

Blood Bank
of San Bernardino
and Riverside Counties

Serving your community since 1951

May 21, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street S.W.
Washington, D.C. 20554
RE: K-FROG Radio Network Community Service

Dear Mr. Martin:

My staff and I would like to share with you our deep gratitude for the K-FROG Radio Network's support of our lifesaving mission.

K-FROG not only **shares our Public Service Announcements** about community blood drives with its radio audience, but also **broadcasts focused appeals and sponsors blood drives during times of critical need** for blood in our community. In fact, K-FROG's emergency blood drive held January 16, 2004 prompted 900 K-FROG listeners to respond by giving the gift of life. ***Consider that impact: 900 people donated blood in a single day!***

Yet K-FROG's commitment doesn't stop there.

For the past eight years it has sponsored the annual *K-FROG Cares Blood Drive*, a three-day event held each June to encourage blood donation at the most crucial time for our community blood supply. In summer, donations typically drop due to people traveling on vacation, yet the need for blood tends to rise due to an increase in accidents and injuries that occur during the same season. Plus ongoing patient needs continue despite the drop in donations.

The K-FROG Cares Blood Drive always provides a much-needed boost to our summertime blood supply. During last year's drive, **1,817 K-FROG listeners participated**, resulting in **more than 1,660 donations—an increase of 500 more donations from the previous year's drive.**

Next month, the network will sponsor its **9th Annual *K-FROG Cares Blood Drive***, continuing its lifesaving commitment to our community.

K-FROG on-air personalities take these lifesaving events personally by showing up for broadcasts and call-ins from a variety of donation sites and even roll up their sleeves to give the gift of life! K-FROG serves as a vital community partner in our mission of helping to save lives by connecting donors and patients through the gift of blood. We applaud its lifesaving commitment!

Sincerely,

Tammy Rotellini
Director, Marketing and Public Relations



LOMA LINDA UNIVERSITY CHILDREN'S HOSPITAL

Office of the Administrator

*11234 Anderson Street, Suite 1816
Loma Linda, California 92354
(909) 558-4747*

May 28, 2008

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

Dear Chairman Martin:

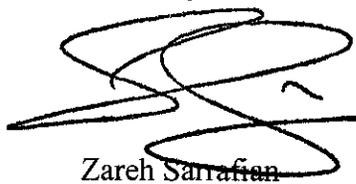
On behalf of the thousands of children assisted over the past 14 years, I'd like to express my appreciation of the significant community involvement and philanthropic support that KFRG radio station has demonstrated towards Loma Linda University Children's Hospital.

Since 1994, KFRG has partnered with our hospital to share our message of hope and healing through their broadcasting. More recently, the radio station and their on-air team has advocated tirelessly for pediatric oncology and the financial support needed to make the lives of our cancer patients more bearable and more enjoyable.

The funds raised through the "Kfroggers for Kids" annual radiothon now totals more than \$600,000 each year – impacting countless lives through their caring. The support and commitment of KFRG radio station is both appreciated and necessary as we carry pediatric oncology care into the future.

I look forward to continuing our partnership with KFRG for years to come.

Sincerely,



Zareh Sarafian



A Seventh-day Adventist Institution



May 22, 2008

K-FROG RADIO
11920 Hesperia Road
Hesperia, CA 92345

Dear Donnita:

As the Recreation Supervisor for the City of Victorville, I have had the distinct privilege of directly working with you during the past two years to establish effective marketing strategies for our special events. Without question, the customer service that you have provided has been outstanding, and you are always a pleasure to work with!

You have been truly committed to the youth and adult community members of Victorville and the High Desert surrounding areas, and it is evident that your efforts and commitment to our events and activities, such as the Egg Hunt Eggstravaganza and Family Fireworks Festival programs, have significantly enhanced the quality of life in our community.

It is apparent that your business ethics and practices are representative of your strength as an individual. Additionally, your customer service orientation is a personality quality I admire and believe serves as a foundation for your success as a professional.

