

The Advertising Council, Inc.

Public File

John Boal
Managing Director, Western Region

Wednesday, April 11, 2007

Mr. Luis Cardenas
Programming Director
KJLA-TV
2323 Corinth Ave.
Los Angeles, CA 90064

Luis:

Re: Congratulations on Your "Certificate of Appreciation"

On behalf of the New York-based Ad Council, I'm pleased to deliver to you our Certificate of Appreciation.

For over five years, you have been a steady supporter of many of our PSA campaigns such as Autism Awareness, Drunk Driving Prevention and Wildfire Prevention among dozens of others.

Most recently, you connected the Ad Council and the L.A. County Department of Mental Health to "Santana Live" for a segment on March 11 on how young people have local resources to help reduce the stigma of a mental illness.

Bravo for recognizing that many of our issues are also of major concern for your ever-growing bilingual audience at KJLA-TV.

Within a week, your name and call letters will be posted "live" on the Ad Council website at www.adcouncil.org with a few other select recipients from around the nation who have also earned Certificates for exceeding our expectations.

For over 60 years, our only mission has been to change behavior for the common good. Thank you immensely for helping us continue our tradition.

Very best regards,



cc: Francis Wilkinson



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John Boal
Managing Director, Western Region

Wednesday, April 11, 2007

Ms. Claudia Lozano
Producer
"Santana Live"
KJLA-TV
2323 Corinth Ave.
Los Angeles, CA 90064

Claudia:

Re: Congratulations on Your "Certificate of Appreciation"

On behalf of the New York-based Ad Council, I'm pleased to deliver to you our Certificate of Appreciation.

You astutely recognized the importance of the Ad Council's national Mental Health Anti-Stigma campaign as a meaningful segment for "Santana Live" on March 11.

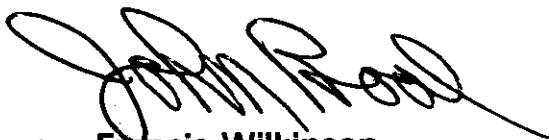
By working with Ken Kondo at the L.A. County Dept. of Mental Health, you connected all the coordinates to bring this segment to air. In addition, as promised, you ran our Mental Health Anti-Stigma PSAs several times and provided local and national resources for your viewers.

Bravo for producing such a great and worthwhile segment for your ever-growing bilingual audience at KJLA-TV.

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