

United Way

June 3, 2008

Mr. Kevin J. Martin  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

Dear Chairman Martin,

It is my great pleasure to write this letter in support of the community efforts of Boston radio station WBMX – FM (Mix 98.5). I write in support of WBMX based upon personal experiences – formerly serving as the Executive Director of the Allston Brighton Family YMCA; as the co-chair of the American Diabetes Association's Advocacy Committee; and now as the President and CEO of the United Way of Central Massachusetts. Simply, WBMX has been a friend, a media partner, and a strategic communicator for all three entities.

In 2001, when serving the YMCA, we were building a new facility that was to be both a community hub AND the first YMCA in the country for people of all abilities and disabilities. In the early stages of development WBMX assisted us with outreach – to targeted populations AND served as an advisor as to how to market to a wider audience. A week before we opened, WBMX invited us on to a community hour show so that we could talk about the new YMCA and our efforts to (better) serve people with disabilities. That YMCA – the Oak Square YMCA – is a thriving success that now has more than 6,500 members and serves more than 1,000 people with disabilities.

In my role as the co-chair of the ADA's Advocacy Committee I have been given the opportunity each year for the past 4 years to discuss diabetes on WBMX radio shows. This forum provides the ADA with a wonderful outlet to educate and build awareness about the warning signs of diabetes AND to teach the WBMX listeners how to prevent Type II Diabetes.

Finally, WBMX has assisted and supported the United Way of Central Massachusetts and our MASS 211 state-wide informational and referral system. Simply, anyone may call 211 at any time anywhere in Massachusetts and be connected with a social counselor who can and will listen to the issue, provide information, and make a referral as appropriate. With the media support of WBMX 211 continues to connect with people in need so that they may find support and solutions.

I feel fortunate and privileged that a radio station such as WBMX exists; that the MIX staff not only understand the importance of using the media to help people, but that they make themselves and their station available to do just that.

Chairman Martin, should you need further testimony, or should you wish to speak directly with me – I would welcome such an opportunity.

Sincerely,

Timothy J. Garvin  
President and CEO

**Give. Advocate. Volunteer. LIVE UNITED.**



May 23, 2008

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

Dear Chairman Martin:

I am writing to you regarding the good works that CBS station WZLX 100.7 Boston has been doing to help the Massachusetts Bicycle Coalition (MassBike).

MassBike is the statewide, nonprofit bicycling advocacy group. MassBike improves the bicycling environment in Massachusetts, and encourages more people to ride bicycles for transportation and recreation. Our programs focus on promoting bicycle-friendly legislation; improving bicycle access and safety on roads and public transportation; educating bicyclists, motorists, police, and the public about bicycling; encouraging bicycle commuting; and creating opportunities to ride together.

WZLX has supported MassBike's mission, and our goals of protecting our environment, promoting healthy living, making bicycling safer, and having fun. On numerous occasions, WZLX has donated airtime to promote MassBike membership, events, and our messages of environmental change, better health, and safety. Without the generosity shown by WZLX, MassBike simply could not afford to reach the general public on such a large scale. We greatly appreciate the community spirit demonstrated by WZLX by helping us get more people bicycling.

Very truly yours,

A handwritten signature in black ink that reads "David M. Watson".

David Watson  
Executive Director

**Massachusetts Bicycle Coalition**

171 Milk Street, Suite 33 • Boston, MA 02109 • phone. 617-542-BIKE • fax. 617-542-6755 • [www.massbike.org](http://www.massbike.org)



**Big Brothers Big Sisters**  
of Massachusetts Bay

75 Federal Street, 5th Floor  
Boston, MA 02110-1904

T 617 542 9090  
888 412 BIGS

F 617 542 8855  
info@bbbsmb.org  
www.bbbsmb.org

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

May 28, 2008

Dear Chairman Martin,

Big Brothers Big Sisters of Massachusetts Bay is one of the largest adult-to-child mentoring organizations in the nation. We currently serve over 3,500 local youth per year by matching them in one-to-one friendships with caring adults.

As a non-profit organization, we often struggle to get the word out regarding our programs, services and need for volunteers. We greatly appreciate the help provided by local radio stations like WZLX through on-air mentions and in running our Public Service Announcements. It is impossible to quantify the contribution pro-bono efforts such as these make, but over the years we are certain they have raised our profile in the community and allowed us to continue to make successful matches.

Should you have any further questions regarding the relationship between Big Brothers Big Sisters of Massachusetts Bay and WZLX, please feel free to contact me at any time at 617-956-0257 or [ahancock@bbbsmb.org](mailto:ahancock@bbbsmb.org). Thank you.

