



5800 Sunset Boulevard

Los Angeles, CA

90028-6607

**323 / 460.5500**

Jeff Wald is a 13-time Emmy winner and was named Journalist of the Year by the Greater Los Angeles Chapter of the Society of Professional Journalists (SPJ). He is a seasoned executive in the world of news and information. With a diversified professional history, Jeff has served as a television News Director, Executive Producer, News Consultant and Senior Educator. While at the helm of the premier news department of KTLA, Los Angeles, a Tribune Broadcasting station, Jeff successfully positioned the station's "Prime News" and "The KTLA Morning News" as #1 in Southern California. He now brings his years of experience to Media Options Inc., Los Angeles as VP/Program Development, creating programs for national and international syndication.



MediaOps Inc.

June 12, 2008

To Whom It May Concern:

This letter will serve to introduce Renee Sams who has worked for me as a news anchor, reporter, producer and writer. Renee is a solid performer in front of and behind the camera. Her work ethic is exceptional. She is thorough and creative.

I first met Renee several years ago before she began work as an on-air talent. I have always been impressed with her enthusiasm and dedication. Her stories are well told and complete. Her writing is superb. There is no assignment or project that she can't handle. She is very intelligent, charming and professional. As a long time television news director in Los Angeles, I was absolutely thrilled that Renee received the prestigious Emmy Award for her work at KTLA. I strongly recommend Renee Sams for any position that requires honesty and integrity. She will deliver.

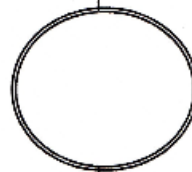
Sincerely,

Jeff L. Wald

VP/Program Development  
Media Ops Inc.  
6464 Sunset Blvd., Suite 1030  
Los Angeles, CA 90028  
(323) 466-4545 o  
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[JLWTV@aol.com](mailto:JLWTV@aol.com) e

From the desk of Jeff Wald





**TRI-CROWN**  
**PRODUCTIONS**

June 9, 2008

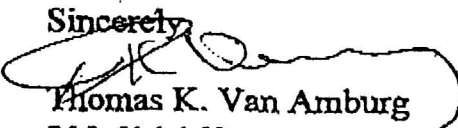
To Whom It May Concern:

This is a letter of recommendation for Ms. Renee Sams. As the President of KABC-TV and Chairman and President of Tri-Crown Productions and Yeah Studios, I have worked with Ms. Sams for over fifteen years. We were colleagues in developing a daily prime access magazine program, Eye on LA that had extraordinary success for both ABC and Tri-Crown Productions in syndication. Ms Sams executed from concept to completion segments that had to blend with the overall theme of individual programs. In this capacity she has performed as both producer and on air talent.

Ms. Sams performs in a wide variety of positions with passion and enthusiasm. While working together, many would find her workload to be overwhelming, but she handles additional duties and puts in whatever it takes to deliver nothing short of excellence. The services rendered by her require both independence and daily consultation and collaboration. Teamwork is a necessity as these programs are prepared for third party distribution. Two of her most outstanding strengths are her skills of verbal and written expression.

Ms. Sams works in a very stressful environment where meeting daily deadlines is a requirement. As this is a creative process she must balance difficult situations where being flexible is essential. Ms. Sams' creative approach touches the most hard to reach and can be considered an art form. Her dedication and enthusiasm will be an asset, and I highly recommend her.

Sincerely,



Thomas K. Van Amburg  
310.614.1697

Chairman/CEO Tri-Crown Productions, Inc. Yeah Studios, Inc.  
Managing Director Vana Media Hungary  
Former President and General Manager, KABC-TV  
Former President and General Manager, KCBS-TV

# LOS ANGELES BUSINESS JOURNAL

GET AHEAD ▶▶

October 1, 2008

Dear Executive,

It is with great pleasure that I write this Letter of Recommendation for Ms. Renee Sams. In a word – she is a Star!

Words or phrases to best describe Renee Sams given my experience working and strategizing with her: Passionate, Enterprisingly Intelligent, Forward-thinking Visionary, Diligent, Great Sense of Humor, Courageous and Unstoppable.

