

Before the  
**Federal Communications Commission**  
Washington, D.C. 20554

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FEB 20 2004

In re Application of )

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Susquehanna Radio Corp. )  
for a Minor Modification to the )  
Licensed Facilities of )  
Station WABZ-FM, Indian Trail, )  
North Carolina )

File No. BPH-20020116AAG

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FEB 23 2004

To: Marlene Dortch, Office of the Secretary  
Attn: The Commission

AUDIO SERVICES DIVISION

**OPPOSITION TO APPLICATION FOR REVIEW**

Susquehanna Radio Corporation ("Susquehanna"), licensee of Station WABZ-FM, Albemarle, North Carolina, and applicant for Indian Trail, North Carolina, by its counsel, hereby opposes the Application for Review filed by William B. Clay on February 5, 2004.<sup>1</sup>

1. On July 13, 2001, the Commission granted Susquehanna's petition to change Station WABZ's community of license from Albermarle, North Carolina to Indian Trail, North Carolina. *Albemarle and Indian Trail, North Carolina*, 16 FCC Rcd 13876 (2001) ("*Report and Order*"). Susquehanna filed the above-captioned application to implement the changes ordered by the Commission, even though that proceeding is not yet final.<sup>2</sup> Clay did not participate in the allotment proceeding and did not appeal the *Report and Order*. His Application for Review is directed towards the Commission's January 6, 2004 grant of the above-captioned application.

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<sup>1</sup> Section 1.115(d) provides that an opposition to an Application for Review may be filed up to fifteen days after the Application for Review is filed.

<sup>2</sup> The *Report and Order* is subject to an Application for Review filed by Monroe Broadcasting Company on August 9, 2001. Susquehanna's application acknowledges that it is subject to a final determination in that proceeding.

2. Clay presents three general questions in his Application for Review. All three may be interesting questions when raised in a proper context. However, none of the three questions has any bearing on the application at issue here.

**I. WABZ-FM's Coverage of Charlotte Was Correctly Addressed in the Allotment Proceeding, and In Any Event Is Not of Decisional Significance.**

1. Clay asks when in the two-step process – the rule making proceeding to amend the Table of Allotments or the application proceeding implementing the rule making – is the licensee's intended coverage of its community of license and the surrounding urban area taken into account. App. for Review at 1, 4-5. The answer clearly is that these issues are taken into account in both steps, in different ways.

2. In the allotment proceeding, any proposed allotment must provide principal community coverage of the community from a hypothetical reference location. *Cloverdale, Montgomery and Warrior, Alabama*, 15 FCC Rcd 11050, 11051-52 (2000); *Caldwell, College Station and Gause, Texas*, 15 FCC Rcd 3322, 3327 (2000), *pet. for recon. denied*, 15 FCC Rcd 20641, *app. for review pending*. Moreover, when an allotment is requested to a new community within an Urbanized Area, or which would place a city-grade contour over more than 50 percent of an Urbanized Area from the proposed reference coordinates, the Commission generally requires a demonstration that the proposed community is eligible for a first local service preference. *Headland, Alabama and Chattahoochee, Florida*, 10 FCC Rcd 10352 (1995). That analysis – termed a *Tuck* analysis, after *Faye and Richard Tuck*, 3 FCC Rcd 5374 (1989) – takes into account “the degree to which the proposed station could provide service not only to the suburban community, but to the adjacent metropolis as well.” *Headland, Alabama, supra*, 15 FCC Rcd at 10354-55. In this case, the *Tuck* analysis was provided in the original petition. In the application proceeding, the Commission requires that the proposed facilities provide

coverage to at least 80 percent of the community of license. *Caldwell, Texas, supra*, 15 FCC Rcd at 3327. This is a relaxed standard from the 100 percent standard in allotment proceedings, and as Clay notes, there is no requirement that the application specify the same transmitter site as the allotment reference coordinates. App. for Review at 4. Indeed, it is common for the application site to differ from the allotment reference point due to the flexibility offered at the application stage to permit short spacings under Section 73.215 of the Commission's Rules provided contour protection is afforded. Such flexibility is needed due to local restrictions on new tower construction and FAA concerns relating to air traffic safety. Here, Susquehanna specified an existing tower on which to locate. Clay does not argue that the Indian Trail allotment failed to satisfy the necessary coverage requirements.

3. Indian Trail is within the Charlotte Urbanized Area, but the Commission held, based on an analysis of the *Tuck* criteria, that Indian Trail was deserving of a first local service preference. However, the gist of Clay's objection is that in the allotment proceeding, the Commission considered reference coordinates for the proposed Indian Trail allotment which covered only 2% of the Charlotte Urbanized Area with a city-grade contour, whereas the application, while remaining in compliance, would place a city-grade contour over 96% of the Charlotte Urbanized Area. Application for Review at 3. Clay views this as a "shell game." App. for Review at 5.

4. However, there is no shell game. There was no effort to specify a community or a transmitter site which avoids a *Tuck* showing. That showing was provided in the original petition. The examination of signal coverage at the allotment stage is not restricted to the hypothetical reference coordinates. Evidence that "a suburban station *could* provide service to the metropolis" weighs against a first local service preference. *Headland, Alabama*, 10 FCC Rcd

at 10355 (emphasis added). Thus, the Commission may take into account the eventual possible locations of the station at the allotment stage, just as the Commission's staff correctly stated in this case. See Letter from Associate Chief, Audio Division to William Clay et al. (Jan. 6, 2004). Moreover, Clay's question is moot in any event. The ultimate coverage of Charlotte is completely irrelevant here, since the outcome of the allotment proceeding would have been the same if the hypothetical coverage of Charlotte had been 100 percent. Signal coverage is, at most, a secondary factor. Evidence of independence, as established by the eight *Tuck* factors, is of primary importance. *Headland, Alabama, supra*, 10 FCC Rcd at 10355. The evidence in this case strongly favored Indian Trail's independence from Charlotte. See *Report and Order* at ¶¶ 9-10. In such circumstances, the Commission has granted a first local service preference even when the allotment provided coverage to 100 percent of the Urbanized Area. See, e.g., *Jupiter and Hobe Sound, Florida*, 12 FCC Rcd 3570 (1997); *Canovanas, Puerto Rico et al.*, 12 FCC Rcd 10055 (1997).

