

LETTER OF RECOMMENDATION

11/15/24

To whom it may Concern,

As a 30 year veteran of Media sales working with agencies not just from New York State but from all across the country. I feel I am more than qualified to give R Brilliant Media the highest possible recommendation as a media agency. There are a few reasons I do not hesitate to give Rick and his team this recommendation and I will expand on them below.

Should you choose R Brilliant Media as your Agency of Record, you will find that you are choosing not just an agency that has vast experience in buying television, radio, billboards, digital, and paper but you are investing in someone who cares about your business. Let me say that again, You are investing in someone who cares about your business. All told I have worked with 30-35 agencies over my time here at WETM and I can honestly say that maybe 5 of them truly cared. Most agencies are just concerned with placing spots and getting the invoices paid, they don't take the time to learn the business, the people involved in the business, and what your goals are. Rick Rambaldo will do that!

Another reason you should consider R Brilliant Media is that Rick will not be a faceless agency that will talk to you once a month on the phone. Even though his agency is located three hours away, Rick makes frequent market visits not just with the business but with the media professionals as well just to make sure that everything is being handled appropriately. I know of no other agency that does this, local or not. He empowers the Account Executives to be accountable, to show initiative with ideas and suggestions, and he always encourages them to stay in touch with the local business but to keep him apprised of the conversations.

Rick is also very well versed in what strategies work in other markets and he is more than willing to bring those strategies to the local TV or Radio stations to see if it is something that can be implemented in this market or with that particular station. As an example, in a meeting with my general manager and my DOS he mentioned that he was having tremendous success with a camera network in another market and was hoping that it could be a part of a campaign in this market. It took a little bit of time but eventually we were able to bring that camera network to the Elmira/Corning market with great success.

On a personal level, it has been an honor to get to know Rick and his team over the last three and a half years. I have enjoyed our conversations, our meetings, and picking on him about the color orange(he is obsessed) but mostly he taught me that it is important to not just sell your client commercial schedules and sponsorships. He taught me that the most important thing is to get to know your client, that way there is always a line of communication between the client and

the media professional. His approach is that the client is not his and his alone but rather a team approach between his agency, your business, and the media professional. It is not his client, it is our client. He has made me a better Account Executive and a better man. One who listens and delivers on what is being asked of him. I hope that R Brilliant Media is given serious consideration as your Agency of Record. I can say without hesitation that you will not be sorry.

Thank You
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