I would like to express my sincere appreciation for the outstanding manner in which you represent yourself and your organization. Without doubt, your professionalism and dedication to your work continually contributes to our mission of providing quality, family-oriented programs for the High Desert community.

Sincerely,

Tina M. Howard
Recreation Supervisor

May 22, 2008

To Whom It May Concern:

For nearly three years, TMG Communications Inc. has had the pleasure of working with the staff at KFROG to create, build and execute beneficial marketing and media campaigns for various High Desert clients throughout the Victor Valley. The most recent project we partnered on was the 61 Year Anniversary Celebration of the San Bernardino County Fair. Even in the throes of a somber economy, the staff at KFROG went above and beyond to make this year's Fair a tremendous success. I would like to specifically point out Donnita Karres for her uncanny ability to create opportunity and value where there appeared to be none. Her creativity, attention to detail, relationship base and knowledge of the market not only helped to sell the country concert completely out, but also helped to drive a large portion of the overall attendance.

I personally bring a large segment of my client base to KFROG because I am confident that they will exceed my expectations. I consider KFROG a partner in the majority of my campaigns, not just a vendor. They take the time to collaborate on every aspect of the project and point out the best possible avenues to maximize branding and awareness for each of their clients. From on-site promotions to cross-marketing opportunities, from dynamic online exposure to live remotes, KFROG has always brought a tremendous amount of value in an ever-changing market.

I am grateful to have had the opportunity to be introduced to KFROG's wide range of services. Their professionalism and support for everything I have done shines through brightly. I will continue to bring KFROG business in the years to come because I know they will deliver results.

In Appreciation,



Andrew M. Serafini
Vice President, Marketing and Promotions
TMG Communications Inc.



Town of Apple Valley

14955 Dale Evans Parkway Apple Valley, California 92307

May 23, 2008

Dear Donnita Karres
RE: K-Frog Radio Station

It is always such a pleasure to do business with K-FROG! I want to thank you for being such great community partners. I always feel like my business is welcomed and appreciated. Whenever I have a marketing need, K-FROG staff is ready and willing to help me stretch my advertising budget as far as I can.

What really stands out in my dealings with K-FROG is that my expectations are always exceeded. Instead of feeling like I'm trying to beg for a deal (since contrary to some beliefs, local government marketing budgets are NOT unlimited), I always feel that I get more than my dollar's worth.

Donnita Karres is awesome! She lives here, she loves this community and it shows. She seems as excited to promote my events as I do, and that seems to carry through your whole organization.

Thank you again, and I look forward to our continued partnership.

Sincerely,

A handwritten signature in black ink that reads 'Kathie Martin'. The signature is written in a cursive, flowing style.

Kathie Martin
Public Information Officer
(760)240-7000 x 7070
kmartin@applevalley.org



May 22, 2008

Donnita Karres
K-Frog

Dear Ms. Karres,

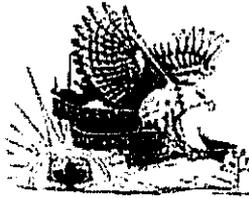
On behalf of Victor Valley Community Hospital, I would like to thank you for your participation in our annual Kids Care Fairs.

This last year's fair hosted over 1,500 children and family members. A great deal was accomplished in one day, including the 147 physicals that were performed and 263 immunizations that were given. Educational material on various health and wellness topics was available, provided by community businesses and organizations. As evidenced by the attendance, this annual program provides a valuable service to our community and proves to be a great success each year.

Victor Valley Community Hospital's commitment to the high desert communities is to provide quality healthcare services to all its residents. With the continued support and assistance of our valued business partners we will be successful in accomplishing this mission. The benefits of providing health education as well as the goodwill created within the community by this event are immeasurable.

Again, thank you for supporting our Kids Care Fair program. I look forward to our continued partnership in providing quality healthcare to our community.