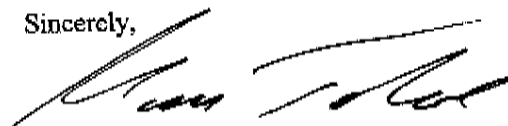
In today's economic environment, we cannot afford to be complacent. In order to survive budget constraints and to compete with new technologicis, we must surround ourselves with not only "idea people" but also individuals that can implement in a cost effective, professional manner and get results – that is Renee Sams

Ms. Sams came to us at the Los Angeles Business Journal with a concept to take our print headlines to Website front page WebCast. She proposed producing, writing and anchoring a pilot and delivered nothing short of Network-quality excellence. Renee is every bit the Emmy-winning professional we see on screen, but moreover she is an expert in her field and an innovative entrepreneur who embraces challenges and orchestrates solutions.

We believe a WebCast will certainly, to say the least, give us something "new" to sell to our advertisers and sponsors as well as help keep us relevant in the online market place. I absolutely encourage fellow publishers to move forward in this same direction and to take a close look at the possibilities. This broader leap into the electronic will undoubtedly be rewarding and profitable for all concerned. We cannot afford to be "left behind" as the Wall Street Journal, New York Times and Los Angeles Times currently build WebCast Newsrooms.

I sincerely thank Renee Sams for helping us move into the future as Print, Broadcast and Internet content and distribution converge. We have been in capable, trustworthy hands with Ms. Sams and we look forward to an on-going relationship and further development in this ever-changing arena.

Sincerely,



Matthew A. Toledo  
Publisher and CEO  
Los Angeles Business Journal

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Los Angeles, CA 90036  
Tel: 323-549-5225 • Fax: 323-549-5255  
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# LOS ANGELES BUSINESS JOURNAL

GET AHEAD ►►

June 10, 2008

To Whom It May Concern:

This is a letter of recommendation for Renee Sams. Off the top, I find her work excellent. Beyond that, her personal qualities are top notch; she is intelligent, enthusiastic and always willing to offer forward-thinking suggestions.

As editor of the *Los Angeles Business Journal*, upon receiving an email and proposal from Ms. Sams last February, I quickly became very interested in developing a Webcast for our Web site. I was convinced that this was the next level of dissemination of our content. Ms. Sams couldn't have contacted us at a more perfect time. However, we are local and I explained that we must get underwriting before we could go full throttle. Nonetheless, she recommended producing a pilot first, to get us out the gate. Instantly, Ms. Sams developed a very professional pilot—complete with video, graphics, photos, music and the like to make the presentation livelier, and she used her skills as a broadcast writer to revamp what had been a newspaper-y script to make it more appealing to Web viewers. There is no doubt; Ms. Sams has an experienced newswoman's instincts. The finished product was well beyond what I expected.

Over and above the web cast, Renee made several insightful suggestions for the *Los Angeles Business Journal*. For example, she explained how local television stations may be hungry for local business news in the near future, and she strategized with me about ways we could partner with them. She also suggested ways to make our internal web-related processes run smoother. Ms. Sams has a wealth of experience and contacts on-line and we most certainly benefit from that as we make our transition.

Renee is a great person to have around, too. She's pleasant and enthusiastic, experienced and intelligent. I can't think of a thing that would qualify my recommendation. It is a pleasure and an honor to work with her.

Sincerely,



Charles Crumpley  
Editor



June 12, 2008

To Whom It May Concern:

I have been an active entrepreneur in the media and technology industries for over 25 years. Having founded and operated numerous companies, both private and public, I know talent when I see it. I hired Renee Sams for her anchor/reporting/journalistic expertise for Daybreak OC on KDOC-TV. She came highly recommended by her former Tribune Broadcasting News Director, Jeff Wald. I told Jeff I needed someone who could literally help me and my team rebuild KDOC news from the ground up. This required someone who could come into my shop and develop a new look, feel, graphics, segments, scripts and mentor a young team from inception. Ms. Sams was the only such person Jeff could recommend. Like the pro that she is, Renee delivered well beyond our expectations and did it with a smile—despite the very long hours, limited resources and constant technical issues one faces with a “start up”. She came to every news meeting prepared with story ideas and leads for the entire news staff. Without a doubt, Ms. Sams has a true passion for what she does. Ms. Sams is a big picture professional and is always totally committed to the task at hand, whatever that assignment may be. She was extremely helpful to us at KDOC at a very critical time.

I applaud her efforts as she takes her expertise to yet another level—from broadcast to webcast. There is no question Ms. Sams is at the forefront of the next huge horizon for our industry. I highly recommend Renee Sams.