## **II. Susquehanna is Committed to Serving Indian Trail.**

5. The remaining two questions presented by Clay are directed at two aspects of a single problem. He asks whether the first local service preference in urban areas "usually" achieves its goal to provide an outlet for local self expression, and if not, whether the Commission's policy is arbitrary and capricious. App. for Review at 1, 6-18. These questions may be worth investigating, but they have no applicability to this proceeding. Whether the first local preference "usually" achieves the Commission's stated goal is irrelevant here, because that is a matter the Commission can consider only in a generic rule making proceeding. Susquehanna has not violated any Commission rule or policy and Clay does not argue that a violation exists. Clay suggests that the Commission's policies do not provide enough incentives for a licensee to provide programming directed to the needs and interests of its licensed community as opposed to

a larger urban area. That suggestion may or may not be true but this is not the proper forum for the Commission to make such findings. Only in a generic rule making can the Commission determine, on the basis of a full record, whether its policies are sufficient to meet the local service requirements. As to whether Clay is correct that Susquehanna will not serve the community needs of Indian Trail, Clay has not and can not demonstrate that Susquehanna will not do so. Therefore, Susquehanna should not be singled out for separate treatment as to whether it will operate WABZ-FM as an outlet for local self-expression in Indian Trail.<sup>3</sup>

6. Similarly, whether the Commission's policy is arbitrary and capricious is irrelevant here, because the statutory goal – a fair, efficient, and equitable distribution of radio service to the various communities – is met. *See* 47 U.S.C. § 307(b). The statutory goal is met because Indian Trail has been demonstrated to be an independent community deserving of its own local broadcast outlet, and WABZ-FM will ably fill that need.

7. Susquehanna has an exemplary record of service to the communities in which it operates radio stations. Susquehanna has been recognized with numerous awards at both the state and national level including the NAB's Crystal Award for local service to its community of license. Attached to this pleading are recent examples of community based programming and projects which demonstrate how involved Susquehanna is as an organization with the local

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<sup>3</sup> Clay's original objection was based on his desire to protect the service of WNCW, Spindale, North Carolina, licensed to Isothermal Community College. At p. 3 paragraph 4, Clay states that his standing and interest in this proceeding is based on his being a listener of WNCW's translator Station W264AF, licensed to Charlotte, North Carolina. He states that the translator will be required to go off the air to avoid interference to the reception of WABZ. Susquehanna finds it ironic that Clay's argument is almost entirely based on whether Susquehanna will provide local service to its community of license but Clay sees no hypocrisy in trying to protect a translator that does nothing to advance the efforts of Station WNCW in providing local service to the residents of Spindale, North Carolina.

communities that it serves. Clay is completely off base in assuming that Susquehanna will not have the same community involvement with Indian Trail, North Carolina.

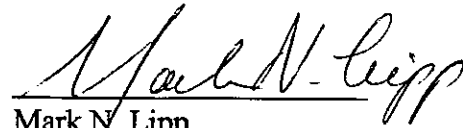
8. Nevertheless, Clay reasons that the relative sizes of Indian Trail and Charlotte would inevitably cause Susquehanna to direct its attention to Charlotte at the expense of Indian Trail. App. for Review at 9, 11. He states that Indian Trail is not a “credible target” for a commercial broadcaster. *Id.* at 9. He points to economic disincentives against providing an outlet for local self-expression in Indian Trail. However, these concerns are easily addressed. Of course Susquehanna anticipates attracting a significant audience in Charlotte. The FCC recognizes this result and actually requires that the stations provide service to its secondary coverage area, i.e., within the 1 mV/m contour. Given the competitiveness of the broadcast industry, maximizing audience reach is a business necessity. Susquehanna certainly intends to sell advertising at rates that reflect its actual audience reach. Nevertheless, its business goals are not incompatible with local self-expression for Indian Trail. The Commission recognizes the economic pressure on broadcasters to maximize sales – that is why the Commission regulates community issues treatment by broadcasters. *See* 47 C.F.R. § 73.3526(e)(12). Susquehanna will ascertain community needs and produce community-oriented programming to fill those needs, and in doing so it will focus on the community of Indian Trail. Whatever its *commercial* aspirations may be, Susquehanna will adhere to the Commission’s rules and policies with regard to community needs ascertainment and programming.

WHEREFORE, for the foregoing reasons, the Commission should deny the Application for Review and grant the above-captioned application.

Respectfully submitted,

SUSQUEHANNA RADIO CORPORATION

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February 20, 2004



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***Summary of examples of community service programming and projects provided by Susquehanna Radio stations in 2003***

**KFOG, KSAN, KNBR, KTCT**

Susquehanna's San Francisco Bay Area stations have demonstrated their commitment to individual communities within their service area through programming and service projects tailored to highly specific local interests.

KSAN's "Bone Home Town" program included weekly live broadcasts from smaller towns in the area during May through August—giving attention to local organizations and charities. The program promoted a range of activities—from improving Beneficia's historic area to Redwood City's Tip-A-Cop effort. (See supporting details).

KTCT staged 15 remote broadcasts, events or appearances in its home county during 2003 to benefit the San Mateo Humane Society and the American Lung Association among other non-profit organizations.

KFOG raised \$425,000 for local food banks through sales of its "Live From the Archives X" CD—a compilation of performances produced by the station. KFOG News Director Peter Finch spearheaded the establishment of the AMBER alert system in the community. (See supporting details.)

Given its sports focus, KNBR dedicates much of its service work to benefit individual youth sports programs throughout the Bay Area. The station helped to raise approximately \$200,000 for such programs in 2003. (See supporting details.)

**KPLX, KLIF, KDBN, KTCK**

Susquehanna stations in the Dallas-Ft. Worth area frequently focused on individual communities in addition to conducting regional service projects.

KDBN's "Remembering the Heroes" project gave members of local police, fire and EMT units and opportunity to be air personalities for a day and promote their favorite charities. Among the participants were units from Halthom City, KDBN's city of license. The station also hosted Military Appreciation Day to acknowledge the Tarrant County Naval Joint Reserve base. (See supporting detail.)



KTCK raised \$145,000 for a variety of charities in 2003 including highly localized organizations such as the Austin Street Homeless Center and Jonathan's Place Children's Home.

KLIF donated \$50,000 in money and supplies to Nash Elementary School in Fort Worth and City Park Elementary in Dallas in its "KLIF Kids" project.

#### KRBE

Among the initiatives staged by KRBE in 2003 were projects directed toward 15 individual communities within the Houston metro. These augmented events benefiting environmental groups, the elderly, food banks and other organizations throughout the metro. (See supporting detail.)

#### KCFX, KCMO-AM, KCMO-FM

Among last year's community-specific projects was the stations' joint effort to aid tornado victims in Bonner Springs, Parkville and Liberty.

In addition, KCFX produces a weekly public affairs program detailing issues of concern to Harrisonville, its city of license.

KCMO-AM stages an annual Cattle Drive in Mission, KS to bring attention to the community in general and raise money for the Boys and Girls Club in particular. (See supporting details.)

#### WFMS, WGLD, WGRL

Susquehanna's Indianapolis metro stations conducted efforts that ranged from donating clothing, toys and supplies to a children's center in an impoverished Indianapolis neighborhood to parks improvement.

