



**ANNE LUCEY**  
SENIOR VICE PRESIDENT FOR  
REGULATORY POLICY  
**CBS CORPORATION**  
601 PENNSYLVANIA AVENUE, N.W.  
SUITE 540  
WASHINGTON, D.C. 20004-2601  
(202) 457-4618  
FAX: (202) 457-4511  
alucey@cbs.com

**FILED/ACCEPTED**  
**JUN 12 2008**  
Federal Communications Commission  
Office of the Secretary

June 12, 2008

Marlene Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington, DC 20554

In the Matter of Broadcast Localism (MB Docket 04-233): Appendices to Reply  
Comments of CBS Corporation

Dear Ms. Dortch:

Enclosed please find Appendices 1-11 to the Reply Comments of CBS Corporation in the above-captioned proceeding. We request that you incorporate these appendices in the docket along with our Reply Comments.

As you will see from the attached FCC acknowledgement receipt, ECFS accepted the Reply Comments. However, on the several attempts we made throughout the day and evening yesterday to electronically file the voluminous appendices, ECFS rejected the submissions. Accordingly, we now submit paper copies of the appendices.

Thank you for your attention to this matter. Please do not hesitate to call the undersigned should you need further information.

Sincerely,

Attachment

No. of Copies rec'd \_\_\_\_\_  
BY ABOVE \_\_\_\_\_ 0

**Federal Communications Commission**

**The FCC Acknowledges Receipt of Comments From ...  
CBS Corporations  
...and Thank You for Your Comments**

<b>Your Confirmation Number is: '2008611048788 '</b>	
<b>Date Received:</b>	<b>Jun 11 2008</b>
<b>Docket:</b>	<b>04-233</b>
<b>Number of Files Transmitted:</b>	<b>1</b>
<b>DISCLOSURE</b>	
<b>This confirmation verifies that ECFS has received and accepted your filing. However, your filing will be rejected by ECFS if it contains macros, passwords, redlining, read-only formatting, a virus or automated links to source documents that is not included with your filing. Filers are encouraged to retrieve and view their filing within 24 hours of receipt of this confirmation. For any problems contact the Help Desk at 202-418-0193.</b>	

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*updated 12/11/03*

**FILED/ACCEPTED**

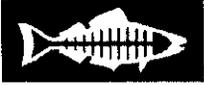
**JUN 12 2008**

**Federal Communications Commission  
Office of the Secretary**

**APPENDIX 1**

**LETTERS TO CBS OWNED TELEVISION STATIONS**  
**REGARDING COMMUNITY SERVICE**

*Los Angeles –KCBS, KCAL*



1444 9th Street  
Santa Monica CA 90401

tel 310-451-1500  
fax 310-496-1502

info@healthebay.org  
www.healthebay.org

## Heal the Bay.

June 2, 2008

Stephanie Medina Rodriguez  
Public Affairs Director  
KCBS 2 and KCAL 9  
4200 Radford Street  
Studio City, California 91604

Dear Stephanie,

Heal the Bay is very appreciative of KCBS 2 and KCAL 9's incredible leadership and support over the past ten years. Your work has been extraordinarily invaluable in creating awareness to the Southern California general public for Heal the Bay's mission, our issues and solutions.

Specifically, your work over the last ten years in support and sponsorship for the following events are priceless and Heal the Bay would not have been able to replicate or afford to create the awareness that your efforts did.

- Sponsoring and creating awareness for Heal the Bay's "Earth Fest" and "Bay Day's" education fair and events over a six year period from 1998 to 2003, through PSA campaigns on your stations and sponsorship support.
- The development, production and airing of the Emmy Award winning one hour and half hour Coastal Cleanup Day educational special over the last six years, from 2001 through 2007. These specials create awareness and educate the public about water quality issues, the causes and affects and the solutions.
- The development, production and airing of the Coastal Cleanup Day PSA campaign to create public awareness for the education special and to drive traffic to Coastal Cleanup Day sites.

We thank KCBS 2 and KCAL 9 for your continued generosity, support and leadership for the environment and water quality.

Sincerely,

Karin Hall  
Executive Director



Stephanie Medina Rodriguez  
Director of Public Affairs  
CBS 2/KCAL 9 – TV  
CBS Studio City Broadcast Center  
4200 Radford Avenue  
Studio City, CA 91604

June 2, 2008

Dear Stephanie:

I'm writing to thank you and CBS 2/KCAL 9 for your support of the American Heart Association for the past seven years. As our organization has grown, and as our programs have evolved, our partnership has been a constant, and we are so deeply grateful for your tireless efforts in support of the fight against heart disease and stroke.

