

# 90.9 wbur

Boston's NPR® news source

890 Commonwealth Avenue. Third Floor. Boston, MA 02215

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To Whom It May Concern:

As New Media Production manager for 90.9 WBUR, a leading National Public Radio affiliate, I organize station events attracting local thought-leaders in the marketing, journalism and technology fields. It was at these events that I got to know Mr. Wahyd Vannoni as one of our most enthusiastic and regular participants.

I am fortunate to have met Mr. Vannoni. He has proven to be an indispensable source of innovative ideas on how to leverage digital technologies, including social media, to raise brand awareness and/or revenue. His suggestions to WBUR now under consideration at the station include adding underwriter information to podcasts, distributing electronic "I pledged" badges and soliciting donations via mobile devices.

I have also seen Mr. Vannoni lead a panel discussion on "Personal Branding through Social Media" in which he was an engaging and inclusive facilitator. He displayed a remarkable talent for making sense of complex issues and organizing them into applicable strategies for both individuals and companies.

Please don't hesitate to contact me if you have further questions regarding his experience and qualifications. I strongly believe he will be a major asset to any organization.

Sincerely,

Kenneth R. George  
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