Sincerely,

Adrian Hancock  
Vice President for Marketing

May 30, 2008

To whom it may concern,

**Massachusetts Chapter**  
311 Arsenal Street  
Watertown, Massachusetts  
02472

617 868 6718 p  
617 868 6720 f

**REGIONAL OFFICES:**

**Southeastern MA/Cape Cod  
& the Islands Office**  
8 Merchants Road, Unit 4  
P.O. Box 1102  
Sandwich, Massachusetts  
02563

508 833 8404 p  
508 833 8274 f

**Central Mass Office**  
128 Providence Street  
Worcester, Massachusetts  
01604

508 799 2386 p  
508 799 2653 f

**Northeastern Mass/  
Merrimack Valley Office**  
220 Pawtucket Street  
Lowell, Massachusetts  
01854

978 937 5576 p  
978 937 3785 f

**Western Mass Office**  
264 Cottage Street  
Springfield, Massachusetts  
01104

413 787 1113 p  
413 787 1109 f

The Alzheimer's Association is the largest national voluntary health organization dedicated to advancing Alzheimer's research and helping those affected by the disease. With headquarters in Watertown, and regional offices in Lowell, Springfield, Worcester, Sandwich, and Bedford, NH it provides programs and services such as support groups, professional trainings, educational programs on the impact of the disease, care consultation and a 24/7 Helpline.

We are grateful for the support that WZLX has given to our organization. This support includes live public service announcements that are in regular rotation at the station. The value of this donated airtime adds up to thousands of dollars over the years that these have run. If you have any questions, please feel free to contact our office.

Sincerely,



Betsy Percoski

VP, Communications and Public Affairs



May 29, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> St, SW  
Washington , D.C. 20554

Dear Commissioner Martin,

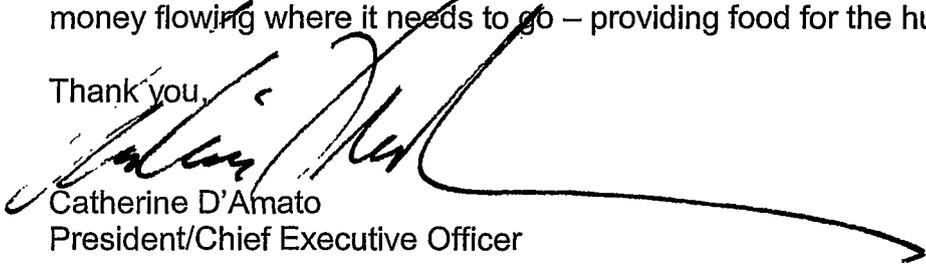
I am writing about the pro bono public service announcements The Greater Boston Food Bank receives from CBS radio station WZLX 100.7 Boston.

The Greater Boston Food Bank is the leading hunger relief organization in New England, providing food to some 320,000 people a year through a dedicated partnership with more than 600 agencies in eastern Massachusetts. These agencies include food pantries, soup kitchens, shelters for the homeless, and programs for disadvantaged youth and the elderly. Our territory encompasses 190 communities from the New Hampshire border all the way south through Cape Cod and the Islands.

As a tightly run non-profit, The Food Bank has limited money to spend on marketing. Yet we rely on public awareness to garner donations and other support critical to our mission. The free air time and resulting exposure we receive from WZLX 100.7 Boston helps us to maximize our visibility in a densely populated metro area where many other non-profits operate, including world-renowned colleges and some of the nation's best teaching hospitals.

If The Food Bank did not have media organizations such as WZLX providing free air time for our public service announcements, we would have to spend additional precious dollars to maintain our visibility. The exposure we receive allows us to keep more money flowing where it needs to go – providing food for the hungry.

Thank you,

  
Catherine D'Amato  
President/Chief Executive Officer



**HAWC**

Help for Abused Women and their Children

May 30, 2008

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

Dear Chairman Martin,

Help for Abused Women and their Children (HAWC) provides free, comprehensive services to victims of domestic violence, and their children, in 23 cities and towns across the North Shore of Massachusetts. Services include: a 24-hour hotline; emergency shelter; children's services; advocacy in courts, police departments and health care settings; educational and support groups; counseling; and education in schools and the community. HAWC staff and volunteers respond to thousands of individuals each year who reach out for help.

We are grateful to WZLX Boston for their continued support through airtime recognition of our organization and the services we provide. Our success in helping victims of domestic violence is fully dependent on community awareness and WZLX has helped us to reach so many people in the Boston area.

Sincerely,

Alicia M. Black  
Coordinator of Communications and Events  
HAWC

Serving 23 cities and towns with offices in Gloucester, Ipswich, Lynn, Salem

27 Congress Street, Salem, MA 01970 • Telephone: (978) 744-8552 • [www.helpabusedwomen.org](http://www.helpabusedwomen.org)

Fax: (978) 745-6886 • 24 Hour Hotline: (978) 744-6841 • Gloucester Hotline: (978) 281-1135 • TTY: (978)744-1818



UNITED WAY



Friday, May 23, 2008

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

Dear Chairman Martin,

My name is Kim Kates and I am the Director of Grief Support Services here at the Samaritans. I run a program that directly services families and friends who have lost loved ones to suicide. Samaritans has been in the Greater Boston and Metrowest areas for over 30 years. Our purpose is to alleviate feelings of despair, isolation, distress and suicidal feelings among individuals in our community, 24 hours a day; to educate the public about suicide prevention; and to reduce the stigma associated with suicide. We accomplish this through services that emphasize confidential, nonjudgmental, and compassionate support.

