

**Ohio Department of Alcohol  
and Drug Addiction Services**280 North High Street, 12th Floor  
Columbus, Ohio 43215-2550

January 18, 2007

Bob Taft, Governor  
Carolyn Givens, DirectorSgt. Kevin Corcoran  
Columbus Division of Police  
120 Marconi Boulevard  
Columbus, OH 43215-2838

Dear Sgt. Corcoran:

Please consider this our unqualified support of WWHO TV's proposal for its Drug-Free Columbus campaign in conjunction with the Partnership for a Drug-Free Ohio (PDFO), in accordance with your needs for "sole source" documentation.

WWHO is a highly complementary match for our messages because of its unique ability in the Columbus market to reach young families (18-34 year olds), as well as the teens that are drawn to their network's core programming. The attached documentation, sourcing Nielsen ratings as well as population data illustrates that WWHO's viewership is a higher concentration of younger demographics than the market population itself. In addition, the other broadcast stations in the market draw large percentages (about half of their viewers) of adults older than 50 years old. For this reason, we find WWHO an ideal environment for our messages, and they are particularly adept at creating media packages that successfully reach the target audience.

Additionally, WWHO is the only local broadcaster to pro-actively seek sponsorship of these messages by local police departments, offer free production of the personalized tags, include additional messages at the station's expense and coordinate total execution of the campaign. They are able to offer the overall effectiveness and efficiency that's needed for *Drug-Free Columbus* to have impact. Therefore, the Partnership for a Drug-Free Ohio recognizes WWHO as the only television outlet in Central Ohio that can provide this *Drug-Free Columbus* campaign and the services listed. This means the Columbus Division of Police can only utilize WWHO for this campaign.

PDFO is pleased to have a strong, committed partner like WWHO in the Columbus area. We fully support and encourage this cause marketing campaign between the Columbus Police Department and WWHO. It would be an excellent source of prevention education for Central Ohio youth.

Sincerely,

Stacey Frohnepfel-Hasson  
ODADAS Chief, Communication and Trainingc: Tish Hevel, WWHO New Business Director  
Beth Wilson, Partnership for a Drug-Free America Regional Manager, Field Operations