

ELKINS INSTITUTE

EXECUTIVE OFFICES / 2727 INWOOD RD. / (214) 357-4001 / DALLAS, TEXAS 75225

Mr. Joseph C. Bauer
1811 East Mendocino
Altadena, CA 91001

Dear Joseph:

As founder of the nation's leading school for announcers, I feel I have considerable experience in judging ability in the field of communications. I must say that Joseph Bauer impresses me as one of the finest speakers, lecturers and communicators I have ever met. It is obvious that audiences are inspired and moved by your presentations, Joseph, because they can see the deep concern you have for the effect of media in all of our lives. Your professional zeal about this critical topic makes you one of the most dynamic and important platform speakers on the circuit.

The impact of television on our society is incredible and growing at a fantastic rate. You show how it could be a dynamic force to educate and inform, as well as entertain.

The respect and rapport that flows between you and your audience is a joy to experience. ~~We need more communicators with your background, knowledge, ability and dedication.~~ If we had them, television might begin to fulfill its promise as the greatest device of human information and understanding ever conceived.

Joseph, I hope you will continue to enlighten and encourage the public to use this marvelous tool they have. As you say, it really is a "dream machine." You have my sincere best wishes for continued success in this most important undertaking. Best personal regards.

Sincerely,

C. C. "Bill" Elkins
Founder-Chairman of the Board
Elkins Institute

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HEADQUARTERS
OF
THE SUPREME ALLIED COMMANDER ATLANTIC
NORFOLK, VIRGINIA 23511, U.S.A.
TEL: 444-6217

CDR WADDINGTON/C-71/1aj

Mr. Joseph C. Bauer
Ambassador College
300 West Green Street
Pasadena, California 91105

Dear Joe,

As you know, I have been the Director of Public Relations for NATO's Supreme Allied Commander Atlantic for five years. During that time one of my prime responsibilities has been seeking platforms for and managing the SACLANT/NATO Briefing Team which has performed before major audiences in most U.S. cities, and on occasion in Canada and Europe as well as on radio and television.

In all my contacts in the media and on shared platforms, Joe, I consider you to be one of the most professional, dedicated and sincere "communicators" in the business. Not only are your messages vital ones, but your presentation is honest, appealing and gets to the point with a punch. If working with you did nothing more than to demonstrate to my speakers how a real pro can develop his voice and hold an audience spellbound, I would still consider you one of my most valuable contacts. And, of course, you know our association has been much more important to me and the team.

My main regrets are the 3,000 miles which separate us on opposite coasts and the fact that I can rarely get you on our NATO platform.

I hope you will keep me advised as to when you will be coming East and we will look forward to connecting with you on our forays West. With best regards,

Sincerely,

JACK B. WADDINGTON
Commander U.S. Navy

PORT OF LOS ANGELES

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Mr. Joe Bauer
Ambassador College
300 West Green Street
Pasadena, CA 91105

Dear Joe:

A few weeks have passed since our shared appearance on stage at the College, and I want you to know that I have reflected repeatedly on the impression you made on me and my Los Angeles Harbor Department colleagues on that occasion.

As you know, Joe, I've made a few speeches and put on a few shows myself in this public relations business, but, believe me, I've never seen anyone transfix an audience the way you did those 300 young people that day!

I suppose that comes of your being a basically believable guy, but beyond your face-to-face sincerity, I detected a show-biz flare that marks you as a pro in the business of programming and lecturing.

Thank you again for letting us insert our Port of Los Angeles story into your program. You made me feel as at home on your stage as you did our audience in their seats, a most admirable balancing act on your part!

Looking forward to hearing your upcoming presentation -- please mail me a list of where you are appearing locally over the next couple of months.

Sincerely,

LZ:rfb

Lee Zitko
Assistant Public Relations Director

SHIP — VIA PORT OF LOS ANGELES — TRAVEL



DEPARTMENT OF COMMUNICATIONS
TELEVISION • RADIO • FILM • BROADCAST ADVERTISING

Mr. Joseph C. Bauer
Ambassador College
300 West Green Street
Pasadena, California 91105

Dear Joe:

I hope you arrived home safe and sound after your engagement here at Loyola. It was a pleasure to have you with us again this year.

I just had to write and let you know about the many fine comments on your lectures and workshops during our communications seminar. I know it's difficult for you to get away for several days, and we really appreciate you taking the time to add your knowledge and remarkable experience to our Institute. As you know, our students come from many areas around the world for this special session and many are media professionals. Your ability to put across important information to them in an interesting and compelling way is fantastic. (Your sense of humor is a lifesaver.)

You may be interested to know that the two television specials you produced (about Al Lewis—legendary jazz musician) have been placed in the permanent collection of the New Orleans Jazz Archives. So now your productions are preserved for posterity. Congratulations!