Several of the projects specifically served the cities of Fishers and Noblesville. (See supporting detail.)

#### WWWQ, WNNX

In addition to its regionally-oriented community service projects and programming with sister-station WNNX, WWWQ regularly directs its efforts toward its city of license, College Park. (See supporting detail.)

### WRRM, WMOJ, WYGY

The Cincinnati-area Susquehanna stations support programs that address the interests of women and families. Examples include reading programs and fund raising for breast cancer research. The stations also undertook projects that served specific communities within the Cincinnati metro including Montgomery, Milford, Blue Ash and Western Hills. (See supporting detail.)

### WSBA, WARM-FM, WSOX

The Susquehanna stations serving the York-Lancaster area stage extensive community service programs which benefit interests as diverse as the York County Food Bank, local parks and recreation departments, and disadvantaged children. (See supporting detail.)

### ***Supporting detail on community service projects undertaken by Susquehanna Radio stations***

#### **KSAN**

##### ***BONE HOMETOWN***

***107.7 The Bone's tribute to Bay Area Communities –  
Taking localism from the studio to the streets!***

During the summer of 2003, 107.7 The Bone developed the Bone HomeTown program, as a unique way to interact with listeners and go inside their communities to raise awareness for local programs and charities. We created Bone HomeTown to celebrate the smaller communities within the San Francisco Bay Area, communities that often receive less attention in favor of major cities like San Francisco, Oakland, and San Jose. The Bone focused on our listeners' neighborhoods, residents, and attractions. We interacted with them on a level like they've never seen before from a metropolitan radio station!

Every Friday from May through August, The Bone focused on local hometowns and dove headfirst into different communities. We even involved our "BONE-heads" in the planning of our Bone HomeTown appearances. We encouraged listener voting on our website to help choose our Bone HomeTown locations. As we chose our locations, we called the listeners who voted so that they could clue us in to the special parts of their neighborhoods and let us know what organizations in their communities need attention. Then, we sent our on-air talent and promotions team out into the community for a live broadcast complete with the famous Bone prize wheel, interviews with hometown heroes, local day-only merchant specials, and fund-raising and awareness-building for local charities! The goal of each Bone HomeTown broadcast was to give the people in each HomeTown a sense of community pride and to get listeners in other areas to appreciate the feel and character of other towns in the Bay Area.

Bone HomeTown benefited and raised awareness for numerous local charities, including: Benecia Main Streets, which supports the city's historic downtown, the Boys & Girls Club's National KidsDay in Pacifica, Camp Arroyo for children with life-threatening diseases in Livermore, Redwood City's Tip-a-Cop program, and the Speedway Children's Charities in

Sonoma. We used Bone HomeTown to find creative fund-raising angles. For example, in Livermore, we held a darts & pool tournament, with the proceeds from the entry fees benefiting Camp Arroyo. Without the support of a program like Bone HomeTown, these charities in smaller communities might go unrecognized by the larger Bay Area media. The Bone exceeded its goal of not only raising awareness for local community organizations, but was also instrumental in raising nearly \$100,000.00 for various funds over the summer of 2003!

## **KFOG 2003 Community Service Summary**

It is rare to find a station in any market as dedicated to community service as KFOG. Service to others is the core of KFOG's internal culture and inspires listeners every day. In 2003, KFOG's commitment to public service offered the power of radio exposure to more than 300 charities with \$4.1 million in free media support through PSAs, on-air interviews, website and community events. KFOG raised more than \$2.1 million for worthwhile programs that positively impact lives. Good music created goodwill with KFOG's biggest fundraiser, "KFOG Live from the Archives 10", a collection of exclusive KFOG recordings by popular artists, raising \$425,000 for local food banks. Planning, production and promotion assistance were donated to local and national organizations for 18 major KFOG events, which were then supported and attended by 617,000 people. Believing in the power of each person to make a difference, KFOG's enthusiastic 36 staffers personally donated 3,820 hours of service and gave generously to more than 100 non-profits. Of special note is News Director Peter Finch, who spearheaded the establishment of our community's AMBER Alert system. KFOG's original public service programming includes the award winning "Fogfiles", with local voices speaking to community issues and concerns.

Each year, KFOG Radio partners with charitable organizations in our community and helps with the planning, production, and advertising of events that make our community a better place to live in. KFOG has a willing, philanthropic audience who are active participants and truly want to make a difference.

### **March 1                    KFOG Presents the 12<sup>th</sup> Annual Make-a-Wish Bowl-a-Thon**

This 12-hour event benefits the Greater Bay Area Make-a-Wish Foundation, which grants wishes to children with life-threatening illnesses.

Raised over \$75,000 and was attended by 400 people.

KFOG donated 30 PSAs, 3 weeks of website support on kfog.com, distributed informational literature at several KFOG events, and donated prizes for their raffle, valued at \$28,500.

8 KFOG staff involved for a total of 20 hours.

### **March 8                    KFOG Presents the Run for the Seals**

A 4-mile run/walk through the Marin Headlands benefiting the Marine Mammal Center, which rescues and rehabilitates sick and injured sea life and returns them to the wild.

Raised \$24,000 and was attended by 1,300 people.

KFOG donated 30 PSAs, 3 weeks of website support on kfog.com, and distributed materials at several KFOG events, valued at \$32,500.

5 KFOG staff involved for a total of 20 hours.

### **April 26                    KFOG presents the Top Hat Classic**

Cyclists pedal through East Bay communities to benefit the National Multiple Sclerosis Society.

Raised \$210,000 and was attended by 2,000 people.

KFOG donated 30 PSAs and website support on kfog.com for 3 weeks, and distributed literature at several KFOG events, valued at \$28,500.

5 KFOG staff involved for a total of 24 hours.

**April 27 KFOG Presents Walk and Roll**

People took to Golden Gate Park in San Francisco to bike, skate and roller blade to benefit Support for Families of Children with Disabilities.

Raised \$2,500 and was attended by 500 people.

KFOG donated 15 PSAs and 2 weeks of website support on kfog.com, valued at \$12,500.

1 KFOG staff involved for a total of 5 hours.

**May 3 KFOG Presents the Heart of Gold Ball**

A black tie evening of food and drinks to raise money for the American Heart Association.

Raised \$222,000 and was attended by 420 people.

KFOG donated 20 PSAs and 2 weeks of website support on kfog.com, valued at \$15,000.

1 KFOG staff involved for 3 hours.

**May 11 KFOG KaBoom**

KFOG KaBoom, our gift to the community each May, is the largest, most exciting fireworks display in Northern California. KFOG KaBoom attracts over 350,000 people each year to the San Francisco waterfront. This day-long free community event includes an interactive expo area, live continuous music on 2 stages, and a children's stage.