What we appreciate most is that you've been willing to help us with so many aspects of our outreach to the community. Whether helping us promote our Go Red For Women campaign, our Heart Walk and Start! initiatives, or our efforts to increase awareness of heart disease and stroke in general, you've always been there with in-kind airtime, with Web exposure, and with support from your on-air personalities for our programs. And, of course, the support of so many of your amazing on-air folks at our events over the years has been invaluable.

Not nearly as many people would know about what we do if it weren't for your efforts on our behalf. You have truly helped us save lives. We remain ever so grateful for your incredible support.

Best,

*Nishith N. Bhatt*

Nishith Nalin Bhatt  
Senior Director, Communications and Marketing  
Western States Affiliate

STATE CAPITOL  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0056  
(916) 319-2056  
FAX (916) 319-2156  
DISTRICT OFFICE  
12501 E. IMPERIAL HIGHWAY  
SUITE 210  
NORWALK, CA 90650  
(562) 864-5600  
FAX (562) 863-7466  
WEBSITE  
[www.assembly.ca.gov/mendoza](http://www.assembly.ca.gov/mendoza)

Assembly  
California Legislature



TONY MENDOZA  
ASSEMBLYMEMBER, FIFTY-SIXTH DISTRICT

COMMITTEES  
AGRICULTURE  
BANKING AND FINANCE  
ELECTIONS AND  
REDISTRICTING  
GOVERNMENTAL  
ORGANIZATION  
RULES

May 17, 2007

Stephanie Medina-Rodriguez  
Director of Public Affairs, KCAL/KCBS  
CBS Studio Center  
KCAL/KCBS Broadcast Center  
4200 Radford Ave  
Studio City, CA 91604

Dear Ms. Medina-Rodriguez:

I would like to send my warmest thanks to KCAL 9 /KCBS 2. Every year many lives are lost as many of our teenagers mix graduation celebrations and driving under the influence of alcohol. Your assistance in bringing awareness to the "Sober Graduation" program is commendable. KCAL 9/ KCBS 2's participation and civic-mindedness will make a difference in the lives of many young men and women, their families and our community in general.

Posted on my website, you will find a public "thank you" letter commending your stations' participation in the "Sober Graduation" program.

Once again, I would like to thank you for joining me in reminding new high school graduates and their parents of the importance of enjoying a "Sober Graduation."

Sincerely,

A handwritten signature in black ink that reads "Tony Mendoza".

TONY MENDOZA  
Assemblymember, 56<sup>th</sup> District





Volunteers of America  
Children's Services Division

December 28, 2006

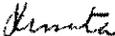
Ms Ora Wiseman  
KCAL 9/CBS 2 Public Affairs Department  
6121 W. Sunset Boulevard  
Los Angeles, CA 90028

Dear Ms. Wiseman:

Thank you so much for remembering our families and their children in the Head Start program. I appreciate it so much for calling me to remind me to apply for your toy drive. Not many agencies would do that. Thank you very, very much. The support that you give our families every year to make our children enjoy the holiday season is overwhelming. The excitement of our children receiving their toys is a joy to all of us. It gives them happy memories of the season. Thank you so much for your continued support to our program. May you be blessed for the good work that you do for the needy families of our community.

A very Merry Christmas and a very prosperous New Year to you and all the staff of KCAL 9 and CBS 2.

Sincerely,

  
Lita C. Mata  
Family Advocate

Administrative Office:  
Volunteers of America of Los Angeles  
11243 Kittridge Street  
North Hollywood, CA 91606  
Tel: 818.980.2287 Fax: 818.980.7634

Volunteers of America of Los Angeles  
1081 West 257<sup>th</sup> Street  
Harbor City, CA 90710  
Tel: 310.257.6892 Fax: 310.257.0149

# RADIO



In Southern California you can't live without it.

April 13, 2006

Ms. Stephanie Medina-Rodriguez  
KCBS-TV / KCAL-TV  
6121 Sunset Blvd.  
Los Angeles CA 90028

Dear Stephanie,

On behalf of the Southern California Broadcasters Association (SCBA) and Print Interactive Radio & Television Educational Society (P.I.R.A.T.E.S.) we would like to thank you for your participation in the Annual Public Service Media Workshop April 5, 2006 at the Sportsmen's Lodge.

