

Memo To: Whom It May Concern

From: Todd Wallace

Re: The One and Only **Bill Gardner**

When I heard that Bill Gardner was searching for his next great Radio experience, I jumped at the opportunity to recommend him highly to anyone who is considering hiring him. He'll be the best hire you make all year! He'll put numbers on the board!

For years, I've respected Bill Gardner from afar as a "pro's pro". Always prepared, verbally concise, and very well aware of what kind of topical content will make for water-cooler talk later in the day (and how to push it with appropriate moderation).

Perhaps just as important, Bill is the poster boy for the art of "human communication" — sounding very unaffected and very natural, like the interesting guy next door. Bill sounds the same on-air as he does off-the-air in a good mood (which I've found is his general upbeat frame of mind). His great sense of humor brings out the best in other cast-members and the celebrity guests he interviews (without going off the deep end)

As a listener, I've never, ever heard a single instance when Bill sounded unprepped on-the-air. Bill's impeccable timing is legendary — he is renowned as one of the smoothest "talk-up" artists in the biz. Not only can he precisely hit the post of any song intro (probably in part because he's played them all hundreds of times!), but he somehow manages to smoothly include useful and interesting information within these spiels, something very few jocks (much less Morning jocks) know how to do. As a result, Bill maintains a fast-paced show that's always moving forward, yet it never sounds frenetic (because of his natural voice and style).

I finally got the chance to work directly with Bill at KOOL in Phoenix (2004-05). and I can tell you that, speaking as a PD, I found him to be a real joy to work with. I looked forward to our regular Morning Show meetings! Bill accepts critique in a very positive manner (critiques which, I might add, rarely needed to be offered because he has a good sense for how to do exactly the right thing at the right time with great regularity).

The British use the term "All Rounder" to describe a cricket player who can bat, bowl, and field at a world-class level. Having been lucky enough to consult stations in great countries like the UK, Australia, Canada, and New Zealand, I speak from experience when I say that Bill Gardner truly IS an "All Rounder" — a world-class Air Talent.

Sincerely,



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