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April 7, 2006

Newsradio WTAM 1100 AM  
6200 Oak Tree Blvd., 4th Floor  
Independence, Ohio 44131-2510  
ATTN: Programming Staff

Dear WTAM:

I grew up in a town far far away, but now live in this fine area that you call northern Ohio that you call home. I guess I now call it home myself. I had a few ideas that might make your radio station a little bit better...

When I was little, our local AM radio station used to host a community bingo game. I cannot remember now if it was a daily event or a weekly thing. I think it might have been more than once a week, but not as often as every day. That used to be the highlight of the day in the summertime when we would all gather 'round the radio and play bingo! I wasn't alive back in the height of radio heyday, but I always envisioned that era in the same light of our radio bingo days. The entire family in clock watching anticipation waiting for the familiar musical lead in theme to broadcast out on the airwaves!

Radio Bingo was a group community effort. You see, the different shops and stores in my childhood community had specially issued free bingo cards for their patrons. Every week a new card series was available at the local stores, identified by a special code. The radio station would then call out bingo numbers on the radio program and all the players would cover their cards issued for that week in the comfort of their own homes. I think we played coverall style. When a radio player got BINGO, he then telephoned the radio station to verify his card and claim his prize! I never won, but I always had fun -- which kept me coming back every time a new bingo game was on the airwaves! Most prizes were donated by the same merchants who carried the bingo cards, and winning bingo players had to go to the stores to claim their prizes, which again brings them in the door -- which is the real name of the game.

It had to have been an amazing marketing tool for the radio station **and** the participating stores because you had to go to a participating store every week to get a new card and then you had to sit and listen to the radio for a solid hour to make sure you heard all the bingo numbers as they were called. The bingo cards expired at the end of each week, so if you wanted to be eligible for a radio prize, you had to go to the participating advertisers to get a new card each week. If you didn't have a current card, you were ineligible to win the prizes that week. So it ensured that

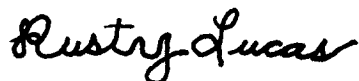
hundreds or thousands of consumers would patronize the stores **and** listen to the radio. What a winning combination that was for a return on advertising dollars!

Is there any chance to get something like this going in your radio station's northern Ohio listening community? Without even considering the symbiotic advertising benefits to your radio station and the local merchants, I see a number of great advantages in doing this. It will provide a healthy alternative to those smoke filled cigarette chain smoking sessions that occasionally get interrupted with a bingo ball call. It will also get all those old bingo playing ladies off of the streets when the games are on the air. I think Mike Trivisonno should be the on air bingo caller.

My pop used to work at the regular church basement bingo games back home. He once almost got beat up by a bunch of old ladies when he sold a winning instant bingo ticket to one lady and another lady claimed that she was ahead of her in line so that ticket should have been hers. Moving these games to the radio will alleviate all of those types of issues.

In fact, now that I think about it, there are plenty of party games that could be reinvented and adapted for radio play. A few that come immediately to mind are: musical chairs, radio charades, Sudoku, Twister, and Donkey Kong. Please let me know if you would be interested in implementing any of these games into your programming schedule. With the rapid growth of the Internet in our society, I think the only way for radio to compete is to become more interactive. This is the future of radio.

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The script is cursive and fluid, with the first letters of "Rusty" and "Lucas" being capitalized and prominent.

Rusty Lucas

p.s. I do not have any WTAM baseball caps in my collection and I wondered if you happened to have any free WTAM baseball caps that you could send to me. I would settle for a Clear Channel Communications cap if that's all that you have. Or if you have a whole bunch, I know that the migrant workers in Vermilion are in need of baseball caps during the summer season.