

Letter of Recommendation for Steven Garza

In my role as Interactive (Internet) Sales Manager for Regent Broadcasting of El Paso (KLAQ-FM, KISS-FM, and KROD-AM), I have had the pleasure of working closely with Steven Garza, the Interactive (Internet) Programming Director throughout the past year. I was involved to an extent with the early interviewing process; I was asked to meet with him, and to review his resume, due to some of the more technical “non-broadcast” functions of his job that the GM was unfamiliar with. His resume displayed a broad range of skills that made the decision to hire him very easy, and I gave our local General Manager my recommendation, accordingly.

From day 1, and every step along the way, he has displayed a strong grasp of both the underlining business of broadcast media. In addition vast expertise in web programming and high-end graphic design, which are two entirely separate skill sets rarely found in the same person. While our other Interactive Programming Directors throughout the company were generally adept in only one of those areas, we were fortunate that Steven became their “go-to guy” for areas in which others in his role were lacking. His incredible resourcefulness has allowed us to use a relatively simplistic and limited open-source Content Management System to create what, in my opinion is one of the deepest, but most user-friendly, visually-appealing, and profitable sets of radio station websites within the entire Regent Broadcasting company, utilizing both static graphics for the main pages and impressive Adobe Flash pages for our “micro-sites” or temporary station event and promotion pages.

The web traffic speaks for itself. We have shown a consistent and steady increase in terms of both page views and unique visitors from the day Steven took the helm until now. Based on my sources within the El Paso media community, overall combined traffic to our radio station websites generally beats two of the local network television affiliates in this market. This is typically an unheard-of feat in local media. In order to increase web traffic further, Steven essentially built our station’s social networking site by reverse-engineering a \$300 out-of-the-box social media software package, and negotiated our free and unlimited use of the software. In an age when advertising budgets are strained due to poor economic conditions, Steven’s resourcefulness has been the saving grace of our local Interactive department.

As a result of his involvement with our radio stations, Steven has adapt his skills for a 24/7 radio schedule, never failing to take-on additional responsibilities, leading the digital operations and working in conjunction with 3 programming directors, the general manager, and myself. His creativity is remarkable and lead branding projects to award winning presentations. Once such video, filmed and edited by Steven at a local restaurant with our KLAQ Morning Show won an “Addy” award for Regent Broadcasting. Due in-part to his efforts in the area of Integrated Media advertising, our cluster ranks 3rd in the company in terms of pure Interactive sales revenue, consistently beating at least two of our larger Regent Broadcasting media markets.

It is my opinion that Steven would be a tremendous asset to a radio group in a Top-10 market, in either a digital programming and marketing, creative services management, or any music driven management capacity. He has demonstrated a strong understanding of where radio fits in the world of the Internet, where radio is headed, and how to get there step-by-step, even with a limited budget. With the tools, resources, and creative freedom that a progressive radio group in a large market could provide, there would be very few limits to what Steven could accomplish.

Feel free to contact me with any further questions regarding Steven’s qualifications or job performance on my cell phone at **(618) 521-0603**.

Sincerely,

Chris Kleinlein
Interactive Sales Manager
Regent Broadcasting of El Paso (KLAQ-FM, KISS-FM, and KROD-AM)
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