WZLX has been a wonderful partner in our work. WZLX has donated many, many hours of public service announcements to the community, helping Samaritans get the word out about the importance of suicide prevention, awareness, and of our services. WZLX has been an amazing support promoting our cause.

We have been very grateful for WZLX's involvement and consistent endorsement of our work.

If you need more information or have any questions, feel free to contact me at [kkates@samaritanshope.org](mailto:kkates@samaritanshope.org) or 617-536-2460.

**BOSTON**  
141 Tremont Street  
Boston, MA 02111  
T 617 536 2460  
F 617 247 0207

**FRAMINGHAM**  
235 Walnut Street  
Framingham, MA 01702  
T 508 872 1780  
F 508 875 4910

**24 HOUR HELPLINES**  
1 877 870 HOPE (4673)  
617 247 0220  
508 875 4500

**SAMARITEENS**  
1 800 252 TEEN (8336)

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

Sincerely,

Kim Kates  
Director, Grief Support Services

**CHARLOTTE**

March of Dimes Foundation

Greater Piedmont Division

7506 E. Independence Blvd.

Suite 114

Charlotte, NC 28227

Telephone (704) 377-2009

Fax (704) 377-0950

jdumsha@marchofdimes.com

marchofdimes.com/NC

Janice D. Dumsha

Division Director

May 23, 2008

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

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin,

I am writing in support of CBS Radio, Charlotte NC and to advise of their active involvement with the March of Dimes Foundation. For the past year, V101.9, K104.7, KISS95.1, and WPEG have been strong partners and provided exemplary promotional support for our March for Babies. The goal of this initiative was to raise awareness and educate the public about the causes and prevention of premature birth, birth defects and infant mortality.

During 2008, all four (4) stations provided valuable airtime to promote March for Babies, our largest annual fundraiser. In addition to PSA placements, the stations provided public affairs programming opportunities and assigned on-air talent to host the "day of" program. They generously provided music vans at several checkpoints along the walk route and the sound system for the pre-walk stage agenda. All four stations contributed significantly to the overall success of the event in Charlotte.

CBS Radio has been instrumental in providing the listening public with information and messaging that helps improve the health of babies and mothers throughout NC. I request that the FCC allow CBS Radio to continue this valuable community service.

Sincerely,

*Janice D. Dumsha*

Janice D. Dumsha  
Division Director – Greater Piedmont

march  of dimes

May 20, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street  
Washington, DC 20054

Dear Chairman Martin:

It is with distinct pleasure and strong conviction that I write you this letter. As the Communications Director for Partnership for a Drug-Free NC, Inc., an accredited non-profit affiliate of Partnership for a Drug-Free America, I co-operate with dozens of media outlets across North Carolina. None shows more dedication to informing our children and families about the dangers of drug abuse and addiction than CBS Radio.

The six stations in the Charlotte area combine to be one of the **top supporters in the country** when it comes to public service announcements and other community initiatives. CBS Radio is a juggernaut in the industry and has propelled North Carolina to number two in the nation as radio support is measured. This media conglomerate provided Partnership for a Drug-Free NC more than **\$400,000** of support in 2007. This figure is, quite frankly, astounding.

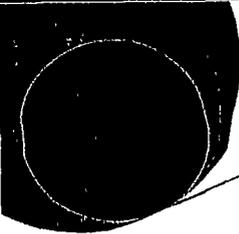
CBS Radio has embraced the tide-turning toward new media, allowing Partnership to stream public service announcements on its websites, to post web banners, and to provide other critical information in copy on these sites.

Partnership is also regularly offered one hour public awareness shows, during which we can discuss the topic du jour, ranging from methamphetamine to alcohol awareness month. CBS Radio affords us time to alert North Carolinians to our website and our toll free state-wide help number.

If every media group took its responsibility to the public as seriously as CBS Radio, I feel confident North Carolina would not have to spend \$12 billion in substance abuse issues each year. These six stations should serve as an example to all when it comes to community investment.