Your valuable contribution provided our Southern California community organizations and representatives' professional development, information sharing and a better understanding of how to increase their outreach efforts through the use of the broadcasting and print industries.

Again, we appreciate you taking the time out of your schedule and helping the non-profit organizations with their community outreach efforts.

Sincerely,

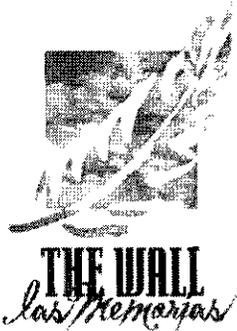
LaFern Watkins  
Director of Community Affairs  
Southern California Broadcasters Association  
Public Service Workshop Co-Chair

Robin Gee  
Cable TV Manager  
City of Santa Monica  
Public Service Workshop Co-Chair

Cc: Mary Beth Garber, President, Southern California Broadcasters Association  
Victoire Prothro, Administrator, Broadcast Standards & Public Service-  
Assoc. Producer, Pacesetters, KTLA-TV / PIRATES President



**PIRATES**  
PRINT INTERACTIVE RADIO & TELEVISION  
EDUCATIONAL SOCIETY



December 29, 2005

Ms. Stephanie Medina -Rodriguez  
Director of Public Affairs  
CBS 2/KCAL 9  
6121 W Sunset Blvd  
Los Angeles, CA 90028

Dear Ms. Medina - Rodriguez:

Thank you for helping make the 12<sup>th</sup> Annual Noche de las Memorias a success. Your volunteer service and continual support of the monument is deeply appreciated.

The idea and promise of building a monument to honor the loved ones we have lost to AIDS and educate our community was conceived more than 11 years ago. With the support and encouragement of people like you we were able to keep the promise we made.

The response we have received to the monument and the evening program has been gratifying. Several hundred attended the ceremony at Lincoln Park; we welcomed families, clergy, community leaders, artists and celebrities. Like you, they braved the cold weather to remember, to heal and to educate.

My warmest regards to you during this holiday season, and my best wishes for a wonderful new year in 2006.

On behalf of the staff, board of directors of The Wall-Las Memorias Project, please accept my deepest thanks for your support and attendance.

Sincerely,

Richard Zaldivar  
Executive Director



# BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

822 KENNETH HAHN HALL OF ADMINISTRATION / LOS ANGELES, CALIFORNIA 90012  
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**DON KNABE**  
CHAIRMAN OF THE BOARD  
SUPERVISOR, FOURTH DISTRICT

March 9, 2004

Ms. Stephanie Rodriguez  
Director Public Affairs  
CBS/Channel 2  
6121 Sunset Boulevard  
Los Angeles, California 90028

Dear Ms. Rodriguez:

I am writing to thank you for your support with the 2003 Operation Read Program: The Lord of the Rings: The Return of the King.

It was a great success and would not have been possible without all your assistance. I received numerous letters from students, principals, and superintendents who were extremely thankful that such an outstanding program was available to them. The students enjoyed reading the book and comparing the movie to their imaginations. It was a rewarding experience for me to read their responses.

I was also glad to see the movie swept the Academy Awards, including Best Picture. I am sure many of the kids agreed with the Academy.

In appreciation of your help, please join me for a reception in your honor:

**DATE:** Friday, March 26, 2004  
**TIME:** 1:00 p.m. – 4:00 p.m.  
**PLACE:** Cerritos Library, Top Floor  
18025 Bloomfield Avenue  
Cerritos, California 90703  
**RSVP:** Carol Oberman, (562) 256-1920 by March 19<sup>th</sup>

Again, thank you for your support and I hope to see you on the 26<sup>th</sup>.

Sincerely,

DON KNABE  
Chairman of the Board  
Supervisor, Fourth District  
County of Los Angeles

DK:co



## A Non-Profit, Affordable Housing and Service Provider

May 18, 2006

CBS 2/KCAL 9  
Public Affairs Department  
Attn: Ora Wiseman  
6121 Sunset Blvd.  
Los Angeles, CA 90028

Dear Ora:

We would like to thank you for the opportunity to promote our 8<sup>th</sup> Annual Duck Race during your news broadcast and on your website. Without media outlets, such as CBS Television lending their services to the community, our efforts to provide well-managed affordable housing and life-enriching services to the surrounding communities would be in vain. This event would not be a success without you!

