

yce Sherlock Hill, Terri [Terri_Hill@drugfree.org] Friday, October 17, 2003 11:55 AM m:

WXLV / WUPN supports PDFNC/PDFA Localism nt:

It is with heartfelt appreciation, that I am writing to advise you of the wonderful with that MVIV/MIDN in Winston-Salam NC continues to provide to Darthership for It is with neartiest appreciation, that I am writing to advise you of the wonderful support that WXLV/WUPN in Winston-Salem, NC continues to provide to Partnership for a number of the public service. support that WXLV/WUFN in Winston-Salem, NC continues to provide to Partnership for a Drug-Free America (PDFA) and North Carolina (PDFNC). Not only is the Public service appointments regularly running but these etations have committed tramendous offers Urug-Free America (PDFA) and North Carolina (PDFNC). Not only is the public service of the service announcements regularly running, but these stations have committed tremendous efforts to announcements regularly running, but these stations have committed tremendous efforts are announcements regularly running, but these stations have committed tremendous efforts are ensuring area involving local businesses from the W-S and Greensboro areas to support these efforts are ensuring area involving local businesses from the W-S and Greensboro areas from the western areas are ensuring areas. involving local pusinesses from the W-S and Greensboro areas to support these drug great prevention messages through cause related marketing. These efforts are ensuring great exposure of the Partnership's anti-drug messages to our target markets. prevention messages through cause related marketing. These errorts are ensuring green exposure of the Partnership's anti-drug messages to our target markets... Teens and exposure of the Partnership's anti-drug messages to our target markets... exposure or the Partnership's anti-drug messages to our target markets... reens and parents, resulting in better educated parents and helping teens to make the right degicions about ever trying drugs

decisions about ever trying drugs.

The 2002 RoperASW survey indicates that teens that see or hear anti-drug ads at least once Without the commitment and dedication from the 2002 RoperASW survey indicates that teens that see or hear anti-drug ads at least once without the commitment and dedication from a day are up to 38% less likely to use drugs. The 2002 RoperASW survey indicates that teens that see or near anti-drug ads at least once a day are up to 38% less likely to use drugs. Without the commitment and dedication from a day are up to 38% less likely to use drugs. a day are up to 30% less likely to use drugs. Without the commitment and dedication from WXLV/WUPN, our valuable messages would go unseen by many in the W-S and Greensboro viewing area. Thank you for your time Gingaraly.

Terri L. Hill [PARA] Regional Manager [NL] Partnership for a Drug-Free America [NL] 10111 area. Thank you for your time, Sincerely, Terri L. Hill[PARA] Kegional Manager[NL] Partnership for a Drug-Free America[NL] 10111
Hanover Hollow Dr. [PARA] Charlotte, NC 28210[NL] 704-752-0830[NL] Mobile: 704-277-6906[NL]
email: terri hill@drugfree.org[PARA] [PARA] The Partnership for a Drug-Free America exists Hanover Hollow Dr. [PARA] Charlotte, NC 2821U[NL] /U4-/JZ-U83U[NL] Modile: /U4-2//-byu6[NL]
email: terri_hill@drugfree.org[PARA] [PARA] The Partnership for a Drug-Free America exists
to help kide and teems reject substance abuse by influencing attitudes through persuasive email: terri_nilledrugiree.org[rAKA] [rAKA]The rarthership for a Drug-Free America exists to help kids and teens reject substance abuse by influencing attitudes through persuasive

Visit our new anti-Ecstasy microsite at http://www.drugfree.org/microsite/xtc/index2.html