Sincerely,

Robin M. Lindner  
Communications Director  
Partnership for a Drug-Free NC  
7830 Northpoint Blvd.  
Winston-Salem, NC 27106



# Event Marketing Services, Inc.

Monday, May 19, 2008

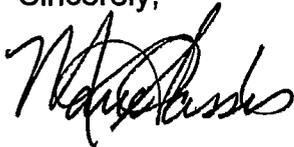
Chairman Kevin J. Martin  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Dear Mr. Martin:

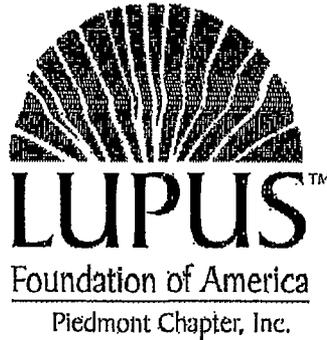
We have had the pleasure of working with CBS Radio for several years. Our relationship first began with the Ace & TJ's Grin Kids 15K/5K and now it has grown to over 11 running events including Charlotte's only marathon, Thunder Road Marathon. At each of these events, we have a beneficiary that receives proceeds from each event. With CBS Radio's generosity and partnership at these events, they are able to assist several great organizations such as Children's Miracle Network, Right Moves For Youth, Hospice and Palliative Care Charlotte Region and several additional charities in the Charlotte region. Due to their commitment and support, CBS Radio has also worked with several of our clients and beneficiaries with other non-running events in the community.

Our staff at Event Marketing Services, Inc. appreciates the support of the employees at CBS Radio. Everyone is extremely helpful, thorough and supportive at our events. Their staff is always willing to assist us in any way they can before and during the events. We can't say enough about how thankful we are to have them as a part of the Run For Your Life family. We look forward to strengthening our relationship with CBS Radio for many years to come.

Sincerely,



Marie S. Cassis  
Event Director



May 28, 2008

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

Dear Mr. Martin,

On behalf of the Piedmont Chapter of the Lupus Foundation of America, I would like to express our appreciation for the support of WBAV-FM 101.9 FM. Their recent support of our Walk For Lupus Now event has made an incredible difference in our mission to provide hope and support to lupus patients and their families.

Beatrice Thompson, WBAV-FM's News and Public Affairs Director, graciously agreed to provide our organization with an on-air interview in the weeks leading up to the date of our 2008 walk event. After the airing of the interview, we nearly doubled our registered walkers and we had more walk-on registrations the day of the walk than ever before. We truly believe that the airtime given to us by Beatrice and WBAV-FM most definitely made an impact and helped us surpass last year's amount raised with by more than \$8,000.

For an organization of our size, we are not afforded the luxury of budget allocations to purchase advertising for our events. So the impact of support from media partners such as WBAV-FM is instrumental in our outreach to the community. Due in large part to the support of entities like WBAV-FM, our chapter has continued to grow and expand its services, and we hope to build upon those successes in the years ahead. Of course, our ultimate goal is to find a cure for lupus so that there will be no need for organizations like ours to exist. But, *until a cure is found*, the Lupus Foundation will be here-- working to increase awareness of this devastating disease and to provide education, support and guidance to patients and their families.

We look forward to growing our relationship with WBAV-FM as we work to increase the above mentioned awareness. We are grateful for their extremely generous gift and for their continuing support of the Piedmont Chapter of the Lupus Foundation of America. In our eyes, WBAV-FM is one of the true heroes of the Charlotte community.

Sincerely,

  
Christine M. John  
President & CEO

*Providing hope and support to lupus patients and their families*

2540 Plantation Center Drive • Matthews, NC 28105  
P.O. Box 2414 • Matthews, NC 28106  
704-843-8271 • Toll Free: 877-849-8271 • Fax: 704-849-8272  
Email: [lupusinfo@windstream.net](mailto:lupusinfo@windstream.net) • Website: [www.lupuslinks.org](http://www.lupuslinks.org)



May 28, 2008

Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

Dr. Chairman Martin:

On behalf of the American Heart Association/American Stroke Association I would like to take this opportunity to personally commend WBAV 101.9FM for the partnership they have formed with our organization related to our Charlotte Region Power To End Stroke Initiative. I would also like to thank Beatrice Thompson, WBAV's News & Public Affairs Director, for recognizing the importance of forming and supporting this partnership.

Power To End Stroke is an aggressive national education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. This campaign significantly heightens awareness around the risk of stroke in African Americans, the risk factors associated with the high incidence of stroke in African Americans and it unites African Americans to make an impact on the high incidence of stroke within their community.

Through this partnership, which was formed in April 2008, WBAV 101.9FM has provided to date the following support:

1. Public service announcements about Power To End Stroke and events associated with the Power To End Stroke initiative.
2. Placement of soul food recipes on the radio station website from our Soul Food cookbook.
3. A :30 sec. recorded generic psa on the power to end stroke (running May 1<sup>st</sup> thru May 31, 2008)

4. A live phone interview highlighting the PTES initiative on the Front Page with Beatrice Thompson on May 6th at 5:25am. Dr. Patrick Graham, Chair of the Charlotte Region PTES Task Force/Initiative was interviewed.
5. Live, on site interview, with Bea Thompson on May 4<sup>th</sup> during the Straight Talk segment.
6. Public Service Announcement for PTES on the webpage for WBAV 101.9FM –one PSA alluded to the PTES launch event on the 8<sup>th</sup>, the second was a generic PSA that will remain up on the web.

