



Maru Montero
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May 23, 2008

Chairman Kevin J. Martin
FCC
445 12th St. SW
Washington D.C. 20554

Dear Mr. Martin:

I am writing on behalf of *El Zol* (99.1, WLZL-FM, CBS Radio) who has partnered with our organization (Maru Montero Dance Company, MMDC) for several years to help promote the National Cinco de Mayo Festival. The 16th annual signature community event was just held on May 3, 2008 on the grounds next to the Washington Monument. The MMDC is a non-profit organization that organizes and hosts the Festival through in-kind donations, grants and corporate sponsorship.

For the 2008 Festival, *El Zol* provided pro-bono a 30-second PSA that aired approx. 20 times prior to the Festival and included information about our event on their website. *El Zol* also included it in the "This week in *El Zol*" promo. *El Zol* also provided translation services for the PSA that was drafted in English.

The Cinco de Mayo Festival is THE family-oriented celebration of diverse Latino dance, music and culture for the larger Metro Area. The Festival is free, open to all and welcomed over 15,000 participants – due in large part to our media sponsors and supporters including *El Zol*. We strive to make it accessible to all by not charging admission and locating it near public transit.

To learn a little more about the Festival and MMDC, please see our website at www.marumontero.com.

Sincerely,

Jennifer Hinrichs
Administrator

Maru Montero
Founder and ED