Was attended by 350,000 people, 600 announcements valued at \$480,000.

42 KFOG staff involved for 330 hours.

**May 31 KFOG Presents the 12<sup>th</sup> Annual Rubber Ducky Derby**

Thousands of rubber ducks floated the pond at Children's Fairyland in Oakland, each duck representing important funds raised for Children's Hospital, Oakland.

Raised \$160,000.

KFOG donated 30 PSAs, 3 weeks of website support on kfog.com, and distributed literature from several KFOG events, valued at \$26,500.

4 KFOG staff involved for a total of 12 hours.

**June 21 KFOG Presents the 10<sup>th</sup> Annual Walk in the Wild**

An evening of food, drinks and dancing under the stars at the Oakland Zoo to benefit the zoo's education outreach efforts.

Raised \$50,000 and was attended by 1,100 people.

KFOG donated 20 PSAs, 3 weeks of website support on kfog.com, and an email to our database, valued at \$27,500.

4 KFOG staff involved for a total of 15 hours.

**June 29 KFOG Presents "Savor the Season"**

A celebration of California-grown food and wine at Wente Vineyards in Livermore to benefit the Alameda County Community Food Bank.

Raised over \$60,000 and was attended by 200 people.

KFOG donated 20 PSAs and 2 weeks of website support on kfog.com, valued at \$15,000.

1 KFOG staff involved for a total of 4 hours.

**July 13 KFOG Presents "Dolores Eats"**

This inaugural street festival benefited Dolores Street Community Services, which provides neighborhood-based shelter, housing, advocacy and support for the homeless.

Raised \$10,000 and was attended by 2,000 people.

KFOG donated 20 PSAs, 3 weeks of website support on kfog.com, and distributed literature at several KFOG events, valued at \$23,500.

4 KFOG staff involved for a total of 20 hours.

**August 24 KFOG Presents the 9<sup>th</sup> Annual Mutt Strutt Dog Walk-A-Thon**

The 3K walk through beautiful Coyote Point Park in San Mateo raised money for the Peninsula Humane Society & SPCA.

Raised over \$30,000 and was attended by 300 people.

KFOG donated 20 PSAs, 3 weeks of website support, and distributed literature at several KFOG events, valued at \$23,500.

4 KFOG staff involved for a total of 15 hours.

**September 14 KFOG Presents the 29<sup>th</sup> Annual Solano Stroll**

The East Bay's largest street festival benefits the Solano Avenue Association.

This community event was attended by 225,000 people.

KFOG donated 20 PSAs, 3 weeks of website support on kfog.com, and distributed literature at several KFOG events, valued at \$21,500.

4 KFOG staff involved for a total of 20 hours.

**September 20 KFOG Presents the Breast Cancer Fund's 8<sup>th</sup> Annual Peak Hike**

Breast Cancer survivors and supporters climbed Mt. Tamalpais to raise funds for the Breast Cancer Fund.

Raised \$350,000 and was attended by 1,000 people.

KFOG donated 10 PSAs and 2 weeks of website support on kfog.com, valued at \$10,000.

4 KFOG staff involved for a total of 15 hours.

**September 28 KFOG Presents the 8<sup>th</sup> Annual How Berkeley Can You Be? Festival**

This annual parade and festival celebrates the diversity of Berkeley and benefits the University Avenue Association.

This community event was attended by 15,000 people.

KFOG donated 30 PSAs and 3 weeks of website support on kfog.com, and distributed literature at several KFOG events, valued at \$23,500.

4 KFOG staff involved for a total of 20 hours.

**October 5 KFOG's 27<sup>th</sup> Annual Bridge to Bridge Run**

A benefit run from the Bay Bridge to the Golden Gate Bridge in San Francisco, benefiting Special Olympics Northern California, which provides year-round training and competition in a variety of sports for individuals with mental disabilities.

Raised \$25,000 and was attended by 10,000 people.

KFOG donated 150+ announcements and website support / registration on kfog.com, valued at \$130,000.

42 KFOG staff involved for a total of 250 hours.

**October 18 KFOG Presents Wild Fête**

This rocking fundraiser brought together renowned area chefs and musical acts to raise money for the World Wildlife Fund.

Raised \$400,000 and was attended by 3,000 people.

KFOG donated 20 PSAs, 3 weeks of website support on kfog.com, distributed literature at several KFOG events, and an email to our database, valued at \$33,500.

4 KFOG staff involved for a total of 15 hours.

**November 15 KFOG Live from the Archives 10**

An exclusive collection of KFOG recordings benefiting Bay Area Food Banks—the primary food source for more than 1,500 human service agencies, providing food to over 300,000 disadvantaged children and adults per month. All proceeds go to charity.

Raised over \$425,000 and sold 35,000 CDs.

KFOG donated 250+ announcements and website support on kfog.com, valued at \$215,000.

25 KFOG staff involved for a total of 72 hours.

**December 4 & 11 KFOG's 18<sup>th</sup> Annual Concert for Kids**

A benefit rock concert for the Marines' Toys for Tots Program and the Greater Bay Area Make-a-Wish Foundation.

Collected 6,000 toys for Marines' Toys for Tots program and \$18,000 for the Make-a-Wish Foundation.

Raised \$18,000, and was attended by 5,000.

KFOG donated 200+ announcements and website support on kfog.com, valued at \$175,000.

42 KFOG staff involved for a total of 312 hours.

**KNBR**

KNBR 680 Sports Auction

Held December 10, 2003

All Day Sports Auction live on KNBR

Raised \$120,000 for the Bay Area Sports Hall of Fame for grants to needy youth sports groups around the Bay Area.

KNBR Bridge to Bridge  
Sunday, October 5, 2003  
12,000 participants  
Raised \$50,000 for Special Olympics Northern California

KNBR 680 support of Giants Community Fund, the non profit arm of the ballclub which provides grants to community non profits and also a baseball training program for girls and boys in the inner city areas.  
Raised \$14,000 from two KNBR/Giants FanFests  
Raised \$15,000 from sale of Vida Blue Bobbleheads for Community Fund

## **KDBN**

3/22 "Bone Ride" - Motorcycle ride raising money for Make-A-Wish Foundation of North Texas. \$13,000 raised.

4/5 "Operation Fort Bliss" - Raising money for the families of the missing soldiers from Fort Bliss. Families from Tarrant County. \$10,200 raised.

9/11 "Remembering The Heroes" - Turned over the air waves to the local police, fire departments and EMT personnel. Police members of Haltom City were part of the members who were the air personalities for the day. Each department highlighted their charity. 5am to Midnight.

11/8 - 12/13 "Bone Collection" - Each weekend collected food for the Dallas/Fort Worth area. Delivered to food banks including Tarrant County. 20,000 pounds of food collected. Record breaking collection.