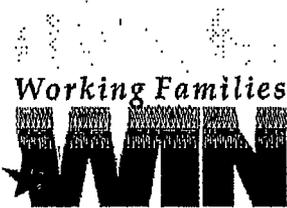
In addition, Beatrice Thompson is one of Charlotte Region's Power To End Stroke Leadership Task Force members representing WBAV 101.9FM station on the media pillar for the initiative. She also served as mistress of ceremonies at the PTES reception/launch event held May 8th at Johnson C. Smith University.

AHA/ASA is very fortunate to have the support and partnership that WBAV 101.9FM provides to our organization and the National Power To End Stroke Campaign. We look forward to continued support and partnership opportunities as we move into our new fiscal year that begins July 1, 2008.

If you have any questions please don't hesitate to contact me on my cell phone (828-506-8378).

Sincerely,

Regina E. Fleenor  
Director, Cultural Health Initiatives  
American Heart Association  
Mid-Atlantic Affiliate  
222 South Church St., Suite 303  
Charlotte, NC 28202



**Working Families Win**  
*Strengthening Jobs, Families, and  
Communities in North Carolina!*

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Chairman Kevin J. Martin  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, D.C. 20554

Dear Chairperson Martin,

I just wanted to take a moment and share with you how important the Bea Thompson Show is to the community. There are so many important issues that would not even be on the Charlotte Community's radar if it weren't for Bea Thompson's show and the commitment of that show to relevant conversations.

I was so pleased when she allowed us to come on the show back in April to share information about our Foreclosure Forum. It was a wonderful experience and a great help to our cause. Folks responded wonderfully; and you may not know this, but that conversation has sparked a series of workshops and forums and roundtables all over the city. I truly believe that these conversations are in part due to the fact that when the issue was controversial and unpopular and other broadcasters were in denial about the negative effects that the Foreclosure crisis is having on the community here, Bea tackled it and brought light to the serious situation that our city is in; before the news paper or even any of the television news stations picked it up. One news station even ran a special (the next day) talking about how unaffected North Carolina was by the crisis, which everyone now knows was an inaccurate assessment. That station has since made a reassessment.

I hope that Bea will keep on keeping folks in the know and we here at Working Families Win salute her and all that she does for the community. What a woman and what an impact!

In Awe,

Ruth Mitchell, WFW Local N.C. Organizer

WBAV - FM

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*Working Families Win*  
3557 North Sharon Amity Road, Suite 101, Charlotte, NC 28205  
(704) 900-2539 ♦ [ruth@wfwinc.org](mailto:ruth@wfwinc.org) ♦



Mr. Kevin J. Martin  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

Dear Mr. Martin:

My organization has entered its 4<sup>th</sup> year in partnership with WBAV-FM. In 2004 Ms. Beatrice Thompson allowed us to have a forum which has forever changed the healthcare delivery landscape in our community. We are a non-profit health education and outreach organization that provides free health screening and primary care services to those who are uninsured. Our partnership with WBAV has afforded us the opportunity to reach the masses in ways that we may not have been able to.

Project HealthShare, Inc. and the Charlotte Volunteers in Medicine Clinic have provided screening, education and primary care to thousands in the Charlotte-Mecklenburg community since 1999. Our partnership with the radio station provides a vehicle for members of our community to receive information regarding health and wellness. We host outreach activities such as Cover the Uninsured Week (April/May), Celebrating our Men (June) and Prostate Cancer Awareness Month (September) annually. During the weeks leading up to each of these events we have always been able to count on our V101.9 family to lend their support in the form of public service announcements, in-studio interviews with Ms. Thompson and live, remote broadcast the day of the event. It is without question that we would not have the reach to the medically underserved and medically disenfranchised in our community that we have if not for WBAV.

During our time of service to the community we have called on other broadcast organizations to assist us in marketing our outreach and have faced obstacles. Working with Ms. Thompson, Ms. Avery and WBAV is always as simple as a phone call and a press release. Ms. Thompson is the consummate media professional and the rest of the staff follows her lead in terms of service delivery and commitment.

We appreciate this opportunity to support a media organization that has done so much to support us and we look forward to continuing our partnership for many years to come.



