

October 6, 2009

Dear Sir or Madam:

I have had the pleasure of working with Bob Schmidt for the last 15 years, and can without hesitation recommend him for a position with your company. Bob is a hard-working, dedicated employee who always looks for ways to do more. He has good ideas, and knows how to implement them. Above all, Bob is a people person who has a great flair for interacting with others. His energy and communication skills leave a distinct impression on those he meets.

Bob began with Mid-West Family Broadcasting in 1994, working initially as a part-time DJ. Soon he was hired full-time, and assumed the duties of Assistant Program Director for WIZM and WKTY Radio. Along the way, he took on many new responsibilities, including hosting his own talk show, Early Morning BS. The show quickly resonated with listeners, as Bob has a knack for talking about issues that everyone can relate to. In addition, Bob served as producer of the program La Crosse Talk each weekday morning, and coordinated the part-time schedule. As radio has evolved over the years, Bob quickly learned new technologies, often serving as the point person for training co-workers.

As Bob's supervisor, I was fortunate to have someone so capable working alongside me. Unfortunately, Bob's position was the victim of budget cuts in October, 2009. However, I am confident that Bob will advance to bigger things and make the most of new opportunities. Should that opportunity be in your company, be assured that Bob will meet and exceed all expectations.

Sincerely,



Scott Robert Shaw
News/Program Director
WIZM/WKTY