

Royce Sherlock

From: Cheryl Schirillo [cschirillo@triad.rr.com]
Sent: Monday, October 20, 2003 11:25 AM
To: Localism
Cc: BWorsham@wxlv.sbgnet.com
Subject: critical need for local TV stations

Our local television station, WXLV-ABC 45/WUPN 48 in Winston-Salem, NC has offered a tremendous amount of support to the Habitat for Humanity affiliate in Forsyth County. By featuring our non-profit organization in their **news broadcast**, on **community affairs programs**, and through **PSAs** planned for the future, our local station helps us:

- Raise awareness for the need for affordable house in our community for hard working, low-income families;
- Supports our efforts to raise much-needed dollars to build an average of 20 houses a year;
- Helps generate volunteers needed to build Habitat homes;
- Allows people in our community to feel connected, and to reach out to each other.

Local television support is critical to the success and future of non-profit organizations in our community.

Through the efforts of general Manager Beth Worsham, over the past year WXLV-ABC 45/WUPN 48 has,

- Helped get station news crews out to cover important, timely Habitat for Humanity building events;
- Helped identify corporations that could partner with Habitat to further our mission;
- Suggested that HabitatForsyth's first ever **Youth United Build** (students between 5 and 25 years of age raising \$50,000 to build a Habitat for Humanity House in Forsyth County) be featured on their new, local, community affairs program, "Triad Today."

As a locally-based TV station, WXLV-ABC 45/WUPN 48, has taken the time to really get to know our organization and understand how we fill important human service needs in the community. Our modest budget in no way includes the money to buy air time, let alone create advertising. **Without the support of our local station, we would have a difficult time reaching enough people with our message** and in turn could not effectively address the housing needs of low-income, hard working families in our community.

Sincerely,

Kelly Persons
Director of Development

Cheryl A. Schirillo
Public Relations Director

Habitat for Humanity of Forsyth County
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