

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.

August 28, 1987

OFFICE OF COMMISSIONER
JAMES H. QUELLO

Thomas R. Herwitz
VP-Corporate Affairs
Fox Television Stations, Inc.
5151 Wisconsin Ave.
Washington, DC 20016

Dear Tom,

Thanks for sending me a copy of the WTTG "For Kid's Sake" newsletter. This is exactly the type of public service project that should be showcased in the nation's capital.

I'm especially delighted to see such notable evidence of broadcaster responsibility in meeting the needs of children. This type of programming obviates the need for intrusive government regulation.

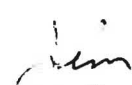
Congratulations to Fox and Betty Endicott for an outstanding original project for young people. From our viewpoint, she and WTTG reflect credit on independent station program service.

Tell Betty when I return from Africa (September 16), I'll take her to a congratulatory lunch. (No FCC General Counsel approval needed for this arrangement.)

Best to you, Betty and Derk Zimmerman. (And by all means, let's include Barry and Rupert who exercise such good judgement in selecting the right people.)

I'm sending a copy of this letter plus your WTTG newsletter to Bill Johnson, Mass Media Bureau, for inclusion in WTTG's file at the FCC.

Sincerely,


James H. Quello

Copy: Derk Zimmerman

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FOR KIDS' SAKE NEWSLETTER



General Statement

At WTTG, we realize that children are our greatest resource, as a major voice in the community, we would like to increase public awareness of the problems and opportunities young people face growing up in today's world. That's why Channel 5 along with three corporate sponsors, Children's Hospital National Medical Center, Chi Chi's, and Hyundai has embarked upon a major two year community awareness campaign, FOR KIDS' SAKE.

This year WTTG has and will continue to devote an unprecedented amount of time to special programs, public service announcements, community events, etc. in order to achieve our goal. We hope you will join us in celebrating and investigating the state of children in our area.

FKS Kickoff

The FOR KIDS' SAKE Marching Band marched into the Smithsonian Institution's Ice Cream Parlor while waiters stood by ready for a crowd of approximately 250 guests to devour ice cream and cake. This was the scene of a very special and exciting event, the FOR KIDS' SAKE Ice Cream Kickoff on February 25th.

Spirits were high as the Walt Whitman Senior High School Cheerleaders and the D.C. Youth Orchestra String Ensemble provided entertainment. Some of the noted spectators and speakers in attendance were cartoonists Bill Rechin and Don Wildes of CROCK and Mel Lazarus of MISS PEACH & MOMMA.

Numerous members of Channel 5's staff including V.P. & General Manager, Betty Endicott, were present as well. FKS Student Advisory Board members Sara Agan, president of Students Against Drunk Driving at Lake Braddock High, and Nick Manatos, football captain at Walt Whitman High, kept the spirit alive.

Endicott summarized the goals of FKS. In closing she said, "In the next two years, WTTG and Fox Television will be presenting to the Washington area our kids....and we will celebrate their achievements. We want everyone to know what kids do and what they need and we hope that this will help to better the lives for all of us as adults and as kids."



Channel 5's General Manager, Betty Endicott, speaks at FOR KIDS' SAKE Ice Cream Kickoff.

Cherry Blossom Parade

Channel 5 covered the Downtown Jaycees Annual Cherry Blossom Parade on April 11th, and participated with a float, with FOR KIDS' SAKE as the theme. Eastern High School Cheerleaders carried a FKS banner lead a 150 piece band, drill team, cheerleaders, clowns, cartoon character She-ra, and a tourmobile bus with 75 Channel 5 Superstar Club members and NEWSBAG hosts on board.

5151 WISCONSIN AVE. N.W., WASHINGTON, D.C. 20016 • (202) 244-5151

FOR KIDS' SAKE CALENDAR

AUGUST

12 On-Air Special: "CAN WE TALK"
8:00 PM - 9:00 PM

A special one-hour program dealing with parent/child communications and how to improve them.

14 Walk Away From Drugs

Several thousand Washington D.C. young people, including a Channel 5 FKS team of kids will participate in a two-mile walk up 14th Street to pledge themselves to a drug-free, healthy lifestyle. The walk begins at 9:30 AM.

The Walk Away From Drugs Program is a special event for ages 9-13. This completes a year-long program for substance abuse prevention sponsored by D.C. Department of Human Service and the Public School System.

Watch Channel 5 for more details. The registration number is 223-3344.

15 Create A Playground

The Kennedy Playground at 7th and O Streets is getting a facelift thanks to the Downtown Jaycees and the Youth Awareness Programs. With the help and support of local area sponsors, the playground will get new grass, new paint and new apparatus and safety equipment.

The FKS videotape crew will be there taping the event and Chi Chi's will be providing cold drinks. WTTG will also produce a special FKS spot during the event to celebrate this very special occasion.

17-24 Clothe-A-Thon

For the third year, WTTG will coordinate a back to school clothing drive for underprivileged children in our community FOR KIDS' SAKE.

22-26 Interracial Relationship Building Camp

Hope Valley Camp
Mount Airy, Maryland

22 Hyundai Hugs

Parents will have the opportunity to make their cars safer for their kids at "Hyundai Hugs," a free car safety/education program which will be offered at various times throughout the year. Some activities offered will include a free car seat inspection and a chance to win an infant or toddler seat.