11/15 "Military Appreciation Day" - Hosted party for the Tarrant County Naval Joint Reserve Base.

12/21 "Big Texas Toy Run" - Over 60,000 Toys collected for Dallas and Tarrant County.

## **KRBE**

### Large Events Sponsorships

KRBE/Green Mountain Energy Earth Day Festival – This is a large festival, held on May 24, 2003, included bands and environmental groups, and benefited Houston area non-profit agencies that further environmental causes.

Turkey Trot – This is a large fun run held on Thanksgiving Day to benefit Sheltering Arms, a non-profit organization helping Houston's elderly.

Stuff A Bus – KRBE sponsored this annual food drive benefiting the Houston Food Bank. KRBE reached out to the entire community in a weeklong event with promotional appearances in Clear Lake, Bellaire, Katy, Cypress, Sugar Land, and Shenandoah.

### Large Community Event Participation

#### Texas Children's Hospital Fun Run

Compaq Houston Marathon

Conoco Rodeo Run benefiting the Houston Livestock Show and Rodeo scholarship fund

Bayou City Classic Fun Run

BP Houston's Children's Festival benefiting Child Advocates  
March of Dimes' Walk America at University of Houston

Small Community Event Participation

Ikea Health and Safety Fair in Spring Branch  
Eeyore's Fun Run in the Medical Center  
Lookin' Good Fun Run in the Rice Village  
Texas Southern University Job Fair  
League of United Latin American Citizens (LULAC) Parade  
Marni Rose Fun Run in Meyerland  
Rice Owls Parade in the Rice Village  
Gay and Lesbian Pride Parade in Montrose  
Single Parents Day at Six Flags AstroWorld  
Jewish Community Center's Maccabbi Opening Ceremonies in Braeswood  
Westwood Tiger Cheerleader's Dance-A-Thon in Westwood  
Sam Malones' 6.6 Miler Run in Greenspoint, benefiting the Greenspoint YMCA  
Shrine of the True Cross Fall Festival in Dickenson  
Sunshine Kids Benefit in Midtown  
Maria Todd's Pink Ribbon Pals luncheon benefiting the Susan G. Komen Foundation  
Special Olympics Sports and Celebrity Carnival  
MS Fun Runs in downtown, Katy, Kemah, and the Woodlands  
Blood Drive for Houston's Blood Center  
Juvenile Diabetes Walk at Greenspoint  
Share Your Warmth Clothing Drive benefiting Star of Hope  
Copperfield Festival  
Willowbrook Mall "Giving Tree" benefiting Northwest Assistance Ministries

**KCMO AM-FM/KCFX**

**KCMO FM - Oldies 95**

Bikes and Trikes for Tykes

Beginning in October, Oldies 95 goes on location to a local Metro KC grocery chain, Hen House Markets, and collects new and gently used bicycles to repair and assemble to donate to charitable organizations for distribution to needy children whose families can't afford bicycles. In addition to driving collections, we run PSA and promote recruiting volunteers to help repair what is collected.

In 2003, we collected approximately 1,500 bicycles and distributed 2,100. Each year, there is carry over of bicycles that were collected waiting for repair. There is a staff of volunteers that works year round on fixing up and assembling bikes, so it's not unusual that we distribute more than we collect. We also receive cash donations that are used to purchase small new bicycles. Bikes and Trikes for Tykes was the brainchild of Oldies 95's Katey then turned over to a board of volunteers to run the organization while we continue to provide media and promotional support.

B&T 4 T also started the "Go Green" program. Go Green paints repaired bikes green, and local companies can adopt the bikes for employee to use during the workday.

Stuff The Bus

The City Union Mission has provided food, shelter, clothing, and education for families in KC for over 49 years. Collecting school supplies is one of the many ways they help the homeless and poor in Kansas City. Stuff the Bus started in 1999 with Oldies 95, Price Chopper and City Union Mission. Families register their children by grade at City Union Mission. Then, during July and August, Oldies 95 conducts a series of school supply

collections at designated Price Chopper locations. City Union Mission collects all the supplies and assembles them by grade to be distributed before the start of each school year. Each child registered receives a back-pack with all the supplies needed for their grade level including clothing necessities. It is an amazing event to watch the smiles on the children's face as they receive their back-packs. In 2003, more than 2000 children received back-packs before the start of the school year.

#### Harvesters Community Food Network

Oldies 95 conducted a series of remotes during the 2003 Holiday Season at Thriftway, a KC metro grocery chain. Contestants competed against members of the Oldies 95 air staff to collect food donations for Harvesters, while winning gift certificates to the store.

By raising 676 pounds of food, Oldies 95 and listeners were able to provide 520 meals to those in need.

#### Salvation Army

Oldies 95 participated in the Salvation Army Kettle Drive by holding collections on our three Friday morning muggings in December 2003. With our collections of more than \$350 helping the Salvation Army Achieve their Christmas Kettle goal of \$1,100,000.00

#### **KCMO AM - Talk Radio 710 KCMO**

##### **Kettle Drive**

Personalities Mike Murphy, Dan Roberts, George Woods, Scott Mayman, James Fisher broadcast live and took pledges all day from a local restaurant for the Mike Murphy Radio Day Salvation Army Kettle Drive. The Mike Murphy Kettle Drive raised more than **\$90,000.** for the Salvation Army.

#### **WFMS/WGLD/WGRL**

- 4/03 - Hamilton County Spring Festival - Noblesville (Fundraiser-WFMS)
- 4/03 - Indiana Freedom Cruisers Car Show, Swap Meet and Fish Fry - Noblesville (Fundraiser - WFMS)
- 4/03 - Bark in the Park - Hamilton County Parks Department (park event WFMS-WGLD-WGRL)
- 6/03 - Frankton Ambulance Service - Noblesville (Fundraiser - WFMS)
- 7/03 - Fishers Freedom Festival - (media sponsor WGRL)
- 7/03 - Conner Prairie July 4th Celebration - Fishers (WGRL)
- 8/03 - Symphony on the Prairie - Fishers (Indianapolis Symphony event WGRL-WGLD)
- 8/03 - Our Lady of Grace Festival - Noblesville (Fundraiser-WFMS)
- 9/03 - Noblesville Fire Dept. Christmas in September Car Show (WGLD)
- 10/03 - Computer Recycling Program - Noblesville (computers for elderly and poor - WGLD)
- 12/03 - United Christmas Service fund drive - WFMS
- 12/03 - Shephard Community Christmas Fund drive - WGLD

#### **WWVQ/WNNX**

##### Special Programming and Issues

We aired an information program on the Southern Crescent Sexual Assault Center serving College Park, in the "Q in the Community" public affairs programming. Two informational programs (half hour each) January 11 and January 25, 2003.