Sincerely,
Gloria Pierce, Chairperson
Kids Care Fair
Victor Valley Community Hospital



Silverado High School
14048 COBALT ROAD • VICTORVILLE, CA 92392
(760) 955-3353 • Fax (760) 955-3439

To: Steve Elliott

5-21-08

From: Fred Dearborn

Subject: Speaking engagement at Silverado

We affectionately refer to you as Stevarino around campus. So, Stevarino, please accept our heartfelt thanks.

We know that you reached into a painful past, emotionally draining yourself for the benefit of our students.

The enclosed letters of appreciation will convey more than we can. We thank you for your generosity of time and spirit.

Sincerely,

Georgette Phillips, SLC Coordinator

Fred Dearborn, counselor

Cc: Ann Smith, Head counselor

KERG

SACRAMENTO



American Heart Association® | American Stroke Association®

Learn and Live®

May 29, 2008

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

Thank you to KHTK -- Sacramento for your support with our Train To End Stroke Event on Saturday, May 3rd 2008 from 10am to 12pm at the Sierra Health Foundation in Sacramento, CA.

Sports 1140 – KHTK

- Provided the event free on air (live and pre-recorded promos) as well as web support.
- Provided Go Girl energy drink for people in attendance at event
- Provided prizes (t-shirts, movie passes, etc.) at event
- Provided invaluable support for the entire event.

We appreciate KHTK's support; we could not have done it without you!

Sincerely,

Marcella Rojas
Senior Director, Communications and Marketing
Western States Affiliate
American Heart Association

American Heart Association
2007 O Street
Sacramento, CA 95811



**Placer County
Law Enforcement Chaplaincy, Inc**
Phone (916) 663-2427
PO Box 1111
Newcastle, CA 95658
Web: www.placerchaplains.com

*** On a Mission of Compassion ***

May 29, 2008

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

Thank you to KHTK – Sacramento for your support with the Placer Gridiron Grapple on Saturday, May 10th at Roseville High School. Your support helped to raise money for Placer County Law Enforcement Chaplaincy, Inc.

Sports 1140 – KHTK

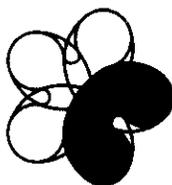
- Provided a iron chef cook off team
- Provided the event free on air (live and pre-recorded promos) as well as web support.
- KHTK on air personality Mike Lamb donated his time to help announce charity football game.
- Provided Go Girl energy drink to be sold for \$1 each to raise money for event
- Provided prizes (t-shirts, movie passes, etc.) at event
- Provided invaluable support for the entire event.

We appreciate KHTK's support; we could not have done it without you!

Sincerely,

Terry Morgan
Senior Chaplain/Executive Director
Placer County Law Enforcement Chaplaincy, Inc.

PO Box 1111, Newcastle, CA 95658 www.placerchaplains.com (916) 663-2427



National Kidney Foundation™

of NORTHERN CALIFORNIA & NORTHERN NEVADA
SACRAMENTO REGION

May 29, 2008

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

Thank you to KHTK – Sacramento for your support of our NKF Sacramento Kidney Walk on Saturday, May 31, 2008 at the Village Green at Serrano, El Dorado Hills, CA.

Sports 1140 – KHTK

- Provided a walk team to participate in the event.
- Provided the event free on air (live and pre-recorded promos) as well as web support.
- Provided Go Girl energy drink for people in attendance at event
- Provided prizes (t-shirts, movie passes, etc.) at event
- Provided invaluable support for the entire event.

We appreciate KHTK's support; we could not have done it without you!

Sincerely,

Margie Black
Director, Sacramento Region
National Kidney Foundation

May 29th 2008

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



Thank you to KHTK – Sacramento for your support to help raise funds for the Sacramento Active 20-30 #1 benevolent fund at the Sports 1140 Golf Classic on Tuesday, June 3rd at Winchester Country Club.

