

To Whom It May Concern:

It has been my pleasure working with Ben Olson the past 10 months on 105.1 WBZU (105.1 The Buzz). Ben's enthusiasm on air and at remotes was contagious which not only made our audience really take to him, but also made my clients feel comfortable with him, in return making it easy for me to sell the station. Ben was a valuable team player to WBZU and it will be hard for someone to fill his shoes.

Ben always accepted remotes and commercial production with a positive attitude, making them fun, upbeat, and exactly what my clients wanted. This made myself and other Account Executives at ease and relaxed; we all knew our client's needs always came first to Ben!

On top of all of this, the ratings show that Ben helped make WBZU a successful station. When Ben was on midday's, our cume audience increased and since he switched to evenings, the ratings speak for themselves. In the last Arbitron book (Summer 03), WBZU ranked #1 M-F 8p-12M. Our cume audience actually went up as the night went on.

I recommend Ben Olson for his strong work ethic, his enthusiasm for his job, his passion for the radio biz, and his professionalism with clients. He would be a valuable asset to any team. Please accept my recommendation for his employment.

If you need any additional information, feel free to contact me directly at 608-826-1216 or on my cell phone at 608-513-9758.

Respectfully,

Jodie Froehlich  
WBZU Account Executive

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To Whom It May Concern,

I have worked with Ben Olson for several years and I must say that his enthusiasm is refreshing. In a business where the challenges are many and the rewards sometimes cursory, Ben has proven himself to be a real self-starter. He's the kind of talent many PD's wish they could clone. His work on the air is exemplary, his production abilities are imaginative— and those are just the obvious assets. He's great with people on appearances. He is a talented web designer and has a great deal of computer experience. But all these skills would be meaningless if he didn't use them to the great benefit of the people he works with.

You may work with someone who has more experience (and Ben has a lot for his age) but you will never work with anyone who cares more. He is, by all definitions of the word, a broadcaster.

Regards,

Jeff Davis  
Jeff Davis Productions, Inc.  
323-464-3500  
[www.jeffdavis.com](http://www.jeffdavis.com)

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Ben Olson has been living and breathing radio since he could talk. He first stopped into our station when he was eight years old to learn how to make commercials for his home radio station. We hired him when he was barely legal to operate weekend syndication and he worked his way up from there.

Along the way, he absorbed radio programming and philosophy like a sponge, not only from supervisors and co-workers around him, but also from listening to radio stations all across the country and talking with major-market programmers, consultants and anyone else who had thoughts and ideas about the industry.

During the many years Ben worked for us, he performed well in all on-air shifts, did quality commercial production, and made regular personal appearances that were always well-received by his many fans. In addition, Ben became a very helpful behind-the-scenes technician who could diagnose and restore all of our computer systems that keep six stations on the air.

Ben is a quality, dependable employee who works hard. There was only one time I can remember when Ben didn't come to work. He was in the hospital and, even then, I had to talk him out of coming in.

I would recommend Ben for any position you may have open.

Sincerely,

Rick Roberts  
Station Manager  
WIAL/WECL/WDRK