"Q in the Community" public affairs program aired a segment on a fundraiser benefiting Children's Rehabilitation of the Southern Crescent. A two part program aired March 29 (half hour) and April 6 (an hour), 2003

We aired a prom safety/DUI/Date Rape information program with the Southern Crescent Sexual Assault Center serving College Park, in the "Q in the Community" public affairs programming. These two (one hour each) programs aired April 27 and May 4.



WWWQ participated in a toy drive for children. We assisted in collecting toys for needy families serving the Holiday Angel charity. We highlighted these campaigns in half hour programs November 29 and December 20, 2003.

Air Talent Chris Clark appeared at a high school Career Day and discussed broadcasting as a vocational choice. The appearance was at Lovejoy High School, February 18, 2004.

WWWQ has scheduled a "Rock the Vote" registration in College Park for March 27, 2004.

WWWQ has scheduled a food drive for March 19 the Waffle House, Phoenix Blvd, College Park, hosted by the Bert Show.

Community Appearances – These appearances targeting youth. They included broadcasts from the site, handing out station promotional merchandise and safe summer activities. July 9, July 22, July 29 and July 30<sup>th</sup>, 2003

**WRRM/WMOJ/WYGY**

**City of License: Cincinnati  
Tri-State Area: Ohio, Kentucky, Indiana**

**Read to Me Program :**

Every Tuesday, the Morning Show visits a classroom to read books with them. This is a strong effort to enforce the importance of learning through books. They visit classrooms that sign-up on their Morning Show Web Page throughout the Tri-State area.

St. Catherine  
A.D. Owens Elementary  
Mary-Queen of Heaven  
Oak Tree Montessori Elementary  
College Hill Fundamental Academy  
The Academy of Greater Cincinnati  
Cheviot Elementary  
Monfort Heights Elementary  
Taylor Mill Elementary

**Teacher of the Week:**

This is an on-going project with the Morning Show. This is a continuous effort to honor those teachers who have greatly affected the future leaders of our society. The Morning Show goes out every Friday throughout the school year with tons of goodies for the teacher that has won through being nominated either on the web, at a store or however we are choosing to select at that time. The teacher is honored with gifts & recognition. We have had at least one write-up about this in the Milford area Community Journal.

**Cincinnati Gymnastics Academy Presents The US Coach's Cup:**

This is an all of Cincinnati gymnastics event/fundraiser in honor and support of the continuing education of Cincinnati Teen Gymnastics Teams. We helped support this through on-air promotional mentions, PSA's, web exposure & by doing a remote with live breaks to encourage people to come out & support local gymnastics teams.

**Camp Fair:**

This is a one-day event that is put on in the City of Blue Ash with on-going supportive promos. Families can come out and stop by a plethora of booths dedicated to showcasing various organizations and summer camps for children to attend over the summer. There was over 300 people in attendance.

**Walk America:**

We ran promos and PSA's and were on-site for this one-day walk in support of the March of Dimes Foundation. We also supported through the web and being on-site playing music and having a DJ make announcements. There were over 7,000 walkers and raised about \$650,000.

**Race for the Cure:**

We supported this race that raise money for research and development for the Susan G. Komen Breast Cancer Foundation. We were on-site for this race and had extreme station involvement. We heavily promoted this through sending information and registration forms to businesses & passing them out at remotes. We put the form in the Cincinnati Family Magazine, we ran on-air promos two months out & supported it on the web site. They raised around \$440,000 with about 12,000 participants in the race.

**Flying Pig Marathon:**

The station ran promos for 6 months prior to the race giving tips on how to train for marathon. We also gave out all the information you would need to be a spectator. Cincinnati Marathon, Inc. is a non-profit 501(c)(3) organization formed to host a national event which raises money for charities. The Flying Pig Marathon was pleased to announce that in 2003, they donated nearly \$30,000 to charities within local community.

With this, we also supported this through promoting the Flying Piglet which was the day before the actual Marathon. We were on-site both days to support the runners and spectators in several locations.

**Great Strides:**

This is a walk that supports the Cystic Fibrosis Foundation. We did one remote prior to the Walk to support the fundraising and recognition efforts. We ran a magazine ad, provided web and on-air exposure & was on-site with a van & DJ.

### **Administrative Professionals**

On Administrative Professionals Day, we held a special luncheon where around 500 Administrative Professionals showed up for lunch, live entertainment, raffles & goody bags. They RSVP'd through our web site and we had a great response from the community, business owners and Administrative Professionals for providing such an honor.

### **Warm 98 Cares for Kids Radiothon**

Warm 98 teamed up with Children's Miracle Network & Children's Hospital for a 4-day on-air total dedication to raise money that stays local for research, development & equipment for Children's Hospital. We greatly impacted the community with this 4-day change of programming. We supported it on the air, on the web, in the Cincinnati Family Magazine. We raised over \$250,000 for the hospital in our first attempt. We also received a little recognition in the Cincinnati Enquirer.

### **Schools:**

Promotions people and on-air DJs frequent schools that request our presence throughout the school year to talk about radio and our jobs. We also bring out station vehicles for Vehicle Days at schools to explain how the broadcasting van works at events and remotes.

### **Festivals:**

Throughout the summer, Warm 98 sends out a van to several different Church Festivals to play music and hand-out prizes. We help support Church fundraising by drawing people to the Festival with on-air promos and on-site appearances.

St. Dominic in Western Hills 45238

All Saints in Montgomery 45236

St. Jude in Cheviot 45211

St. Vivian in College Hill 45224

St. James of the Valley in St. Bernard 45216

Lady of Our Lourdes in Western Hills 45238

St. Bernadette in Amelia 45102

### **Push for Pencils:**

This is a month long program tied in with Staples, dedicated to raising basic school supplies for Tri-State teachers and students. Warm 98 makes visits to various Staples locations encouraging listeners to stop out and purchase pre-packaged supplies for area schools. We run magazine ads for it in Cincinnati Family Magazine and run on-air promos & have web exposure for four weeks. They raised \$10,000 in cash proceeds and \$3,000 in school packages was also raised.

**Wahmfest:**

This is a one-day annual event dedicated to providing information to mothers who want to work from home. Warm 98 is on site providing live breaks, contest registration, and personality appearances. Warm 98 runs three weeks of on-air promos and web exposure for this event. They had over 1000 women come through.

**Hoxworth Blood Drive:**

This is a one-day event dedicated to bringing awareness to the importance of blood supplies. Warm 98 is on site with the Hoxworth blood mobile providing live breaks, personality appearances, and contests. We provide two weeks of on-air and web exposure.