Thank you again.

Sincerely,

Nichole Ipach  
Director of Resource Development

Secret Winbush  
Public Relations Coordinator



A Non-Profit, Affordable Housing and Service Provider

Executive Staff

- Rick Schroeder, Esq.,  
*Executive Director*
- Nichole Ipach,  
*Vice-President,  
Resources and Services*
- Eric Rhodes, Jr.,  
*Vice-President,  
Housing Management*
- Cailan Lu,  
*Vice-President,  
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- Fiona Kilner,  
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- Carlos Ibarrola,  
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Facilities Management*
- Jill Kramer,  
*Director of Administration*

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- Judy Lazar
- Jill Lederer
- Norman Lueck
- Jerry Miller
- Nancy Moravec
- Cmdr. Keith Parks
- Cheryl Richmond
- Frank Schillo

November 14, 2006

Ora Weisman  
CBS 2/Kcal 9 Public Affairs Department  
6121 Sunset Blvd.  
Los Angeles, Ca 90028

Dear Ora:

We would like to thank you and CBS 2/ KCAL 9 for your contribution to our 2<sup>nd</sup> Annual **Many Mansions' Bowls of Hope Project!** Without people like you lending their services to the community, our efforts to educate and support our residents by providing affordable housing and life-enriching services would be in vain.

With your assistance, we were able to raise nearly \$50,000 for our Services Department; the Bowls of Hope Project would not have been a success without you!

We look forward to working you next year!

Thank you again.

Sincerely,

Secret Winbush  
Public Relations Coordinator



3687 Mt. Diablo Blvd., Suite 320 ★ Lafayette, CA 94549 ★ 866.283.8600 ★ 925.283.9415 fax

[www.americasfamilyexpo.com](http://www.americasfamilyexpo.com)

December 12, 2006

Stephanie Rodriguez  
CBS2  
6121 Sunset Boulevard  
Los Angeles, CA

*"Our best event ever for reaching families"*  
- Good Housekeeping

Dear Stephanie,

Thanks again for your participation as Presenting Sponsor of Kidsfaire; America's Family Expo 2006! It is only through the generosity of our sponsors that we are able to produce the West Coast's largest children's and family event while supporting Ronald McDonald House Charities, California Head Start and the Children's Crisis Center.

We're excited about our 2007 Southern California Kidsfaire; America's Family Expo taking place on October 6-7, 2007 at the Orange County Fairgrounds in Costa Mesa.

We thank you for your support this past year, and look forward to working with you next season.

Thanks for helping us to bring the magic of Kidsfaire to Southern California!

Happy Holidays!

A handwritten signature in black ink, appearing to read "Elisa Fisher".

Elisa Fisher  
Kidsfaire; America's Family Expo  
866-283-8600 ext. 203

*Denver - KCNC*

KCTE Denver

# National Sports Center for the Disabled

DENVER  
INVESCO Field at Mile High  
1801 Bryant Street, #1500  
Denver, CO 80204  
p: 303.293.6711  
f: 303.293.6448

June 1, 2008

WINTER PARK  
P.O. Box 1290  
Winter Park, CO 80482  
p: 970.726.1540  
Denver line: 303.316.1540  
f: 970.726.4112

Dear Friends of the NSCD,

[www.nscd.org](http://www.nscd.org)

On behalf of the National Sports Center for the Disabled (NSCD), I want to thank CBS4 for their continuous support of the NSCD and its mission to serve those with disabilities.

Over the past five years, CBS4 has been the leading media sponsor for the NSCD. With professional and meaningful live coverage of the Wells Fargo Cup viewers have had the opportunity to watch our disabled skiers in action. This partnership also included broadcasting event PSAs to promote the Wells Fargo Cup as well as coordinating on-air talent to assist with various events throughout the weekend. We have also enjoyed CBS4 support of our annual Fans on the Field - Denver Stadium Walk/Run. Because of CBS4, athletes and programs supported by the NSCD have been showcased to a wide audience giving our organization the opportunity to reach more and more people.

