



*"Radio and television stations working to promote, protect
and enhance free over-the-air broadcasting."*

July 1, 2010

Pat McManus, President
Rock In Prevention, Inc.
7628 Hickman Rd.
Des Moines, IA. 50322

Dear Pat,

The Iowa Broadcasters Association (IBA) is proud to be one of the founding sponsors of the Rock In Prevention program. Iowa radio and television stations enjoy making a positive impact helping Iowa kids live happy, healthy, drug free lives and learning to live to their fullest potential.

Rock In Prevention helps reinforce the Iowa Broadcasters Association mission, promoting, protecting and enhancing free over the air broadcasting through local programming and a connection with the major issues of the local community.

For the past 20 years local broadcasters have embraced and enjoyed the fact that RIP takes these extremely important drug prevention services to their communities. This localizes our major statewide promotion of Rock In Prevention.

Rock In Prevention trains local high school mentors that then teach younger elementary and middle school students to refuse alcohol, tobacco and drugs and to live to their fullest potential. These role model students help show the younger students in their community what they do to avoid illegal drug and alcohol use and what they do to be successful.

This 2010/11 year Iowa stations have again pledged to provide approximately \$2,000,000 of in-kind promotion on radio and television. When stations air the Public Service Announcements, they are more likely to see Rock In Prevention in their communities, training high school mentors that will touch the hearts and minds of children in their community.

A very gratifying aspect of this promotion is that many children and grand children of IBA members have directly participated and/or benefitted from the program. People who have been directly involved know the very positive impact and goodwill created by the program.

The Iowa Broadcasters Association is proud to support Rock In Prevention. Please feel free to give me a call if you have any questions.

Sincerely,

Sue Toma
Executive Director

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