Sports 1140 – KHTK

- Provided charity on air (live and pre-recorded promos) as well as web support.
- Provided opportunities (via raffle and other on site opportunities) to raise additional funds
- Provided invaluable support for the entire event.

We appreciate KHTK's support; we could not have done it without you!

Sincerely,

Corey Hyde
Director, Sacramento Active 20/30 #1

A handwritten signature in black ink, followed by the date "5/29/08" written in a similar cursive style.

PO BOX 933
Sacramento Ca. 95812

Hope Productions™

May 19, 2008

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

Dear Mr. Martin,

I am writing to you on behalf of KNCI 105.1 FM radio in Sacramento California, I have the privilege of being a non-profit partner of KNCI for the past ten years. In a community such as ours, there are many companies who sponsor non-profits; however, KNCI truly understands the meaning of partnership. They not only give of their time and talents, their entire staff, from the production assistants to the Program Director stand behind and participate in all aspects of whatever event they are hosting. This dedication has helped to raise millions of dollars for those who need it the most, here at home as well as across the nation.

It is rare to find a company as dedicated to their community as KNCI. Any time there is a local or national disaster; KNCI is first station to jump into action. It is evident how loyal their supporters are by the level of participation given. Whether it is a radiothon, golf tournament, concert, toy drives or supporting our troupes, KNCI goes the extra mile to ensure our community has all the resources it needs.

It is evident that KNCI's dedication for our community is driven from the top down. Management serves on nonprofit boards and are publicly seen at events benefiting the charities they support. It is common place to see the on air talent donating their time to MC events whenever asked. What a better world this would be if all corporations had this same dedication. For me and my organization, I am hopeful for a continued long-term relationship with this wonderful group, KNCI has literally changed lives one listener at a time.

Sincerely-



Debbie Gabelich

CEO

Hope Productions Foundation

Hope Productions Foundation™
1098 Melody Lane Ste. 202, Roseville, CA 95678
(916)782-4673 Ph (916) 882-4681 Fax
www.hopeproductions.org

May 28, 2008

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

Thank you to KQJK – Sacramento for your support in our “SMITH PROJECT” – a 5k walk/run for a local family in need. The event was held at Oakmont High School in Roseville, CA on December 9, 2007.

Jack FM - KQJK

- Provided a PA system and Music for the event.
- Gave the event free on-air and website exposure
- Provided invaluable support for the entire event
- Provided giveaways

We could not have done it without you!

Sincerely,

Team CHANCE

C.H.A.N.C.E.
2701 Del Paso Road Ste.130-151
Sacramento, CA 95835

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

May 29, 2008

Dear Mr. Martin,

I am writing to let you know that Jack FM 93.7 is a valuable asset to our community. Two summers ago they had a contest to host a yard sale and broadcast for 2 hours from the yard sale itself. My daughter was and still is a cheerleader at Ponderosa High School in Shingle Springs, Ca. The girls on the cheerleading team were planning on having a yard sale to raise money for fun cheer events & uniforms. We entered the contest and were chosen as the winners.

Jack FM 93.7 ran broadcast spots promoting the fundraiser yard sale for a full month prior to the event, as well as putting information on their website. We had over 30 cheer leader's families participate in this event at my home and in our cul-de-sac. Due to Jack FM 93.7's advertising we had over 500 people attend. It was a huge success and the girls earned lots of money for their cheer program. People are still talking about how great it was and how great Jack FM 93.7 is. The girls created a special cheer for Jack FM 93.7, the station still plays that sound bite and the girls love to hear it randomly play on the radio.

We are very grateful to them for all of their help & support.

