

David K. Rehr
President and CEO



February 11, 2009

The Honorable Barack Obama
President of the United States of America
The White House
1600 Pennsylvania Avenue
Washington DC 20500

Dear Mr. President:

On behalf of the National Association of Broadcasters (NAB), thank you for highlighting the public service efforts of America's broadcasters in your first White House news conference. As our nation experiences difficult times, radio and television broadcast stations are helping their local communities by addressing important social issues that affect all Americans.

Broadcasters are at the forefront of the issues that matter most to their local communities. They are donating airtime for important public service announcements (PSAs) that encourage people to take action against hunger, provide free financial guidance to homeowners in danger of losing their homes and inspire volunteerism as we renew America together.

Furthering the messages in these PSAs, local stations across the country are taking action by organizing countless food and clothing drives to address the immediate needs of their communities. Recently, WAND-TV and WSOY-AM in Illinois collected more than 280,000 pounds of food to help Catholic Charities and the Salvation Army fill their pantries for those in need during the winter months. To learn what broadcasters in other communities are doing to serve their local listeners and viewers, please visit www.broadcastpublicservice.org.

America's local radio and television stations generate billions of dollars in public service each year and these are just a sampling of the hundreds of programs broadcasters are implementing to improve the quality of life for their audiences.

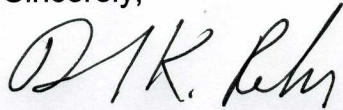
We invite you to join broadcasters in alerting and informing communities nationwide on important social and health issues by taping a PSA with us this spring as part of our Congressional Families PSA program. In 2007, more than 200 members of Congress taped PSAs to help in this effort.

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Thank you again for recognizing this important role of radio and television stations. If you have any questions about how the nation's broadcasters are serving local communities or our upcoming PSA program, please do not hesitate to contact me at (202) 429-5449.

Best wishes.

Sincerely,

A handwritten signature in black ink, appearing to read "D.K. Rehr". The signature is written in a cursive, flowing style.

David K. Rehr