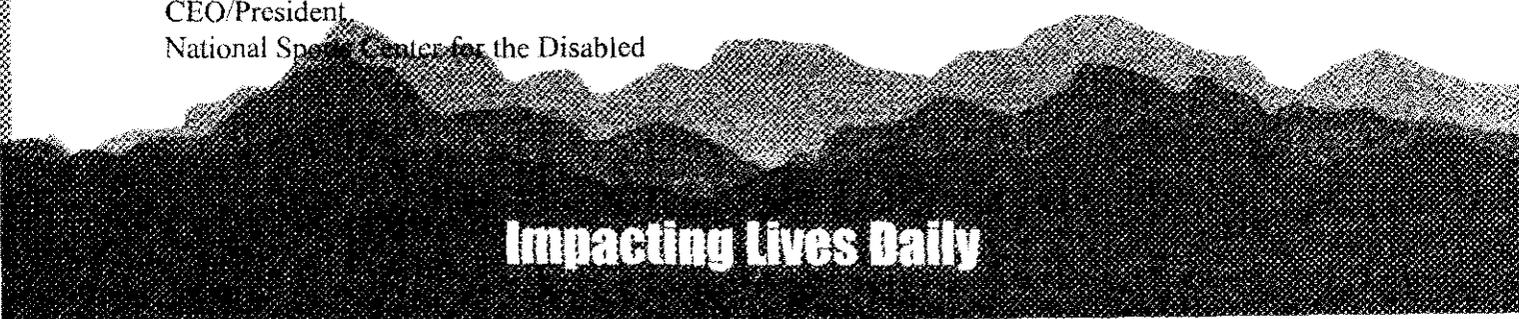
The National Sports Center for the Disabled (NSCD) began in 1970 as a one-time ski lesson for children with amputations from the Children's Hospital of Denver. Today the NSCD is one of the largest outdoor therapeutic recreation agencies in the world. Each year, thousands of children and adults with disabilities take to the ski slopes, mountain trails and golf courses to learn more about sports - and themselves. With specially trained staff and its own adaptive equipment lab, the NSCD teaches a variety of winter and summer sports and activities to individuals with almost any physical, cognitive, emotional or behavioral diagnosis. Over 20,000 lessons have been taught over the last year and as the NSCD expands we are excited to kick off the Soccer Ability League in Denver, Kansas City, San Diego and Chicago. It is because of companies like CBS4 that we are able to continue to provide these life changing programs.

On behalf of our athletes, thank you.

Sincerely,



Craig Pollitt  
CEO/President  
National Sports Center for the Disabled



**Impacting Lives Daily**

KCTC Denver



Colorado AIDS Project

June 1, 2006

Elaine Torres,  
Manager of Community Relations  
CBS4 Denver

Dear Elaine,

Thank you for your continuing support of Colorado AIDS Project (CAP). Our partnership with CBS4 Denver is invaluable to us, and enables CAP to fulfill our mission of preventing HIV infections and supporting those affected by HIV/AIDS.

Over the past 5 years, CBS4 Denver has played a significant role in our efforts to prevent the spread of HIV through public education. The insightful and meaningful stories told by CBS4 reporters, photographers, and producers have not only raised public awareness about HIV/AIDS, but they have helped to humanize the people living with the disease and combat fear and stigma. The publicizing of our programs and events on the CBS4 website has made us more accessible and relevant to your technologically savvy audience. Additionally, your presence at our events has added a strong sense of credibility to the work we do and the fundraising efforts we produce. The Centers for Disease Control and Prevention estimate that 1 in 4 people living with HIV in the United States are unaware that they are infected. With your continued support, we believe that we can change those numbers.

Some of the greatest impact resulting from our work together comes from CBS4's role as an important partner in promoting our two signature events; AIDS Walk Colorado and Art for AIDS. Over the past 5 years, these two events have raised a combined \$4.1 million, in turn allowing CAP to provide innovative, individualized services to those most in need.

With your support, Colorado AIDS Project supports about 1800 clients living with HIV each year, through such support services as case management, mental health and substance abuse counseling, housing assistance, transportation, food bank, employment, and financial assistance. Each support service includes the ultimate goals of working with our clients to make healthy choices, increase their stability and access healthcare for enhanced, healthier lives. Over the last quarter century, Colorado AIDS Project has served 75 percent of the men, women, and children who have live with HIV/AIDS in Colorado. Additionally, our partnership helps fund our crucial prevention and education programs. The Centers for Disease Control and Prevention estimate that one in four people living with HIV in the United States are unaware that they are infected. With your continued support, we believe that we can change those numbers.