Sincerely,

Donna Murray Lacey, MS, PA-C  
Executive Director  
Project HealthShare, Inc.  
The Charlotte Volunteers in Medicine Clinic

"PROMOTING SELF-EMPOWERMENT THROUGH AWARENESS"

**Board of Directors**

**John Adcox**  
*The Adcox Companies*

**Rick Anicetti**  
*Food Lion*

**Rod Antolock**  
*Harris Teeter*

**Nicole Bostic**  
*SouthPark/Simon*

**John Brock**  
*Sara Lee Foods*

**Sandy Brodof**  
*Assistance League*

**Warren Brown**  
*Merchants Distributors, Inc.*

**Scott Clark**  
*Scott Clark's Toyota City*

**Betty DeWitt**  
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**Riley Fields**  
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**Tommy Franklin**  
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**Peter Fulton**  
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**Sarah Hada**  
*Compass Group*

**Steve Hall**  
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**Dan Harris**  
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**Ben Hawfield**  
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**Cliff Hemingway**  
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**Sylvester Johnson**  
*Wal-Mart*

**Vivian Lavaty**  
*Acosta Sales & Marketing*

**Steve Marlier**  
*Retired*

**Karin McGinnis**  
*Moore & Van Allen*

**Greg Morris**  
*Lance*

**Jim Morris**  
*Retired*

**Gale Pendergraph**  
*Retired*

**Calvin Rash**  
*BI-LO*

**Bob Shaw**  
*Concentric Marketing*

**John Silvia**  
*Wachovia*

**Kerri Sprague**  
*Bank of America*

**Everett Suddreth**  
*Retired*

**Steve Swetoha**  
*ACC Football  
Championship - Charlotte*

**Frank Timberlake**  
*Retired*

**William Tripet**  
*CRVA*

**Blease Turner**  
*Community Outreach*

**Lorna Wooding**  
*US Postal Service*

**T. Hayes Woollen, Jr., MD**  
*Novant Medical Group*

**Danielle Yuhasz**  
*US Airways*

*Second Harvest*  
**FOOD BANK**  
*of Metrolina*



Together We CAN End Hunger

WKQC 104.7  
CBS Radio  
Attn: Chairman Kevin J. Martin  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Dear Chairman Kevin J. Martin:

Over the past two years, WKQC 104.7 has contributed to our goal of ending hunger. Second Harvest Food Bank of Metrolina is the only food bank in the Metrolina area. We serve 19 counties (14 counties in North Carolina and 5 counties in South Carolina). We provide food to almost 650 partner agencies including soup kitchens, emergency food pantries, residential care facilities, homeless shelters, senior programs and low income daycares. In 2007-2008 we have distributed almost 25 million pounds of food. The following are events / fundraisers that WKQC 104.7 has participated in (photos are also attached) are helping us tremendously in our goal to end hunger and educate our community:

· WKQC 104.7 was also a sponsor of the 60th Annual Carolinas' Thanksgiving Day Parade – of which we were a partner – we so look forward to this year as the Parade Board of Directors have voted to have us join them again this year. We hope that WKQC will once again participate as the radio sponsor as it is with the ongoing teamwork of your staff (specifically Leah Galloway) that will help us educate our community in regards to the almost 120,000 children that go hungry each day.

· DUNK HUNGER with the Charlotte Bobcats (Thanksgiving to January 2) Charlotte Bobcats Team Up with Harris Teeter, ODELL Associates and Kraft Foods to build a 25 foot high structure with 35,000 pounds of food; the event, also included a food drive at each Bobcats home game – our total after all donations were weighed, we had a total food donation of almost 100,000 pounds!

· Empty Bowls 2008 – WKQC 104.7 promoted our primary fundraiser of the year by running several liners and also noted on their web site calendar – this helped us in selling our 2008 event. THANK YOU!

On behalf of Second Harvest Food Bank of Metrolina, thank you for "finding" us, and committing 104.7 and your own time to preventing hunger in the Metrolina region. With the amazing support from media organizations such as yours, we are able to educate our wonderful community here in Charlotte about the need to end hunger.

On behalf of Second Harvest Food Bank of Metrolina, thank you for partnering with us and committing 104.7FM and your amazing staff in helping us prevent hunger in the Metrolina region. With this unwavering support from media organizations such as yours, we are able to educate the local community and generate food for those in need. Together We CAN End Hunger....and your staff at WKQC 104.7 is proof.

Sincerely,

Donna B. Ragan  
Marketing / Public Relations / Special Events  
704-375-9639, ext. 11

500-B Spratt Street • Charlotte, NC 28206 • phone 704.376.1785 • fax 704.342.1601

Dallas Branch: 704-922-1399 • Hickory Branch: 828-324-8030 • Pee Dee Branch: 910-439-4407

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



Preventing accidental injury.



WKQC 104.7  
CBS Radio  
Attn: Chairman Kevin J. Martin  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

Dear Chairman Kevin J. Martin:

Over the past two years, WKQC 104.7 has contributed to safety awareness for childhood injury prevention in the Charlotte Mecklenburg community. Your support has raised the awareness of our not-for-profit childhood injury prevention outreach, including "on-air liners," on-site promotion during child safety seat inspection clinics and bicycle safety rodeos, safety material handouts, character and personality appearances, as well as your personal attention to the program.

