

February 20, 2015

I've worked with Bill Weeks and Max Media's radio stations over the past several years. As a Pediatric Clinical Research Manager at National Jewish Health, I am always looking for pediatric volunteers and families who can benefit from our clinical research programs in asthma. We turned to radio as a means to find families in and outside of the Denver Metro area and have found it to be a great way to bring families into National Jewish Health, either into our clinical research programs or clinic itself.

Bill Weeks is an outstanding contact person. He and the Max Media team have always provided excellent on-air radio campaigns that have exceeded all our expectations, generating immediate results (via phone activity) that have fueled the success of NJH patient recruitment efforts. We have been part of several multi-center national consortiums of top universities and research centers selected by the National Institutes of Health and we consistently are a top recruiter in our studies. I credit our radio campaigns for a large part of that success.

Bill and The Max Media team are always very professional and easy to work. Bill has a heart for our work and often I have wondered who wants the phone to ring more – Bill or myself. He has consistently delivered ad campaigns that are well targeted, affordable, and at the same time, extremely results-oriented. He has, mid-campaign, made changes to steer our campaigns towards greater success and I very much rely on his expertise and knack for knowing, through research, which station will reach our population best.

Some of our most outstanding study participants have come from radio. It is interesting to me that families will often call and say, “the woman on the radio told me to call you.” I can honestly say that some of the families we have helped the most have come from radio ‘referrals’.

In that light, one of our study parents offered to voice a radio script for us because she felt so strongly about helping others with asthma. Bill Weeks made that dream possible. The masterful editing created a radio ad that clearly hit the mark and ended up leading to one of our most successful runs.

I look forward to working with Bill and the Max Media team in the future...in fact, we're planning a campaign now.

Best regards,



D A Sundström
Pediatric Clinical Research Manager
National Jewish Health