**Cincinnati Public Library Fundraiser:**

Warm 98 provided on-air promos, a free remote and web exposure for this day. It was a day to encourage the community to celebrate the wealth of knowledge and activities that your local library can offer. It was a successful day with hundreds in attendance.

**Smarter Kids:**

This is a two-month promotion that we run on the air and with the support of a third party tie-in where we giveaway \$40,000 worth of college scholarship bonds. It is Warm 98s way of encouraging continuing education to youth.

**Street Smarts:**

This was a on-day event created in response to the numerous deaths of teenagers caused by the lack of experience and the carelessness of teenage drivers. We had support from two area prosecutors, MADD, SADD, Safety Coalitions, Local Police & Fire, DARE, etc. We received exposure on two different local news stations and had over 1,000 people show up to this event. We provided a hands-on driving experience with golf carts and fatal vision goggles. We also provided a car with a skid on the back to simulate driving an out of control car in the care of a trained professional.

**Women's Health Advantage:**

Through a one-year effort to begin, we have an on-going relationship with hospitals. We go out one Wednesday a month to promote free screenings to test the health of your heart. Heart Disease is the number one killer in women and we are helping to make women aware of this rising number of deaths and the importance of getting tested and staying healthy. We support this by being on-site for the screenings, on-air promos and web exposure.

## **WSBA/WARM/WSOX**

As a Combo event, **WARM/WSBA** produced the **Codorus Summer Blast** at Codorus State Park in Hanover PA and the **Pinchot Park Lake Festival and Craft Show**. We had live music all day, fireworks at night, educational displays and exhibits, craft shows, helicopter landings, balloon launches and a Fireman's Olympics. A portion of the sponsorship went back to the Park as well as portions of Craft Show booth sales and food concessions. Great awareness event for the State Parks.

### **WARM 103:**

**Relay for Life** - this is the American Cancer Society's biggest fundraiser where teams of 8 - 15 people walk a track for 24 hours straight. WARM 103's Kelly and Rick host the event which took place at Millersville University and raised over \$800,000. This is the 4th largest walk for ACS in the US. Not bad for market 113, huh? WARM 103 also supported relays in Ephrata/Cocalico and in Quarryville and helped the ACS raise over \$1.6 million in Lancaster county alone.

**MS Walk** - This is the big Spring fundraiser for the National MS Society and WARM 103 was out in both York and Lancaster raising money for the fight against MS. We helped raise

**WARM 103 Bear hugs** - WARM 103 along with Memorial Hospital want to brighten the lives of those who will be feeling down during the Holiday Season. This touchy feely promotion tugs on the heartstrings of our listeners as we go out in deliver a limited edition WARM 103 Boyd's Bear to those people that are most deserving of the bear. Over 200 Bears were either delivered or mailed this past holiday season.

### **WSBA**

**Fire Hurts Campaign** - This on air campaign raised money for families whose homes have been damaged by fire. The campaign runs Dec. - March (roughly) and last year WSBA helped raise over \$70,000 for this cause.

**Send Kids to the Ballpark** - WSBA and Memorial Hospital want to send kids that normally don't get a chance to see a professional baseball game and send them to the ballpark, in Baltimore that is. For nine weeks we solicit entries from children's organizations (Big Brothers Big Sisters, Access York, United Way etc) and then we send them 10 tickets to a future Orioles game.

**March of Dimes WalkAmerica** - This is the big Spring walk to raise money for the March of Dimes. The event takes place in April but WSBA gets on board early in February with the Kick-Off Breakfast to get teams psyched about saving the lives of babies. We even put together a post walk party when the walkers return. Last year we helped raise \$125,000 in York County.

**12 Days of Christmas Wishes** - During the holidays the needs of underprivileged families seem to be compounded as everyone is buying gifts for relatives and attending parties with friends and families. We ask people that know of a family that is struggling by nominating them for a WSBA Christmas Wish. We select 12 wishes and grant them on the air. This can be as simple as getting them a new refrigerator to paying their heating bill for the month of December or coordinating a trip so that the whole family can spend the holidays together. A promotion that tugs on the heartstrings of the listener.

### **Oldies 96.1**

**Christmas Jam** - This was a free concert in July at the local Wal Mart parking lot that was actually promoted on all three station but spearheaded by Oldies 96.1 and the York County Harley Davidson Owners Association. Toys were collected for kids in local Children's Hospital and then delivered at Christmas Time, roughly mid November.

**Food for Families** - York County Food Bank - Food Drive. This event took place at Sam's Club as the York County Food bank supplies was crucially low. The Entire air staff, in rotation, was at Sam's Club for two days raising the levels of the food bank. Over the two days more than 3,000 non-perishable food items were donated - the largest single food collection in the history of the YCFB. Sam's Club also stepped up to the plate by giving out free memberships to those that donated.

**Holiday Crusade for Kids** - This was a promotion with the Marines that benefitted Toys For Tots. We had barrels all over York and Lancaster Counties and then on December 12 we "Stuffed the Studio" and brought all the toys to our building and invited listeners in to drop off their toys. Mad Dog and Rudy stayed on the air from 6am - 6 pm and welcomed special guests such as the Mayors from York and Lancaster, special TV news anchors, Santa Claus and even the Princess from Dutch Wonderland stopped by. There were special guests on the air endorsing the program such as Davy Jones from Monkees fame and Mary Wilson of the Supremes.

**Other community events the stations were involved in 2003:**

WARM 103 - Community Health Campaign's Movers and Shapers Program - 2/28 - 5/9  
WARM 103/WSBA - Olde York Street Faire, York City event - 5/11  
WARM 103 - York Office Olympics raised \$33,000 for Easter Seals - 5/15  
WARM 103/WSBA - Pinchot Park - State Park event and we raised \$3500 and awareness for Gifford Pinchot State Park  
WARM 103/WSBA - YNC Futures Classic to Benefit YWCA of York - 8/13 - 15  
WARM 103/WSBA - York Fest - community event in York City - 8/22 - 24  
WARM 103/WSBA - Rubber Duck Regatta in York to Benefit March of Dimes 8/24  
WARM 103 - American Heart Walk - Lancaster 10/4  
WARM 103/WSBA - Punkin Chunkin to benefit York County Farm and Natural Lands Trust 10/20  
WARM 103/WSBA - Christmas Magic - lighted walking trail with 200,000 lights, Santa Claus, food and more. Admission benefit York County Rec and Parks. Over 23,000 in attendance  
WSBA - Buck a Book to benefit the York Literacy Council - 1/11  
WSBA - Red Cross Blood Drives. On air campaign where we promoted monthly blood drives for the Red Cross of York County and had Dennis and Ruth on site.  
WSBA - Red Lion Old Fashion Days - Community event promoted by WSBA.  
WSBA - United Way day of Caring - community service where employees perform various projects for United Way agencies.  
Oldies - York Symphony Orchestra - on air promotion to raise money for the YSO.  
Oldies - Heart Walk - one in the spring and one in the fall to raise money for the York Heart Association  
Oldies - Diabetes Walks September and November  
Oldies - Sertoma Chicken BBQ - over 40,000 in attendance for this one day event where chicken dinners are sold on 5/17  
Oldies - Saturday in the Park - One day event at a local municipality to raise awareness about the Park.  
Oldies - July 4th celebrations in Lancaster and Litz - awareness and community support.