On behalf of Safe Kids Charlotte Mecklenburg, thank you for "finding" us, and committing 104.7, Kozmo, T. Edward Benson, and your own time to preventing childhood injuries, the leading killer of children 1-14 years old. With community support from organizations such as yours, we can reach our lofty goal of eliminating deadly childhood unintentional injuries.

Please accept our appreciation to K104.7 for the outstanding commitment to the safety of the Charlotte Mecklenburg community. We look forward to continuing our exciting partnership!

Sincerely,

Amy R. Krise  
Coalition Coordinator  
Safe Kids Charlotte Mecklenburg  
Charlotte Fire Department  
704-336-3974 (Direct)

May 20, 2008

Chairman Kevin J. Martin  
Federal Communication Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

Dear Mr. Martin:

Please accept this letter on the behalf of the *Gaston County Toy Run for Kids* as praise and appreciation for the exemplary support and promotion that WNKS/KISS 95.1 provides for our organization each year.

The *Gaston County Toy Run for Kids* is the largest area charitable motorcycle toy drive that has been in operation in Gaston County for 13 years providing Christmas toys to children in need that would otherwise not receive any gifts at all for Christmas. In 13 years this ride has grown from 90 riders to over 2000+ riders. Approximately 3 years ago, we approached Nikki and her staff at WNKS/KISS 95.1 along with the personalities of the ACE & TJ Show for support and promotion of our event in hopes of receiving a couple of "mentions" on the radio in order to increase the number of riders to come out and join us for our event. Nikki and her staff exceeded our wildest expectations! They have been AWESOME and have really given a lot of "life" to our staging area for our ride. Her staff brings out the music truck each year which plays music for us while we are gathering toys and getting ready to ride, they mingle with the riders and kids and really help to make the atmosphere fun and festive. Her staff has always been very dependable, reliable and professional and they have been a true blessing to our event. Our riders that ride with us every year look forward to their presence at the event. Their participation also benefits us in that it assists us with a sound system so that we can effectively make the necessary announcements and safety guidelines. As I mentioned earlier, we have over 2000+ bikers that ride with us with year!

WNKS/KISS 95.1 has really become a staple and presence part of our event each year. We are greatly appreciative of their continued support and promotion of our event and look forward to working with them for many years to come as we continue to provide for a little happiness for children in need.

Sincerely,

Jennifer A. Davis  
*Gaston County Toy Run for Kids*

CC: Nikki Correll



May 20, 2008

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

Dear Mr. Martin,

Habitat for Humanity of Charlotte grows each year through the continued generosity of partners in our local community and corporate sponsors around the nation. This year we are on schedule to build over 70 houses, and hope to increase our annual building capacity to reach one hundred houses in the next few years. As you may be aware, each house we build offers much more than a simple roof above a family's head. It is a sanctuary of hope - a chance for everyone within to grow into all that God intended. In the years to come, with the ongoing support of donors like WNKS/Kiss 95.1 we will be able to welcome 100 families each year into the shelter of a Habitat Home.

On behalf of the Habitat Charlotte volunteers, homeowner partners, and particularly our staff and Americorps volunteers who call 3815 Latrobe Drive home, we thank WNKS/Kiss 95.1 for the generous donation of their time and services at our events. In order for us to continue to keep costs down and further the reach of our ministry, we rely heavily on the support and sponsorship of service professionals. Any labor that is donated allows us to buy more nails, lumber, and other materials that go into a new home's construction. Due to their support we can ensure that our construction costs remain low enough for us to continue offering affordable mortgages to low-income families.

Over the past few months we have played host to lots of exciting events, including the 2008 Women Build and our 2<sup>nd</sup> Annual Murphy's Dirty 30 Mud Volleyball Tournament. WNKS/Kiss 95.1 has helped to support Habitat Charlotte, bringing their time and talent to these events. Habitat Charlotte hopes to continue working together with WNKS/Kiss 95.1 in partnership in the months and years to come.

Thank you & God Bless,

A handwritten signature in cursive script that reads "Linda Blum".

Linda Blum  
Development Director



2211 West Morehead Street  
Suite 102  
Charlotte, NC 28208  
704-377-4425  
[www.rightmovesforyouth.org](http://www.rightmovesforyouth.org)

May 20, 2008

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

Mr. Martin,

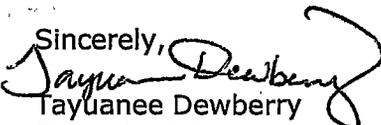
We are writing this letter on behalf of WNKS/Kiss 95.1 in Charlotte, North Carolina. WNKS/Kiss 95.1 has been our media partner for a number of years now and is a tremendous partner. As a small non-profit in the Charlotte community, it is difficult to get the word out about our events without the important help we receive from WNKS/Kiss 95.1. (Please see our mission at the bottom of the page).

