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February 27, 1991

Mr. Carlos Batista  
President  
Light Up Miami  
1 SE 3 Avenue  
Suite 2645  
Miami, Florida 33131

Dear Carlos,

As we discussed today, Channel 4 is very excited about helping sponsor the Welcome Back To South Florida/Light Up Miami event. I know that when our troops come back home, this city is going to go wild. I think you're idea of lighting up downtown buildings in red, white and blue is fabulous and I think it will be a great tie-in to the city's welcome home parade or event.

WTVJ will produce and air a public service announcement promoting this event. In this spot we will show the main sponsors' logos for Light Up Miami. The spot will start airing at least 10 days prior to the event and will air a minimum of 30 times during that 10 day period. Naturally we'll do everything possible to promote this great day.

WTVJ will provide an news anchor/reporter to emcee the event as well as news coverage and signage at the post-event celebration.

We're very excited to be working together with you once again. As I mentioned to you today, I spoke with the Mayor's office and they're very excited about the idea. It might not be a bad idea to also contact Gil Colon at Operation Homefront and get them involved as well.

Carlos, I'll call you as soon as I return from vacation. Take care!

Sincerely,

Patricia San Pedro  
Public Relations/Special Events Manager