On behalf of the staff and clients of Colorado AIDS Project, I thank you for your support and look forward to a continued partnership that truly makes a difference in our community.

Sincerely,

A handwritten signature in black ink that reads "Deirdre Maloney".

Deirdre Maloney  
Executive Director  
Colorado AIDS Project





# COLORADO SYMPHONY ORCHESTRA

J E F F R E Y   K A H A N E ,   M U S I C   D I R E C T O R

KCNC Denver

Elaine D. Torres  
Manager of Community Affairs  
KCNC-TV  
1044 Lincoln Street  
Denver, CO 80203

Dear Elaine,

I would like to take this opportunity to thank you and KCNC-TV CBS 4 on behalf of the entire Colorado Symphony Orchestra for your tremendous support during the past several years. We have sincerely enjoyed partnering with you for the live broadcasts of *A Colorado Christmas* and several other events throughout the past seasons. Because of your valued on-air support, and support during our summer seasons, we've been able to play an active role in reaching the community, making a powerful impact in the lives of Colorado residents and raising the level of the artistic culture in Denver.

We look forward to our continued relationship with CBS 4 throughout the coming seasons. Thank you for taking the time to make a difference and participate in bringing live symphonic music to our community. We wish you all the best for a successful and prosperous year during the upcoming 2008-09 season.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Street".

Ken Street  
Vice President of Sales and Marketing  
Colorado Symphony Orchestra  
1000 14<sup>th</sup> Street No. 15  
Denver, CO 80202

KATE DAVEN



The Adoption Exchange  
Connecting Children and Families Since 1983

June 2, 2008

Mr. Walt DeHaven, General Manager  
CBS 4 News  
1044 Lincoln Street  
Denver, CO 80203

Dear Mr. DeHaven,

I look forward to introducing you to Rachelle when we come to the station in a few days. She graduated from high school last week with the ordinary complement of siblings, parents, grandparents and friends who cheered and celebrated with a backyard barbeque.

What was extra-ordinary is that Rachelle came dangerously close to marking this achievement all alone. She was adopted when she was 14, thanks to the fact that her adoptive parents saw a *Wednesday's Child* special program several years ago when they were still college students. "It changed my life," her father said. "I decided right then that when I was grown and married, we would adopt a teenager who needed us." When the time was right, they found The Adoption Exchange, and found Rachelle.

American children who wait for adoptive families have a network of talented friends at CBS 4. Every Wednesday for the past 27 years the station has featured waiting children in your news broadcasts, inviting viewers to adopt. Your news anchors have found ways to let their giggles and their longings take life in the hearts of thousands. The producers and editors and engineers generously apply their considerable talents to let the viewers see each child for who they are, and most of all, who they can become.

The annual *Day For Wednesday's Child* helps The Adoption Exchange raise needed funds, but every year it does much more. It raises community awareness, involves citizens as volunteers, and in hundreds of cases like Rachelle's, it changes the future.

Denver's Channel 4 was one of the first stations in the country to promote adoption for abused and neglected children who wait for families. It helped make *Wednesday's Child* a household name, and ours is one of the longest lasting corporate/charitable partnerships that continues to thrive. The station consistently assigns its best talent, provides leadership on our Board of Directors, and contributes financially to ensure that services for our community's most vulnerable children are sustained.

Our immense gratitude,

Dixie van de Flier Davis, Ed.D  
President/Executive Director

Member States

- Colorado
- Missouri
- Nebraska
- New Mexico
- Oklahoma
- South Dakota
- Utah
- Wyoming

*Creating loving families in fifty states and among Americans abroad so that every child has a home.*

*Working professionals and families in fifty states through our Treatment Center.*

email address: [katie@adoption.org](mailto:katie@adoption.org)  
Internet address: [www.adoption.org](http://www.adoption.org)



# Concerts For Kids

Supporting the Children of our Community

*Handwritten: KENNY DENNER*



June 2, 2008

Elaine D. Torres  
Community Affairs Director  
CBS4  
1044 Lincoln St.  
Denver, CO 80203

Dear Elaine:

Thank you for your tremendous support of Concerts for Kids.

