to grow this original Holiday Store concept from 1990 to the mega store community project that it has become today.

Sincerely,

A handwritten signature in black ink that reads "Terry L. Wood". The signature is written in a cursive style with a long horizontal line above the first name.

Captain Terry L. Wood,

*Southern New England Divisional Secretary
and Greater Hartford Area Coordinator*