Sincerely,

Danyelle Petersen
Coldwell Banker
605 Coolidge Drive #100
Folsom, Ca 95630
916-220-3627
www.DanyellePetersen.com

KRJK

Board of Directors

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Derrell Roberts

Co-Founder/Agency
Administrator
Tina Roberts

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State Farm Insurance

Ed Canale
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The Sacramento Bee

Todd Dierdorff
Imperial Capital Bank

Jerry Enomoto
Retired U.S. Marshall

Toni Greenwell
Governor's Inn

Brian Honehehn
Cal Expo

Matt Kelly,
Sacramento Sierra Building and
Construction Trades Council

Dan McCarty
Comcast

Patrick Mulvaney, Owner
Mulvaney's B & L

Sasha Vogt
Parent Representative

Dorothy and Ron Shaver
Parent Representatives

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U.S. Congresswoman

Darrell Steinberg
CA State Senator

Dave Jones
CA Assemblyman

Roger Dickinson
County Supervisor

Sandy Sheedy
City Councilmember

Rev. Ephraim Williams
Pastor St. Paul M.B.C.

Peter Kent
SMUD Director

Kathryn Hall
The Birthing Project

Clarence Williams
California Capital

Allen Warren
New Faze Development



Roberts Family Development Center

May 28, 2008

Chairman Kevin J Martin

Federal Communications Commission

445 12th Street SW

Washington, DC 20554

Dear Mr. Martin:

This letter is being sent to you to express our deepest thanks for the work of FM 102.5 and it's Morning Crew, of Trejo, Wayne Wayne, Juan and Status. For the past two years Trejo and these caring folks have put on a community-wide Toy Drive. This "**12 Days of Christmas**" event has collected more than 15,000 toys for 35 local non-profits and given joy to more than 7,000 local kids in need.

This is just a small but mighty way FM 102.5 serves our community. Providing an outlet where parents can get information on "helping with their children's education", "improving the home environment", "improving our community" and many other important community topics. FM 102.5 is a leader in community engagement.

Being a part of their older listening audience, we often compliment their DJ's on the positive message coming from the station directed to our youth. We thank you for the opportunity to express our appreciation and look forward to hearing your response. Please feel free to contact us at 916-646-6631, or see our website at www.robertsfdc.com.

Sincerely,

Derrell & Tina Roberts

770 Darina Avenue Sacramento, CA. 95815 916-646-6631 Fax 916-646-0439
Roberts FDC@ aol.com www.robertsfdc.com

*"For the
community to
thrive, the
individual needs of
each family
member must be
met."*

KSFN

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May 28, 2008

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

Dear Mr. Martin,

The phenomenal success of the 2007 Safe Night Sacramento is but a reflection of the ever-increasing dedication, enthusiasm our volunteers and sponsor's display.

The Safe Night Coalition recognizes KSFM 102.5 radio station for your outstanding volunteering contributions towards the Safe Night program.

The 2007 Safe Night Sacramento was a resounding success by all accounts, but we could not have done it without KSFM 102.5. The Safe Night Coalition appreciates your gift of time, energy, and enthusiastic support.

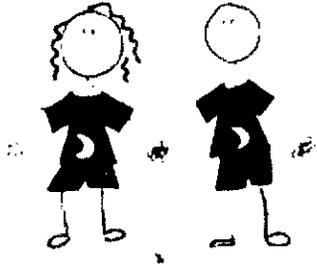
The Safe Night Coalition would like to take this opportunity to say a heartfelt "Thank You!" We are very grateful that you will be apart of Safe Night Sacramento 2008 and look forward to working with your team again. Please keep your eyes posted on our website: www.safe.night.sacramento.org and/or www.ksfm.com/space.com/sacramentosafenight2008 for 2008 Safe Night Sacramento information.

Sincerely yours,



Keri Kendall
Safe Night Sacramento Program Coordinator
Safe Night Sacramento Coalition

KIDSFEST 2008



WWW.ROSEKIDSFEST.COM

May 29th 2008

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

We would like to thank Megan Emmerling and 100.5 The Zone for the participation in our inaugural event. Kidsfest 2008 was certainly a success due to the support both prior to Kidsfest through the airwaves and during the event with the Go Girl, tees and other schwag from 100.5 The Zone given out by your team. With your support at our May 17th event, we helped raise over \$6,000 for Sierra Family Services of Placer County.

