

WWJ DELIVERS DETROIT

August 2011

To whom it may concern,

I'm happy to write on behalf of my friend and colleague, Kelly Masters. She's a true pro who has demonstrated over and over that there is always a better way to accomplish a mission.

Kelly took our programming and special events to new levels; the highly successful Michigan Money Summit series and the ground breaking Financial Fitness series are just two examples on which we worked closely.

The Michigan Money Summit is a series of community seminars providing free investment advice and financial counseling to thousands of metro Detroiters. Scores of clients sign up as co-sponsors year after year to be a part of this new community outreach opportunity.

Her Financial Fitness webinar series was a first for a radio station. Each session was on camera and online, linking clients with listeners and creating innovative on air and internet programming. It also opened a new avenue for clients to get their messages to a vast audience. The webinars were also picked up by FOX 2 here in Detroit bringing both stations new opportunities for cross promotion.

Behind her unique creativity is always the highest standards and commitments to those of us in programming and her clients in the field.

She demonstrated talents in producing both news segments and creative advertising and marketing campaigns and became the 'go to' person for special events, not only at WWJ, but also at the other CBS owned radio stations in the Detroit market.

Kelly has the ability to cut through the clutter often found in the business world and develop new ways to maximize value for her clients and employees.

Please feel free to contact me if you have any questions.

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