



FCC ADVISORY

WLOS AND MANNA FOODBANK

TO: FCC.GOV

FROM: Leigh Dudasik, Director of Programs and Communication
(828) 299-FOOD (3663) Extension 230

DATE: 10/20/03

RE: WLOS: STRONG COMMUNITY PARTNER IN FIGHTING
HUNGER IN WESTERN NORTH CAROLINA

WLOS, our ABC affiliate in Western North Carolina, is a strong community partner with MANNA FoodBank.

The geographical density, vastness and terrain of our region presents many challenges to MANNA in getting the work out about our work in 17 mountain counties. Time and time again, WLOS has stepped forward to cover activities in Asheville and rural towns alike.

From MANNA's assistance in natural disasters, special events like the grand opening of a new Kids' Café site, or inviting the community to donate food during the holiday season, WLOS is there. They have been with us, now in our 11th year as one of three main sponsors for The Ingles Giving Tree, which raises awareness, food, and money for MANNA.

A number of their current and former staff have become friends to MANNA by volunteering with the food bank as well. We are in touch with WLOS on almost a daily basis about a news or psa opportunity. They are incredible stewards to our region.

WLOS has adopted a huge role in MANNA's mission of involving, educating and uniting people in the work of ending hunger in Western North Carolina.



To Whom It May Concern:

The American Cancer Society has benefited greatly from our partnership with WLOS TV 13 – Sinclair Broadcasting over the years. WLOS has been a very dedicated partner in the fight against cancer along with the American Cancer Society.

WLOS knows the battle of cancer personally through their staff that has battled cancer and become survivors. These survivors have been strong supporters for our Relay For Life, Pink Ribbon Celebration and other events throughout Western North Carolina. We have also appreciated other staff participation and news story reports about the fight against cancer; survivor stories and ways the community can support ACS in Western North Carolina.

The following list highlights our long-standing partnerships with WLOS:

2000 – 2003 Relay For Life Events: Rutherford, Polk, Transylvania, Jackson, Swain, Madison, Yancey, Mitchell, Haywood/Canton, Graham, Macon & Mountain Top, Weaverville, Swannanoa Valley, Fletcher - 19 Community Relay For Life Events that have partnered with WLOS

2002 - Pink Ribbon Classic – Women’s Championship Golf Tournament, Kathy Scott Honorary Host

2003 – 2004 Pink Ribbon Celebration – Donna Daniels, Honorary Chairwoman

2002 – Making Strides Against Breast Cancer – Media Partner

2001 – 2003 WNC Men’s Golf Championship – Frank Kracher, Honorary Host

NEWS Stories about American Cancer Society and cancer in WNC: News stories have ranged from specific pieces about cancer and prevention to pieces about cancer survivors in WNC and their survivorship to pieces about the events listed above in our outreach and fundraising efforts in WNC.

Our WNC communities have benefited greatly from the commitment to community that WLOS continues to demonstrate every day through it’s staff and corporate mission. The mission of the American Cancer Society has reached a much larger audience thanks to our partnership with WLOS. We have also enclosed brochures, programs and t-shirts to showcase the partnership with WLOS and the direct marketing connection to our events.

Thank you for your consideration of WLOS and the value to community they demonstrate everyday on behalf of the American Cancer Society.

Curt Crowhurst

Community Income Manager
American Cancer Society
Region 6 – SE Division