

RESULTS!

From: Ken Easterday [mailto:keasterday@sbcglobal.net]
Sent: Thursday, February 14, 2008 2:57 PM
To: Robin Stults
Subject: Re: letter

Robin,
I spent about 4 years inquiring and asking everyone I could about advertising and finally decided that WMAY was the way I wanted to go. Robin Stults and the team at Mid-West Family Broadcasting brought a strategy that made the most sense in how to move forward. Also because I honestly thought they were as concerned as I was that it worked for me. So we began this campaign and all I can say is that it has been a big success for my company. The first week I received several calls just to find out if I actually had an answering machine (which if you have heard my commercials is the premise of the campaign). Since I started advertising with WMAY, my business has grown significantly and I am very satisfied with my investment. I just hope all the other plumbing companies in town do not figure this out and try radio advertising.

Also, Robin has not just sold me advertising but has been very helpful in moving it forward. I really feel she has keep me on the right road.

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