

To Whom It May Concern.

I'm Mark Ericson, a 40+ year media guy, more than 20 of those years as the lead morning host on country giant WOKQ. During my tenure, the program received six CMA Nominations as Best Morning Show, four ACM Best Morning Show Nominations and was named Best Morning Show in the State by both the New Hampshire Association of Broadcasters and New Hampshire Magazine on several occasions.

I am also the NHAB 2008 Broadcaster of the Year. Following my retirement from full-time broadcasting, I spent six and a half years as the head of communications for Special Olympics in New Hampshire.

In total, I have spent 26 years associated with Special Olympics New Hampshire, most of them as a volunteer and media voice of their signature Penguin Plunge fundraiser. A day that grew into a weekend with hundreds of people joining together on a February weekend at Hampton Beach and running into the icy Atlantic Ocean.

After the first decade or so, Special Olympics New Hampshire split the event into two days because the participants exceeded the capacity of the largest facility on the beach (2200 people). The decision was made to make the Saturday event student-based for high schoolers and junior high students with the adult and business groups plunging on Sunday.

A group of young people put together what was initially a sort of rag-tag podcast effort called "The Plunge" about twenty-somethings navigating life. Initially talking into a MacBook, the podcast had yet to find its' way.

Inevitably, based on nothing more than name similarity, Plunge the podcast found Plunge the SONH fundraiser. The first year "The Plunge" podcast raised around \$1100.00 for the athletes and programs of SONH.

Enter Jack Hagler.

Plunge (the podcast) started to grow as did their fundraising effort for SONH. How about a 24-hour live event? No audio delay, no safety net, just exhausted college-aged kids trying to raise money for a compelling cause.

Jack had brought more players, equipment, energy and pizzazz to the podcast. SONH knows that because following Jack's arrival the yearly donations bumped up from a little over \$1000.00 to the neighborhood of \$8000.00 annually.

I know that because following Jack's arrival I became an annual guest for a small part of those 24-hour broadcasts. As someone who has done this sort of thing for a living for a long time, I can say that this crew had it together, just the right amount of freewheeling fun mixed with a sense of purpose to get the job done, and while it was certainly a group effort, whether it was official or not, my sense was that Jack was the group leader.

During it's run, The Plunge Podcast donated a little more than \$50,000.00 to the athletes and programs of Special Olympics New Hampshire. Significant and important by any measure.

Sincerely,

Mark Ericson

Owner: Ericsounds Media Production

State of NH Emergency Communications Committee Chairman (FCC-Appointed)