Chi Chi's Commitment

Chi Chi's Restaurants will keep their customers informed about the campaign by posting information on special FKS bulletin boards.

Their waiters and waitresses will also wear FKS buttons and be fully informed about FKS events to help spread the word.

27, 28, 31 State of the Arts Talent Contest

Woodward & Lothrop and Channel 5 are teaming up to celebrate kids and the arts, FOR KIDS' SAKE. We are looking for young dancers, singers and

NDAR OF EVENTS

musicians of today who will be the stars of tomorrow. The contest benefits the Family and Child Services, a Child Welfare League of America local agency.

Channel 5 will be holding auditions in our studios to search for outstanding local talent. Prizes include a Woodies gift certificate, a personal drawing from a FKS cartoonist, and an appearance in a public service announcement for the FKS Campaign.

Participants must register in advance. Forms can be picked up at any Woodies store during the first week in August in the junior or pre-teen departments.

OCTOBER

- 6 Universal Children's Day
- 7 FKS Community Advisory Board Meeting
- 9 Fire Prevention Day
- 10 Hyundai Hugs
- 31 International Horse Show

Among WTTG's upcoming FOR KIDS' SAKE events will be a visit to the International Horse Show. "My Little Pony" will be present along with WTTG personalities to lead children on live pony rides.

Proceeds from the rides will be donated to Children's Hospital.

Chi Chi's commitment continues

TBA Children's Hospital Teddy Bear Clinic

SEPTEMBER

16 On-Air Special: "WORKING IT OUT: KIDS AND RACE"
In a weekend encounter group nine kids of varied backgrounds explore their painful and poignant feelings about stereotypes and prejudice.

12, 19, 26 Hyundai Hugs
Chi Chi's Commitment continues

TBA Children's Hospital Teddy Bear Clinic
Kids can bring their favorite teddy bear or doll to Children's Hospital and Channel 5's Teddy Bear Clinic. Nurses will examine the dolls and will describe each test to the child. The child, in turn, will have a better understanding of a doctor visit. Lots of goodies will be on hand.

NOVEMBER

11 On-Air Special: "TENDER PLACES"
8:00 PM - 9:00 PM
Jean Stapleton and Freddie Kohler (Kate & Allie) star in a Peabody Award-winning drama. Written by a 12 year-old playwright, the story shows the impact of divorce on a child and his reactions to his parents split up.
Immediately following this show will be a locally produced program dealing with kids of divorced parents.

BYO Track Meet

The Big Youth Organization scored a resounding success with their fourth annual track meet in Bladensburg, Maryland on June 20th. BYO is dedicated to providing athletic, social, and educational activities for young people.

Boys and girls aged eight to fifteen participated in individual running events ranging from the 50 meter dash to the one-mile run, along with relays races and the long jump.

The FKS Campaign contributed to the excitement of the day with refreshments provided by Chi Chi's. FKS buttons and collateral materials were also available to track participants and their families.



Rhythms and Motions participants show their enthusiasm, FOR KIDS' SAKE.

Sports/Art Camp

"Athletes and Artists For Our Youth... The Process of Success." This was the theme for a weeklong sports/arts camp sponsored by Rhythms and Motions, Inc., a non-profit arts enrichment program. During camp, which was held at Anacostia High School, about 100 Washington area youths aged 14 to 18 participated in learning and performing dance routines taught by R & M Director Denise McClellan. A number of sports activities were also conducted under the expert coaching of Washington Redskin Kenny Jenkins.

HYUNDAI
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 CHILDREN'S HOSPITAL
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 **CHI-CHI'S**
RESTAURANTE

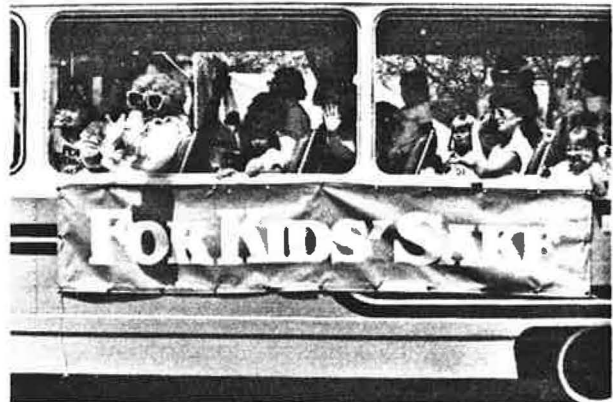
On the final day of camp, Friday, June 26th, awards and prizes were presented. Channel 5's Community Affairs Office was on hand to assist in judging the competitions, and to award FOR KIDS' SAKE T-shirts to winners.



Channel 5's Weatherperson, Sue Palka, and daughter Elizabeth test a car seat at KIDS' SAFE DAY.

Kids' Safe Day

Children and parents were given the opportunity to learn important skills and pick up useful tips in accident prevention, emergency response, and personal safety during KIDS' SAFE DAY in Children's Hospital on June 20th. The event was sponsored by Children's Hospital and Channel 5.



Channel 5 Superstars participate in the Cherry Blossom Parade, FOR KIDS' SAKE.