

Jenny Mason

From: Stephen Cottingim
Sent: Thursday, June 4, 2020 8:08 AM
To: Jenny Mason
Subject: FW: Production position

Steve Cottingim
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From: Bruce Maiman <maimzini@pacbell.net>
Sent: Wednesday, June 3, 2020 8:12 PM
To: Stephen Cottingim <scottingim@bonneville.com>
Subject: Re: Production position

Hello, Steve. Allyson's husband here. I feel that's how you'll best remember who I am.

As you can see from the above thread, it's been a while since we have exchanged emails. I write first to extend condolences — I'm not sure that's the best word — for Grant Napear's dismissal. So much has been so difficult in such a surreal time and given his market equity this had to be a tough decision.

Second, I'm sure it's no surprise to you that there has been plenty of market chatter about KHTK's future and a likely move to news talk, perhaps like KIRO and KSL. I mention those two since I was actually a finalist for hire at both those stations in recent years. I'm told I was the top choice for your cluster's production opening last year but a well-deserving former employee sought a return and was hired. Always the bridesmaid and never the bride! (But I would have insisted you hire the person you ended up hiring; I couldn't have accepted the job given the circumstances. I'm glad he got it.)

Of course, I can't possibly know what bodes for KHTK but if that's a course Bonneville is considering, I'd like to throw my name into the loop for consideration as a talk host. With Trump's ascendancy to the Oval Office, KFBK seemed less comfortable with my political leanings, which is to say, they weren't all-in for far right thinking or Donald Trump cheerleading. There are times when I am in consonance with the left; there are times when I am in consonance with the right; there are times when I am in consonance with neither. I think that's a pretty good place to be. There's a saying in Poland: "Warto być przyzwoitym" — "Just try to be decent," or as my father often said, "Do the right thing." He wasn't talking about the Spike Lee movie. Treat the audience right, give them things to think about, and everything else will follow.

If I'm being presumptuous or premature, my apologies, but if things begin to move in this news-talk direction, perhaps you can keep me in mind.

Thanks.

Best,
Bruce

On Thursday, January 10, 2019, 09:14:52 AM PST, Stephen Cottingim <scottingim@bonneville.com> wrote:

Hello Bruce,

Thank you for reaching out. I will address your idea with Chad Rufer. I enjoyed talking with you at Oscar's party. Happy New Year.

Steve

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From: Bruce Maiman <maimzini@pacbell.net>
Sent: Wednesday, January 9, 2019 6:20 PM
To: Stephen Cottingim <scottingim@bonneville.com>
Subject: Re: Production position

Hi Steve. Bruce Maiman here, Allyson's lesser half.

Hope you had a warm holiday season and are excited about your products for the coming year.

I wanted to pass along an idea, which occurred to me some time ago but that I kept forgetting to pass along to you.

It's about the Bonnie Plumbing spot. The aural tick in that spot is the group shout: "Call Bonnie." Would it be so odd to just air that shout in the spot load? Think of it as a form of subliminal advertising, like the way something would flash on the movie theater screen during intermission (back when they showed double features), something like "Drink Coca-Cola," with the idea of prompting some audience members to hit the lobby to buy a coke.

The "Call Bonnie" shout is so well embedded, at least in my ear (after all, what does the person in the ad say? "I know, I know. Call Bonnie."), that it might well work on its own in sort of the same way. I don't know how you'd bill it, but it's certainly some sort of added value, no?

Just a thought.

Nice to finally meet you at that Christmas party.

All the best,

Bruce

On Friday, November 9, 2018, 8:12:53 AM PST, Stephen Cottingim <scottingim@bonneville.com> wrote:

Good Morning Bruce,

I forwarded your email to our Market Director of Programming Chad Rufer. We do have a full time production director for the cluster. Thanks for your email.

Steve

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From: Bruce Maiman <maimzini@pacbell.net>
Sent: Friday, November 9, 2018 5:46 AM
To: Stephen Cottingim <scottingim@bonneville.com>
Subject: Production position

Hello Steve.

You only know me indirectly. My wife is Allyson Maiman. I'm Bruce, and you may also know that I'm a longtime radio broadcaster – mornings, first as a producer in New York and then my own shows, followed by a transition to talk at KFBK.

I also have extensive, well-practiced production chops. With both Rosie and your part-time assistant gone, it's my understanding that you'll be in need of production talent in the coming year and already have a budget for it. I'd like to pitch the position.

Let me assure you, production has never been a sidebar thing for me. I've always been passionate about sound and its creative uses. Working in mornings, production, and the writing associated with it, was an essential ingredient: parody songs, parody commercials, jingles, promos sweepers, and contest elements. At one time, morning shows came with a lot of production value. You don't hear much of that these days – a lost art, I think. However, I was also that rare bird: a morning show talent who liked doing commercial production. Morning show hosts have multiple roles: you're a creative nexus, so yeah, creative production is always an essential component and, for me, great fun. You get to use lots of bells and whistles. But you're also the station's public ambassador, which means you're more than just that funny or amiable guy on the air; you're a tool for the sales department and I always made it a practice to be available to account execs and their clients. Those clients are customers. They pay the bills. It was always a pleasure to work with them, find out what they needed to increase their business and then deliver it. I learned this having worked at a New York ad agency,

and while working in New York radio. Marrying Allyson only reinforced this view. It always puzzled me when programming people, even production people, were dismissive of production assignments. Me? I see production as a critical component of a sales department as much as a vital arm of the programming division, and these days, that means stealing business from ad agencies as much as it means stealing it from your radio competitors.

I was recently invited to join the production team at Entercom here in Sac but the salary was unacceptable, which was somewhat frustrating given the cluster is now handling station demands in both the Sacramento cluster and Portland's. They fired the staff in Portland and are applying the "hub" business model to their production process. Other markets may follow suit, or perhaps another market will become the hub, something that wouldn't bode well for the Sacramento staff, I guess.

Apologies in advance if I'm being premature; perhaps the more genteel word would be "preemptive." I'm not very good at networking, as you can see from this somewhat clumsy email to you, but as I often say, the answer is always no if you don't ask. Or as TS Elliot said, "There's only the trying; the rest is not our business." Ultimately, this could be a time saver for you, that is if it's kosher with Bonneville's HR policies. I can only say that I'm here in the market, come with references you know (Colleen McCartney, Sharon Ross, and Jeff Holden), and maybe some you don't, and I know and appreciate what the job entails. Plus, given my broad background, I'm someone who can be plugged into any number of places at a radio cluster, from on-air fill-in to promotional stunt brain. For your own reference, I've assembled some audio on a Google Drive page, which includes all sorts of things, including production materials. You'll find it at this link: <https://goo.gl/JEFERk>. I've also attached a resume with all the usual suspects.

I appreciate any time you can devote to this matter and look forward to hearing from you. Please let me know if any of this presents itself as an opportunity for you.

Sincerely,

Bruce

Sent from my iPhone



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