

June 3, 2009

The Honorable Christopher Bond  
274 Russell Senate Office Building  
Washington, DC 20510

Dear Senator Bond,

As Congress considers legislation that may affect radio stations, I would like to make you aware of the important partnership between Missouri radio stations and the Missouri Chapter of the March of Dimes. Over the years, March of Dimes has accomplished a great deal in improving the health of mothers, infants and children. Radio has partnered with us as we've helped educate moms-to-be on the need to take folic acid, to not smoke, and to seek medical care.

Last year in Missouri, over-the-air radio stations supported March of Dimes with more than \$650,000 worth of air time. This generous support cuts across our state from Cape Girardeau to St. Joseph and in towns and cities in between.

Our greatest support comes from the St. Louis radio community. Seven years ago several radio general managers conceived and implemented Broadcasters for Babies.<sup>®</sup> The three-week campaign involves 19 radio stations from six ownership groups that put competition aside to collaboratively support the March of Dimes. They provide us about 2,000 live and taped announcements (which achieved about 170 million listener impressions) on the importance of healthy pregnancies and how listeners can help children get a healthy start.

The millions of dollars worth of air time radio stations nationwide provide is only part of the story. Stations also lend us their popular personalities, provide Web-based support, organize text-messaging campaigns and employ other communications tools.

For March of Dimes, free, over-the-air radio is living up to its ideal of operating in the public interest. We urge you to keep in mind these contributions when deliberating legislation that may impact the radio industry.

Sincerely,

Doug Morgan  
Co-Chair  
Missouri March of  
Dimes

Bob O'Loughlin  
Co-Chair  
Missouri March of  
Dimes

Joan Lee Berkman  
Chair  
Broadcasters for Babies