

To Whom It May Concern:

My name is Dave Solomon and I have been a very successful PD with Clear Channel, Entercom, Cumulus and many more. Aside from what I consider an awesome programming intuition, I base my success largely on finding the right people and putting them in the right positions.

That said, one of the definitive examples of my career was the huge amount of success I had in Raleigh as PD at WTRG (Oldies 100.7) for Clear Channel. While every member of the staff was outstanding and always eager to do whatever it took to win- one member of the staff was *indispensible* to our success. That man was Chuck Matthews.

After all, there is a reason that I rapidly promoted him from Imaging Director to my Assistant Program Director.

Chuck quickly showed me that he not only had the knowledge, experience and initiative to dominate the Raleigh-Durham market with WTRG, he also had the **passion**. With "doing it by the numbers" becoming the norm in our industry, Chuck did anything but. If we had a down blip in a trend, Chuck had a bad day. If we had an upswing in a book (we had many), Chuck was smiling all day. This is a man who would spend hours talking with me about ways to improve our numbers... *after work*. I have never met a man so serious about serving radio listeners. He does whatever it takes. I attribute much of our success in Raleigh (*number 1 25-54 for the first time in years!*) to Chuck Matthews. Without him, our impact would have been much milder. Chuck lives and breathes the radio business.

Oh, and *have you heard his voice*?

I am now a successful radio station/network owner and Chuck is still a huge part of my stable. Without him, I could not have accomplished as much.

I am sure you are swamped with package after package for whatever job you are seeking to fill. I am here to tell you, put them all away and call Chuck. If, at the end of the day, you don't hire this man, you will be making a big mistake... especially if he ends up working for your competition.

Interview him- you'll see what I mean. If you have any questions, don't hesitate to call me. I could talk about the good things he does for my companies all day long.

Sincerely,
Dave Solomon, President
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