

# Valerie Tuttle knows more about KFAC and KNBR/KYUU because she's been there.



*KNBR General Manager William Dwyer and Valerie*

McGavren Guild Radio salespeople will spend up to two weeks this year working at our client stations.

We feel that this type of first hand information is why McGavren Guild Radio salespeople know their markets, stations and the radio industry better than any other rep.

That's why Valerie Tuttle, Regional Manager from our Detroit office, recently traveled to Los Angeles and San Francisco to work at KFAC and KNBR/KYUU.

"I experienced such a feeling of energy and spirit of teamwork at KYUU that I can't wait to visit again. You really have to see San Francisco to appreciate the typography and importance of KNBR's AM signal. KFAC is in a class by itself—the station is phenomenal."

At McGavren Guild Radio we believe the best way for a national rep to sell beyond the numbers is to have reliable, first hand station and market knowledge through regular visits to our client stations.



*Valerie, KNBR General Sales Manager Dave Kendrick and Sales Manager David Brumstick*



*KFAC National Sales Manager Susan Wallace, Promotion & Advertising Director Susan Tudisco, Valerie and Sales Assistant Denise Roberts*



*KYUU Vice President General Manager Terry DeVita, General Sales Manager Bob Barnett and Valerie*



*KFAC Executive Vice President General Sales Manager Ed Argos and Valerie*



**MCGAVREN GUILD RADIO**  
Innovative Leadership