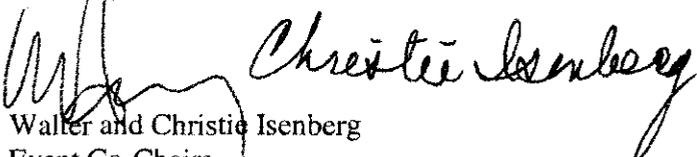
As our official television sponsor, CBS 4 has been instrumental in helping to raise funds and awareness for three very worthy charitable organizations, Juvenile Diabetes Research Foundation, Children's Hospital Foundation and Denver Public Schools Foundation.

In addition to monetary support, each charity will receive significant media exposure worth tens of thousands of dollars. Thanks to CBS 4.

Finally, this year Concerts for Kids organized over 300 volunteers that donated more than 2,000 hours of community service to 30 children's organizations in metro-Denver. Recipients included Boys and Girls Clubs, Mile High Montessori, Arapahoe House, Brent's Place, Denver Children's Home, Excelsior Youth Center, Family's First, and Denver Children's Advocacy Center to name a few. The 30 beneficiaries received goods and services worth well in excess of \$150,000. Your support helped make this possible.

Thanks again to CBS 4 for being part of this worthy cause. We appreciate your commitment to helping children in Colorado and look forward to your continued support of Concerts for Kids.

Sincerely,

  
Christie Isenberg

Walter and Christie Isenberg  
Event Co-Chairs

KCNC DENVER



NORTHFIELD  
STAPLETON

April 28, 2008

Elaine Torres  
CBS4  
1044 Lincoln Street  
Denver, CO 80203

Dear Elaine:

Our sincere thank you to you and the entire group of wonderful people with whom we worked that helped make our Earth Day Celebration at The Shops at Northfield Stapleton a resounding success!

It was a great pleasure and honor to have CBS4 as our partner. Everything you all did exceeded our expectations...and then some! I hope the roll-out of your initiative, Project Green Colorado, had a successful launch as well.

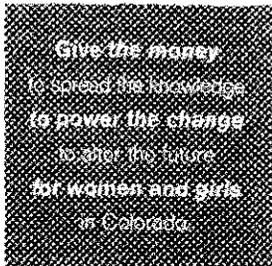
I sincerely hope that we can continue working together and that this was the first of many projects we do together as this year goes on. Please know you can count on us to help you in any way we can.

Sincerely,

Joyce D. Rocha-Brown, CMD  
Director of Marketing

*WFCO Denver*

THE WOMEN'S  
FOUNDATION  
OF COLORADO



November 29, 2007

Elaine Torres  
Manager of Community Affairs  
CBS4  
1044 Lincoln St  
Denver, CO 80203-2714

Dear Elaine:

You are building a better future for Colorado's women and girls! Thank you for joining us at our recent 20<sup>th</sup> Anniversary Luncheon. Your participation helped us reach an incredible new milestone – over \$1 million in sponsorships, donations, and tickets sales!

This unbelievable level of support will provide transformational funding for the women and girls of Colorado by supporting our research and education initiatives, our grants to nonprofits throughout the state, and our public policy reform work.

We will have our 2008 speaker and date set by January, and we hope that you'll be joining us again. Next year's event is sure to be, as this year's was touted by the Denver Post, "...the hottest ticket in town!" We hope that we can count on you, once again, to help fulfill our dream of a state where every woman and girl enjoys equality and economic success!

Regards,

Gretchen Gagel McComb  
President and CEO

*Your payment of \$5,000.00 was received on Monday, November 19, 2007. The tax deductible portion is all but \$35.00 per ticket.*

*Kenie DeLuca*

Intermountain Division  
1370 Pennsylvania Street • Denver, Colorado 80203  
P.O. Box 2369 • Denver, Colorado 80201  
(303) 861-4833



January 24, 2005

Dear Friend,

Christmas has come and gone and we wanted to thank you for your most generous contribution this past year of Christmas toys and/or canned goods for underprivileged children and their families.

Getting ready for the Holidays - - purchasing gifts for family and friends, getting just the right tree, then putting the lights and decorations on it are things that make this celebration special. Your gift contributed to us for needy children at the Channel 4 drop-off site is admirable.

I think of the old saying, "It is better to give than to receive", and realize the wisdom of the person who said that. We all get excited watching children opening their packages! It gives us a warm feeling. Of course, there are those who do not get so excited about Christmas. They barely have enough to make ends meet on a daily basis, not to mention the extra Holiday items.

