

TO WHOM IT MAY CONCERN:

RE: Bill Gardner

Let's talk on air performance: Bill Gardner delivers the "PERFECT" show. Informed.. Aware..Concise...Crisp...Fast Paced, but unhurried. From his very first program on any station he sounds like he's lived in that town all his life. In all the years we've worked together I truly cannot remember Bill making an On-Air mistake. EVER. In whatever shift... he's "ready from day one".

Let's talk programming: Bill Gardner has programmed an impressive list of facilities..(including KVIL)... each successfully. He has the "feel" for promotions...the understanding of the necessary mechanics... but perhaps most important the ability to "LEAD THE CHARGE". Because his On-Air performance is so finely tuned, HIS level becomes the standard for others to follow.

Bill Gardner has always been one of the best "HIRED KILLERS" in the business. Send for help he'd ride into town..solve your problem.. and very often ride OUT of town again. He's still the best bullpen clutch gamesaver I know... But now he's something else as well.

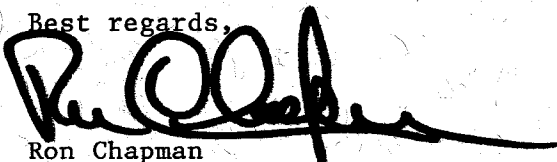
This time when I worked with Bill I found a more mature, thoughtful, dedicated adult human being. Less the "DJ/PD" more the "BROADCASTER".

This updated approach to his profession has compounded Bill's value. The recognition of the "Big Picture" not only enhances his off air importance to a corporation, it also elevates his On-Air presentation.

In today's talent market, Bill's combination is rare. Make that virtually extinct.

Feel free to call.

Best regards,


Ron Chapman
Program Manager

RC/rh