



August 14, 2008

Board of Regents
Nevada System of Higher Education

Dear Regents,

As you know, Jim and Beverly Rogers are the sole owners of Sunbelt Communications Company, which through its subsidiaries operates Channel 3, KVBC TV 3 in Las Vegas, Nevada, Channel 4, KARNV in Reno, Nevada and Channel 10, KENV in Elko, Nevada. Those three stations broadcast to every household in the state of Nevada.

As you can see from the top of this letterhead, the mission of Sunbelt Communications is "Committed to Excellence in Broadcasting and Education." For more than 10 years, Sunbelt Communications has been a major financial supporter of university and college systems in Arizona, Nevada, Montana, Idaho and Wyoming.

Ownership and management of the three Nevada stations is painfully aware of the potential disastrous effects on the higher education system should the proposed budget reductions be forced on the System. Sunbelt believes it to be economically beneficial and culturally beneficial for all Nevadans to financially support the Nevada System of Higher Education even though that may be difficult in these hard times.

Sunbelt believes that too many Nevadans do not understand the value to both the culture and the economy for there to be a stronger higher education system. In order to help solve the lack of public awareness problem, Sunbelt will provide to the higher education system one million dollars of air time on its three stations for the System to run informational ads. That time will be provided beginning two days after the November election through the last day of the 2009 legislative session.

Sunbelt will use its best efforts to seek the support and cooperation of all the radio and television stations in Nevada to run the same informational ads on all of the other Nevada stations.

Sunbelt will work through the Chancellor's office which will coordinate the efforts of the public information departments of eight of the Nevada System of Higher Education institutions to produce the informational ads.

If you have question, suggestions or concerns, please call me at 775-322-4444.

Very truly yours,

Ralph Toddre
President and Chief Operating Officer