These are the people that The Salvation Army reaches out to at this time of year. We provide toys for children, and Christmas Dinner for thousands of needy families and homeless people. Through your help and support we are able to give a special Holiday to thousands who would otherwise go without.

You are one of our special friends. Your generous gift has touched the life of a child in need. With friends like you standing beside us, we can accomplish great things in the lives of these, our less fortunate neighbors.

Sincerely,

A handwritten signature in black ink, appearing to read "Harold Brodin".

Lt. Colonel Harold Brodin  
Divisional Commander

*P.S. For your tax records, The Salvation Army has not provided any goods or services in consideration of this contribution.*

*Kathy Najimy*

THE WOMEN'S  
FOUNDATION  
OF COLORADO

**Give the money**  
to spread the knowledge  
**to power the change**  
to alter the future  
**for women and girls**  
in Colorado.

December 20, 2005

Elaine Torres  
Manager of Community Affairs  
KCNC-TV News4  
1044 Lincoln Street  
Denver, CO 80203

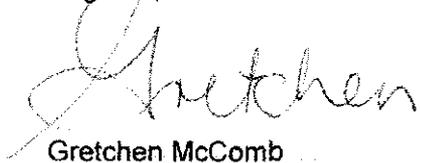
Dear Elaine,

You probably heard our cheers. On Tuesday, November 15, 2005 we had almost 1,400 people to lunch, and we loved it. Kathy Najimy spoke with humor and compassion. She challenged us to make a difference. In response, we raised over \$30,000 that day and exceeded the match offered by the Gay & Lesbian Fund for Colorado. In addition, through sponsorships, ticket sales, and generous donations from supporters that could not be present that day, we raised over \$325,000. You were one of the people that made that possible. You believe in the women and girls of Colorado, and on their behalf, we thank you.

Your donation will be used to support the work of The Women's Foundation of Colorado as we reach out around the state to better understand and address the issues and challenges facing our women and girls. With your support, we will learn, study and share our wisdom with those who can partner with us to make lasting changes in the ability of women and girls to achieve and maintain economic self-sufficiency.

You have put us one step closer to achieving full and equal participation in society for women and girls. Thank you.

Regards,



Gretchen McComb  
President & CEO

*Your payment of \$5,000.00 for a Gold Level Sponsorship, dated Tuesday, November 08, 2005 was received on Tuesday, November 15, 2005 and all but \$280.00 is tax-deductible.*

*Angela Binder*



*Learn and Live...*

**Pacific/Mountain Affiliate**  
710 2nd Avenue, Suite 900  
Seattle, WA 98104-1742  
Tel 206.632.6881  
Toll Free 1.800.562.6718  
Fax 206.632.8478  
americanheart.org

January 12, 2006

Shannon Walker  
CBS 4  
1044 Lincoln St  
Denver, CO 80203-2714

Dear Shannon:

On behalf of the American Heart Association, Pacific/Mountain Affiliate we would like to thank you for your support in spreading the word that heart disease is the number one killer of women and by learning about the warning signs and symptoms, we can save lives.

Cardiovascular disease kills nearly half a million women a year or about one every minute. One in 2.5 women will die of heart disease or stroke and these diseases will claim more lives than the next six most common causes of death *combined*. Despite these staggering statistics only 13% of women view heart disease as a health risk; that is why Wear Red Day is so important. By wearing red you and your employees are not only supporting the American Heart Association, you are also sending a message to women everywhere to love their hearts and take action to reduce their risk of cardiovascular disease and stroke.

Enclosed you will find everything you need to hold a successful Wear Red Day, including a red dress sticker, Wear Red Day posters and donation envelopes. If you decide to collect donations from your employees please write their name and donation amount on the envelope as well as your company's information at the top. Upon completion of your Wear Red Day please mail the donation envelopes to the following address:

American Heart Association  
710 2<sup>nd</sup> Ave, Suite 900  
Seattle, WA 98104

If you have any questions or would like to receive more information, please feel free to call Angela Binder at 800-562-6718.

Good luck on your Wear Red Day!

Sincerely,

Anne Rosenfeld, PhD, RN  
President, Pacific/Mountain Affiliate

Tom MacLean, PhD  
Chairman, Pacific/Mountain Affiliate

**Pacific/Mountain Affiliate  
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