We appreciate 100.5 The Zone's support. We could not have done it without you!

Sincerely,

Cory Tapia
VP of Marketing and Public Relations
First Step Sports Marketing Group
508 Vernon Street
Roseville, CA 95678
916.768.6958 Direct
866-723-4894 EFax



"Making Your First Step, and Every Step, the Right Step"

www.fssmg.com

k220



May 29, 2008

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

To all our friends at 93.7 Jack fm,

On behalf of the Albie Aware Breast Cancer Foundation please accept my sincere thanks for the Go Girl Fundraising Event this past weekend. We were so pleased by the on air live coverage we received from your station about our foundation. I was personally delighted by your knowledgeable and accurate announcements describing the mission of our organization. We have been receiving calls all week about what a great job you all did. Also, I appreciated the on the spot interview when I came out to visit the event.

Albie Aware having just celebrated its 5th year found your efforts to be above and beyond the call of duty. I can see that we will reap the benefits of this type of exposure for quite some time. Reaching members in this community diagnosed with breast cancer is a challenging part of my job, and your assistance and support is commendable. The funds you raised will stay in this community to assist those that are dealing with this horrible diagnosis. I thank you on behalf of those we serve as well.

Specifically, the mission of our foundation is to save more lives and empower people with breast cancer through awareness, education and support. For every 2,500 in funds we raise we are able to provide one PET scan for a woman who has experienced breast cancer and provide her with verification that the cancer has not metastasized Often these tests are not covered by insurance, and the peace of mind this provides is invaluable.

Again, we just can't thank you enough for your time, your belief in our foundation and the great event you put on. It was truly spectacular in every way.

Yours very truly,



Cindy Love

Executive Director

Albie Aware, Incorporated
3323 Watt Avenue #258, Sacramento, CA 95821 Web: www.albieaware.org

KQJK-FM

march of dimes

march for babies

May 23, 2008

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

Dear Chairman Martin:

On behalf of CBS Radio, I am very pleased to write this letter in recognition of our partnership with KYMX-Mix 96. Over 10 years ago we contacted Mix 96 Radio in hopes that they would consider being radio media partner for our annual signature fundraising event, "*March for Babies*". For more than 68 years communities across the nation have stepped out to support the March of Dimes "*March for Babies*". Mix 96 Radio has been one of our leading supporters for this event, and the sole radio media partner throughout Sacramento and northern California.

Our partnership with Mix 96 and their involvement in "*March for Babies*" has grown tremendously over the years. We have had a wonderful working relationship, and it is largely due to their incredible staff, and specifically Bryan Jackson, Program Director, and Steve Cottingim, General Manager. It is through their leadership that Mix 96 Radio has one of the highest standards of quality and integrity, establishing them far ahead of any other radio station and/or company.

Thanks to the generosity of companies like Mix 96 Radio, March of Dimes is able to continue its mission of improving the health of babies by preventing birth defects, premature birth, and infant mortality. The community exposure we receive from Mix 96 Radio, allows us to provide education, resources, and awareness to the serious health issues affecting mothers and children, on a much larger scale. This year Mix 96 nearly doubled the amount of PSA's and on air mentions for our event – truly above and beyond our expectations!

Lastly, as a result of Mix 96 Radio's outstanding community involvement and programming, they were also voted the "Best Soft Rock Radio Station", at Sacramento Magazine's "*Best of Sacramento*", another event that benefits the March of Dimes.

We are truly grateful to be a part of the Mix 96/CBS Radio "family" and working with the #1 station in this community.

Sincerely,



Annie Blake
Associate State Director of Field Services
March of Dimes California Chapter

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 black ink that reads "Maria Robinson".