Sincerely,

U. Bertram (Bert) Ellis, Jr.  
CEO, Ellis Communications, Inc.  
CEO, KDOC-TV Los Angeles, CA  
625 N Grand Ave  
Santa Ana, CA 92701



June 9, 2008

To Whom It May Concern:

As Vice Chairman and Executive Producer of the X PRIZE Foundation, a non-profit institution that designs and administers incentivised competitions for the benefit of humanity, I had the privilege of working with Ms. Sams in her role as Live Web Cast Reporter for our X PRIZE Cup Event in the fall of 2006. A showcase of alternative rocket science held in New Mexico, the X PRIZE Cup brought together space technology, exploration and interactive education. The general public experienced the thrill of exciting visions of our future in space becoming reality through actual competitions with millions of dollars at stake. The participants in this groundbreaking event included NASA, Northrop Grumman, Google, Popular Science, Aviation Week, Spaceport America, and Space.com. This prestigious event required a smart, engaging and compelling reporter who could find, develop and present stories effectively in a live, fluid environment. We chose our journalist carefully and after a rigorous selection process, Ms. Sams was selected from a very distinctive talent pool. She was tasked with reporting, writing and producing 30 “Live” segments including “play by play” type coverage, backgrounders and numerous impromptu interviews over the course of our 2-Day Event and webcast.

Ms. Sams’ is a consummate professional. I would eagerly hire her again. She is tireless, a pleasure to work with and got the job done in superior fashion. Renee works incredibly well under pressure. Nothing rattles her; even after all the long, exhausting hours. There is no doubt, her ability to write, produce and go on-air is world class and exemplary. I am delighted to recommend her.

Sincerely,

Robert K. Weiss

**Robert K. Weiss** is an [American film](#) and [television producer](#). His productions include collaborations with director [John Landis](#), [David Zucker](#), Pete Segal and producer [Lorne Michaels](#). His film credits include The Blues Brothers, The Naked Guns and Scary Movies. Mr. Weiss’ television credits include Weird Science and Sliders.

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*Office of the Dean*  
*College of Communications*  
(714) 278-3355 / Fax (714) 278-3142

June 13, 2008

To Whom It May Concern:

It is my privilege to write a letter to support Renee Sams, an alumna of the Department of Communications, California State University, Fullerton. I have known her over the past five years or so as result of her active participation with the university.

After I met Renee and discussed her career and interests with her, it was apparent that she would make a perfect fit for the College of Communications' Dean's Advisory Board. She has been an active board meeting ever since, and we are better off because of her.

My impressions of Renee based on my many interactions with her are (1) she has endless energy and is always eager to move forward; (2) she is a visionary in terms of understanding the present with a feel of where we are going, and (3) she enjoys interacting with and being around people. She is outgoing, friendly and a delight to be around.

I know that Renee has been involved in the television industry for a number of years. She truly enjoys her work and exhibits a great deal of enthusiasm in the work place. I'm sure that those with whom she has worked have enjoyed the time with her.

My main interaction with Renee over the past years has been at special university events that she has attended and at Dean's Advisory Board meetings, which are held twice a year. At the meetings, Renee is a "mover and shaker" and contributes in a meaningful way. Her most recent contribution has been providing input on "branding" the College of Communications. She has had many ideas and suggestions which we have been working on and hope to put in place. She is always eager to help.

Overall, as my letter clearly indicates, I have great confidence and respect for Renee. I recommend her without reservation and wish her the best in her endeavors.

A handwritten signature in black ink that reads "Rick D. Pullen". The signature is fluid and cursive, with a large initial "R" and "P".

Rick D. Pullen  
Dean





5800 Sunset Boulevard

Los Angeles, CA

90028-6607

323 / 460.5500

Dear Sir,

Renee Sams is a good friend and colleague of mine. She is a talented and creative journalist, who performs well under the pressure of deadlines.

Renee is a very good television news reporter, who always looks for the right visuals to tell her story. She does her live reports with ease and grace. She always has the right eye contact with the viewer and adds the creative video to make her reports as visual as possible.

She is a beautiful person who is always friendly and professional. She knows how to get along with her crew members and colleagues in the news room. She always faces problems in a positive manner and is very good at solving them.

Renee has a "star quality" about her. She is good at everything she does. She is a great news writer, producer, team player and outstanding reporter.

*Stan Chambers*  
KTLA NEWS