

May 27, 2008



Chairman Kevin J. Martin
Federal Communications Commission
455 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

For more than eight years, KYMX-FM has been one of the American Cancer Society's strongest allies in the fight against cancer. As the principal media sponsor of the Society's Making Strides Against Breast Cancer walk since October 2000, KYMX has donated more than \$30,000 each year in on-air, on-line, and on-site support.

In 2007, KYMX signed on as the American Cancer Society's sole media sponsor for more than 15 community-based Relay For Life events and have renewed their sponsorship for the 2008 Relay For Life season. Again, their on-air, on-line, and on-site support is tremendous – more than \$39,000 for 2008 – and truly adds to the success of these events.

KYMX's support of the Society's efforts is a year-round effort. Their on-air and on-line support begins each May with the sponsorship of our local Relay For Life events and extends through October with the sponsorship of Making Strides Against Breast Cancer. For those six months, there is not a single day when the American Cancer Society's programs, services, or events are not being supported by KYMX. During the remaining six months, they support our patient service programs by promoting them on their public affairs show, *Sacramento People*. My team members across the state marvel at KYMX's dedication to the American Cancer Society. There is no other media outlet in the state of California that supports the American Cancer Society to this extent.

It is easy to talk numbers, but the value of KYMX's support goes far beyond a dollar amount. Our volunteers and staff feel a sense of pride when they hear an American Cancer Society spot on KYMX. They feel validated for their efforts when they see the Society's logo on the KYMX Web site. Countless Sacramento-area residents have learned about the early warning signs of cancer and importance early detection plays in defeating cancer – things they've learned from listening to KYMX or by logging on to their Web site. We are thankful for the constant support we receive from KYMX; they are truly helping the American Cancer Society save lives.

Sincerely,

A handwritten signature in cursive script that reads "Maria Robinson".

Maria Robinson
Marketing Communications Director
American Cancer Society