

SBI, Inc.
Inter-Office Correspondence

Date April 3, 1984

To Bill Gardner From George Johns

cc: _____

Subject:

Dear Bill,

After years and years of listening to you I finally figured out that you are a genius. There is one reason why I pay you these incredible amounts of money and other radio broadcasters keep trying to steal you away. The reason why you won Disk Jockey Of The Year several years ago all of a sudden became very clear to me. May I share it with you? If so, read on.

Your genius is the fact that you're the only on-air personality that can manage to exude personality and content over the front of a record. Every other personality that I've ever heard loses it over the fronts on records. They have to shut it down to be anybody. Your genius is you don't have to shut it down to sound like a star. There is no one who can compete with you in this fashion.

Bill, the thing you must resist is moving into their arena by shutting it down. There are thousands and thousands of personalities that can, and do, act over dead air. There is only one that can do it over music. Don't let the radio industry trick you into competing on their turf. You have got an exclusive. If I were you, I'd never leave it for a second.

If you decide to do what you do best, I probably won't be able to afford you, but I'll take a shot at it anyway.

Thanks for some great radio.

GAJ/sll