We recently held our 12<sup>th</sup> Annual Twilight 5-K Road Race and Walk and WNKS served as our radio sponsor to assist in promoting our mission and to encourage participation in the race. They provided on air promotion, as well as race day personalities to announce the race.

This was our most successful year yet for the Twilight 5-K. We had 2006 participants in our race. This was due in large part to the hard work and efforts from the staff of WNKS. They provide an invaluable contribution to our marketing efforts.

We appreciate this opportunity to share with you our gratitude for the work that WNKS is doing in the Charlotte community. Please find the attached Right Moves for Youth Program Summary. If you have any additional questions, please feel free to give me a call (704) 377-4425 ext. 104.

Sincerely,

  
Tayuanee Dewberry  
Executive Director

**The mission of Right Moves for Youth is to provide motivation for its club members in grades 3-12 to succeed in school, improve their quality of life, and become responsible members of society.**



United Way  
of Central Carolinas

## **Right Moves For Youth: A Summary**

(March 7, 2008)

The mission of Right Moves For Youth is to provide the motivation for its members in grades 3-12 to succeed in school, improve their quality of life, and become responsible members of society.

Right Moves For Youth collaborates with the Charlotte-Mecklenburg Schools, Charlotte-Mecklenburg Police Department, and other community partners to help our club members improve their school attendance, behavior and academic performance. Our core objective is to improve student success and in turn, school success by helping prevent students from dropping out of school.

### **2006-2007 Program Outcomes**

- 95% of RMFY students graduated or were promoted to the next grade level.
- 91% of RMFY students missed 10% or less of available school days.
- 53% of RMFY students improved or maintained their absentee rate relative to the previous year.
- 76% of RMFY students improved or maintained their suspension rate relative to the previous year.
- 82% of RMFY high school graduates are attending post-secondary educational institutions.
- 31% of RMFY high school graduates obtained gainful employment within six months following graduation.

**Right Moves for Youth utilizes a unique group structure** to provide positive peer support in a safe structured environment facilitated by caring adult volunteers. According to Corey & Corey's *Groups: Processes and Procedures* (2006), "Clients often believe that their problems are unique and that they have few options for making significant life changes. Groups provide a natural laboratory that demonstrates to people that they are not alone and that there is hope for creating a different life. Groups provide a sense of community, which can be an antidote to the impersonal culture in which many clients live."

Our most important service delivery strategies are as follows: group facilitation, positive reinforcement, and curriculum instruction.

### **1. Group Facilitation**

According to Corey & Corey (2006), "groups for specific client populations are designed to remediate specific problems or to prevent problems." Right Moves for Youth clubs utilizes group dynamic to foster positive peer support that builds individual confidence and acts to prevent disengagement from the educational process. Our clubs also provide a safe, structured environment within which students may practice more appropriate social behaviors.

### **2. Positive Reinforcement**

The Right Moves for Youth "pay-to-play" philosophy employs the concept of positive reinforcement in providing incentives and affirmation that encourages students to attend school regularly, to exhibit appropriate behavior, and to further engage in the educational process. Our "pay-to-play" philosophy rewards students for their achievements by providing opportunities to participate in a variety of athletic and cultural activities, utilizing the carrot instead of the stick and exposing our students to experiences they might not otherwise have.

### **3. Curriculum Instruction**

Designed by the UNCC Urban Institute specifically for RMFY student members, our character education curriculum provides activities that reinforce desirable character traits, build self-esteem and promote social tolerance.



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*President & CEO*

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United Way  
of Central Carolinas

May 23, 2008

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

Dear Mr. Martin,

This letter is to share with you how very appreciative our agency is to Power 98 and CBS Radio for being an AIDS WALK Charlotte Presenting Sponsor for the past two years.

Their participation and sponsorship has helped us to market the annual AIDS WALK Charlotte at a significantly higher level enabling us to reach a larger audience throughout the Charlotte-Mecklenburg area and beyond.

Their on air promotions, PSA's, on air discussions and talk on the Morning Show, and the participation of DJ personality - Incog – as the emcee of the program on the day of the WALK has been invaluable to our efforts to grow this event to be the largest one of its kind in the southeast area.

Partly as a result of their sponsorship, we have experienced the following:

2007: over 1,500 walkers and volunteers raising over \$200,000

2008: over 2,000 walkers and volunteers raising over \$250,000

Since HIV and AIDS has become an increasingly significant problem among African Americans, Power 98 heard the call and answered it by being a part of the largest HIV/AIDS awareness and fundraising event in the Carolinas.

It is great to see corporations such as Power 98 and CBS Radio getting involved in their community and assisting organizations like ours in the fight against AIDS.

We look forward to more collaborative efforts between us in the future.

Sincerely,

Deborah C. Warren  
President & CEO