## **Lipp, Mark N.**

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**From:** Erick Steinberg [esteinbe@susqsf.com]  
**Sent:** Thursday, February 19, 2004 7:47 PM  
**To:** Fred Greaves  
**Cc:** Dwight Walker; Tony Salvatore  
**Subject:** KTCT and KSAN San Mateo Activities

Here is the list of events, appearances, and shows in San Mateo city or county that you requested.

January 2003 to present - KSAN

Grand National Roadster Show, San Mateo County Expo Center 1/18, Jock Appearance with Prize Giveaway.

International Sportsmen's Expo, San Mateo County Expo Center 2/2, Jock Appearance with Prize Giveaway.

PGA Sticker Stop, Metro PCS, Redwood City 3/8, Appearance with Promotion Team. Giveaway for Station Sponsored day at Paramount's Great America.

PGA Sticker Stop, Metro PCS, Redwood City 3/25, Appearance with Promotion Team. Giveaway for Station Sponsored day at Paramount's Great America & WWE Tickets.

BONE Bash Sticker Stop, Sizzler, Redwood City 4/30, Appearance with Promotion Team. Giveaway for tickets to BONE-produced concert.

BONE BashBone Hometown, Stacks, Redwood City 5/16, Live Broadcast Sticker Stop. Serramonte Auto Plaza, 6/17, Appearance with Promotion Team. Giveaway for NASCAR Tix.

Sticker Stop, 24 Hour Fitness, Pacifica 6/26, Appearance with Promotion Team.

Bike For Breath, Foster City 7/12, Bike Race to benefit American Lung Association with Jock Appearance.

Bone Hometown, Nick's Seashore Restaurant, Pacifica 8/1, Live Broadcast.

King Of The Bay, Coyote Point, San Mateo 8/9-8/10, Appearance with Promotion Team for Kite-Boarding Competition.

San Mateo County Fair, San Mateo County Fairgrounds 8/13, Appearance with Promotion Team. Giveaway for Concert tickets.

Mutt Strut, Coyote Point, San Mateo 8/25, Ja Appearance with Promotion Team for Dog Walk to benefit Humane Society.

Raider Party, Rawlings, San Mateo 11/2, Bar party for Oakland Raiders Away game. Jock Appearance with a pre-game live remote broadcast and promotion team brought BONE Prize Packs.

International Motorcycle Show, San Mateo County Fairgrounds, 11/7, Jock Appearance with Prize Giveaway.

2004 International Sportsmen's Expo, San Mateo County Expo Center 1/30, Jock Appearance with Prize Giveaway.

Four Wheel Auto Part Truckfest, San Mateo County Expo Center 3/6, Jock Appearance with Prize Giveaway

January 2003 to present - KTCT

Hot Rod Remote with Tim Jeffreys, San Mateo County Expo Center, 1/15-1/16. Live Broadcast Grand National Roadster Show.

San Mateo County Expo Center 1/18, Appearance with Promotion Team.

Rod Brooks Appearance, Bay Meadows 5/17. Jock Appearance with Prize Giveaway.

A's Sticker Stop, Serramonte Auto Mall 6/11. Giveaway Oakland A's tickets

Stanford Sticker Stop, Serramonte Auto Mall 9/5, Appearance with Promotion Team. Giveaway Stanford Tickets

International Motorcycle Show, San Mateo County Fairgrounds, 11/8, Appearance with Promotions Team. Promotional giveaways.

Warriors Draft Party, Rawlings, San Mateo 6/26, Appearance with Promotion Team. Giveaway Warriors Prizes.

Sticker Stop, Serramonte Ford, 12/31, Appearance with Promotions Team. Promotional Giveaways for East/West Shrine Football Game.

2004 International Sportsmen's Expo, San Mateo County Expo Center 1/30, Appearance with Promotion Team with Prize Giveaways.

PGA Sticker Stop, Serramonte Ford, 2/20, Appearance with Promotion Team. Giveaway for Station Sponsored day at Paramount's Great America.

PGA Sticker Stop, Sprint PCS, San Mateo 2/24 Appearance with Promotion Team. Giveaway for Station Sponsored day at Paramount's Great America.

Other Information

We have been members of the San Mateo Chamber of Commerce since 1997.



**Lipp, Mark N.**

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**Subject:** FW: community involvement

-----Original Message-----

From: David Wood [mailto:dwood@indyradio.com]  
Sent: Thursday, February 19, 2004 4:23 PM  
To: Fred Greaves  
Subject: community involvement

Here are events in which we were involved over the last 12 months.

4/03 - Hamilton County Spring Festival - Noblesville  
4/03 - Indiana Freedom Cruisers Car Show, Swap Meet and Fish Fry - Noblesville  
4/03 - Bark in the Park - Hamilton County Parks Department  
6/03 - Frankton Ambulance Service fundraiser - Noblesville  
7/03 - Fishers Freedom Festival  
7/03 - Conner Prairie July 4th Celebration - Fishers  
8/03 - Symphony on the Prairie - Fishers  
8/03 - Our Lady of Grace Festival - Noblesville  
9/03 - Noblesville Fire Dept. Christmas in September Car Show  
10/03 - Computer Recycling Program - Noblesville

Let me know if you have any questions.

David Wood  
Director of Programming  
Susquehanna Indianapolis  
WFMS / WGLD / WGRL  
317-842-9550  
dwood@indyradio.com

**Lipp, Mark N.**

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**Subject:** FW: Harrisonville MO Programming

-----Original Message-----

From: Lynne Greenamyre [mailto:lgreenam@susqkc.com]

Sent: Thursday, February 19, 2004 5:01 PM

To: Fred Greaves

Cc: Dennis Eversoll

Subject: Harrisonville MO Programming

"Harrisonville Today" runs every Sunday AM - programs vary in length from 7 to 10 minutes. I can provide you a list of interviewees & topics discussed shortly - right now I have to pull reports before Marketron shuts down.

10 minutes may not seem like a lot but is a significant percentage of the amount of public affairs programming we do every week.

We are also airing PSAs either from Harrisonville institutions and/or Missouri Broadcasters Association which may directly or indirectly be benefitting the people of Harrisonville.

Details forthcoming.

Lynne Greenamyre  
Executive Assistant  
Susquehanna Kansas City