



To Whom It May Concern:

Without a quality message and the right audience, any ad campaign, or better yet radio show will not last. The American Countryside has both, and not only has lasted, but will succeed in the future no doubt in our mind. So, before we go all in on a recommendation to our Clients about a talent that is quality – we need to make sure that quality will be there in the future and not pull down our Clients image down.

If your radio station is looking for lasting quality that will uphold your stations image as well as your advertiser's image and attract an audience with success, then we would recommend The American Countryside. When Andrew was looking to add a station in North Central Kansas, where we live, I reached out to KVSV and told them if they would add Andrew, we would 100% sponsor it for as long as they would carry it.

The station wanted to know what we wanted to run in our 30 second spot that came with the sponsorship and we told the station to use those spots as giveaways to prospects they are trying to get on the radio because we are 100% confident that any advertisers around Andrew's program would gain great exposure and people through their front doors. We wanted the radio station to use the spots on prospective advertisers who may be skeptical of the power of radio to prove – the right quality program with the right audience works every time.

Sincerely –

Tom Brush

VP – Sales

Brush Art Corporation