



Peggy Conlon
President & CEO

October 29, 2009

The Honorable Steven R. Rothman
United States House of Representatives
2303 Rayburn HOB
Washington, DC 20515

Dear Congressman Rothman,

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the exceptional support our PSAs received from television station WNJU-DT (located in your Congressional district and owned by NBC Local Media Division).

For over sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non-profit partners, raise awareness, change behaviors and save lives.

The Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like WNJU-DT. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2008, the media donated an unprecedented amount -- \$1.8 billion in free airtime and space.

In 2008 and the first half of 2009, WNJU-DT donated valuable airtime toward our PSAs. Their steadfast commitment to public service allows the Ad Council to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a wide range of pressing social issues including foreclosure prevention, ending childhood hunger, veteran support, father involvement and high school drop out prevention.

Please join me in commending WNJU-DT for using its valuable airtime to improve the lives of your constituents.

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,

Peggy Conlon
CEO

cc: Carlos Sanchez, VP/General Manager, WNJU-DT
John Wallace, President, NBC Local Media Division, NBC Local Media Division



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Carlos Sanchez
VP/General Manager
WNJU-DT
2200 Fletcher Ave Ste 6
Fort Lee, NJ 0

Dear Mr. Sanchez,

On behalf of the Ad Council's Board of Directors, I would like to thank you for WNJU-DT's continued support of our PSAs. In 2008 and through the first half of 2009, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

It is because of the generosity of stations such as WNJU-DT that enables the Ad Council to raise awareness, change behaviors and ultimately, save lives. In appreciation, we have shared your wonderful support by mailing a letter to Congressman Rothman (please see attached). This is one small gesture we make every year to thank those select TV stations who have demonstrated a commendable commitment to our PSAs.

We are happy to report that in 2008, the media--TV, cable, radio, newspaper, magazine, online, alternative and outdoor --donated \$1.8 billion in time and space to our campaigns. It is only because of the collective and extraordinary generosity of stations such as WNJU-DT that we can proudly report such an impressive amount.

Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate critically important messages to local communities across the nation. Your support has been essential -- whether it's our campaign to support the mental health needs of veterans, end childhood hunger, prevent foreclosures or raise awareness about the importance of early detection for autism.

For 67 years, the Ad Council's mission has been to leverage the power of the media and advertising communities to create positive social change. WNJU-DT's support and commitment to public service makes that possible and we are extremely appreciative.

Should you have any questions please contact Christa Pugh, Regional Managing Director at cpugh@adcouncil.org or (212) 984-1957.

Kind Regards,

Peggy Conlon
CEO