Maria Robinson
Marketing Communications Director
American Cancer Society

Laura E. Bumpus

6062 Silverleaf Dr
Foresthill, CA 95631
Treewoman911@aol.com
530-367-4034(h)

May 29, 2008

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

Re: KZZO Radio Station

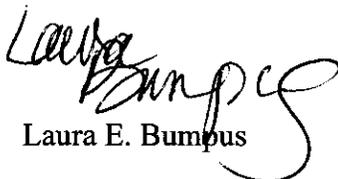
Dear Chairman Martin,

I would like to take this opportunity to express my sincere admiration for and gratitude to the radio station KZZO, 100.5, located at 280 Commerce Circle in Sacramento, California. My step-son, Matthew Bumpus, has Acute Myelogenous Leukemia (contracted from radiation exposure when he served in the Army in Iraq) and on May 19th of this year we held a Bone Marrow/Blood Drive and Dessert Social in Roseville, California. Matt's life depends upon the generosity of those willing to give blood donations and the hope of a bone marrow match.

In an effort to gain publicity for this event I contacted every radio station, magazine, newspaper and television station in the greater Sacramento area. Many of them were kind enough to do several broadcasts to promote the event. KZZO (a.k.a. The Zone) and their employees went far above and beyond the call of duty. They not only broadcast information about the event for several days and nearly continuously on the day of the event but they came to our event! Their DJ, Monica Lowe, and her assistant, Kim Scobee, came out with The Zone tent and were at our event for the entire time. It was an extremely hot day, and Monica and Kim sat in the sun the entire time promoting their hearts out. Blood Source asked attendees how they heard of the event and ONE THIRD of the attendees stated that they heard the event promoted on The Zone. Because of their efforts our event was a tremendous success with 95 pints of blood donated and over 250 people registering for the National Bone Marrow Registry.

Many people were involved in making this event successful and our family is deeply appreciative. KZZO, their employees and listeners were absolutely instrumental in this. I cannot even begin to express our appreciation as KZZO's support may have made a life and death difference for Matt.

Sincerely,


Laura E. Bumpus

ST. LOUIS

LUTHERS

Luther Boykins
Consultant

4135 Shreve Avenue

St. Louis, Missouri 63115

(314) 385-6499

Fax: (314) 385-9117

May 28, 2008

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

Dear Chairman Martin:

I'd like to take this opportunity to express our appreciation to the local CBS Radio Stations – KEZK-FM, KMOX-AM and KYKY-FM for their support to the various community organizations that we work with.

For more than ten years, our relationship with the CBS Radio-St. Louis radio stations has proven to be a valuable asset when partnering with the St. Louis minority community.

We are extremely thankful for the contributions of CBS Radio in St. Louis and look forward to working together for many years to come.

Sincerely,



Luther Boykins
President

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of Greater St. Louis

24-hour Helpline
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Southeast Missouri Office
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Cape Girardeau, MO 63701

573.332.8170 p
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Illinois Office
222 Goethe Avenue
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618.346.4073 p
618.346.4075 f
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alzheimer's association®

May 27, 2008

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

Mr. Chairman,

I am writing on behalf of CBS affiliate radio stations Y98 and KEZK in St. Louis, Missouri. Both stations have supported the Alzheimer's Association, St. Louis Chapter by sponsoring fundraising events, Summer Memories and Memory Walk, respectively.

Y98 was a Summer Memories major sponsor for three years in a row. KEZK has graciously agreed to be the media sponsor for our biggest event, Memory Walk, for the past two years. We are currently working with them to promote our upcoming St. Louis and St. Peters walks.

The support and event promotion both stations have provided has been invaluable to our Association. They have been exceptional partners and we are grateful for the opportunities we've had to work with Y98 and KEZK.

They are each making a great contribution to the community and to our mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Sincerely,

Joan D'Ambrose
Chapter President

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