

# Door County Daily News.com

Nicolet Broadcasting, Inc. 30 N 18th Ave Ste 8, Sturgeon Bay, WI 54235 (920)746-9430

**96.7FM**  
and 19 Channel 1  
**RELAXING  
RADIO**

**102.1FM**  
**ADULT HITS  
SOUTH**

**103.3FM**  
and 19 Channel 2 @96.7 FM  
**DOOR COUNTY'S  
CLASSIC COUNTRY**

**104.1FM**  
**WE LOVE OUR  
COUNTRY**

**105.1 FM**  
**ADULT HITS  
NORTH**

November 21, 2017

Fellow Broadcasters:

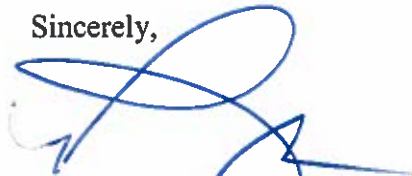
Hiring a consulting engineer is as important as insurance coverage. Investing in an expert review of your technical facilities really is like buying an insurance policy. A good engineer can save you from disaster and catastrophe. A good engineer can make you sound better and be more competitive. And a good engineer can give your staff significantly more pride in their stations which makes them more confident on the street selling the signal a good engineer has improved.

I recommend Gary Kline. He's smart, professional and extremely non-technical-manager friendly. He discovered problems and recommended solutions. He taught my operations manager how to be more effective. He suggested short and long-term capital investments and provided alternatives.

In small markets like mine, so small our McDonald's only has one arch, I previously viewed a consulting engineer as an expense I could not afford. After working with Gary Kline, I consider it as important as any expense on my P&L. And what I learned from Gary, a good engineer is no different than advertising. We need to invest to improve. We ask clients to do it daily. And the lesson I've learned is that we need to do it with engineering as well. We need to invest to improve.

Gary Kline will make your stations sound better, not cost a fortune and work in such a professional manner that you will welcome him back to your operation soon.

Sincerely,



**ROGER UTNEHMER**  
President and CEO