If there is anything we can do in the future to further your work in "Media Impact" please don't hesitate to let me know. Until next time, take care of yourself and thanks again.

Cordially yours,

James L. Tungate, Ph.D.
Chairman

Mr. Joseph C. Bauer
Ambassador College
Pasadena, CA 91109

Dear Joe,

As you well know, we use a phrase in this business that says it like it is....."you've got it all together."

I've known for a long while that you were on your way to becoming a Super Talent... a status not easy to acquire. As I recall, there was a long series of study courses in life's school of hard knocks, even though you didn't always agree with the curriculum. Your formal and informal study seemed to be part of a Master Plan which undoubtedly had a lot to do with your success in radio, television and the theatre.

If there were ways to incorporate your world wide experiences into a training course, I'd start a school tomorrow. Yours is an unique and enviable track record which stands on results.

The Joe Bauer Story has peaked with your series of lectures on my favorite subject..."The Mass Media Mess." It is dynamic! I thought I'd heard it all in my 37 years in broadcasting... but you lay it on the line in no uncertain terms and make some sense of it. Congratulations! You've really got it all together!

Sincere personal regards,



Rex Dale
Announcer & Production Director



BIRMINGHAM WBRC TV-AM-FM	BUFFALO WGR TV-AM-FM	CINCINNATI WKRC TV-AM-FM	COLUMBUS WTVN-TV-AM WBUC	KANSAS CITY WDAF TV-AM-FM	PHILADELPHIA PENNSYLVANIA WTAFT-TV	SCRANTON WILKES BARRE WNEP-TV
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CINCINNATI: KINGS ISLAND • TAFT TRAVEL AGENCY
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den weisen productions

20864 COLIMA ROAD P. O. BOX 231
WALNUT, CALIFORNIA 91789
(213) 964-2419

Mr. Joseph C. Bauer, Director
Ambassador News Service
300 West Green Street
Pasadena, CA 91123

Dear Joe,

Thought I'd write a quick note to let you know that the response to our television special the "Cycle of Life" was overwhelming and a repeat telecast is already being planned for airing on NBC.

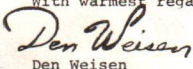
It's a great feeling to know so many people across the country enjoyed the show. I want to say thanks for all your time and patience as Associate Producer on this project. I know working for four years on one production can get a bit tedious and I appreciate your never ceasing energy and long hours.

I have received many rewards in thousands of ways from this show but one of the most treasured was when I worked alongside a true professional with great ability and talent and a gentleman by the name of Joe Bauer. At the end of these four years I have come to know a great man with a professional touch and a good friend.

As we discussed previously, I have two more television specials to be scheduled on a national network and I can't wait to sit down with you on these new ideas. Each new project is more exciting than others but you know me, I get excited with my own productions.

Again, I'd like to thank a friend for being a friend.

With warmest regards,



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DW:ld

Mr. Joseph C. Bauer
Ambassador College
300 West Green Street
Pasadena, California

Dear Joe:

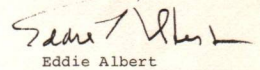
It's always a pleasure to work with real professionals, and our continued collaboration is a joy. Not only do you do a great job producing television shows, but your platform presentations are nothing short of terrific.

College audiences are tough! But it was obvious that your hard-hitting, informative and humorous talk really got to them. The way they responded to your animated presentation was truly amazing. Their questions showed a deep interest in the subject and a desire to "pick your brain." That always proves the audience is involved with the speaker and the topic.

I've been in the business of entertaining and enlightening for a long time, and I'm always happy to see a rapport and warmth between the performer and his audience. You obviously are an accomplished speaker, but more than that -- you care! And it shows.

Here's hoping we will continue working together on projects of importance. And let's plan to share a platform again soon.

Best regards,



Eddie Albert

EA:br



AM 1490 • 101.5 FM

Radio Center • Box 3007 • Tyler, Texas 75701 • 214 / 593-2519

Joseph C. Bauer
1811 E. Mendocino
Altadena, Ca. 91001

Dear Mr. Bauer:

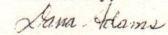
This brief letter is only to let you know of the many excellent comments we continually receive on your beautiful program "STARDUST". We receive many letters from our listeners complimenting the station for airing this fine production. It must make you very happy to have so many loyal fans.

Your voice and delivery are second to none. And, the material you use is superb. The concern you have for quality is obvious, and the rapport with the audience is mentioned many times.

The recent speech you gave here was just terrific. Everyone talked about it being one of the best they'd ever heard. We need more speakers who can outline the problems with that special insight you have and point the way to solutions. Your very effective humor was really well received by everyone in the audience.

I hope we can lure you back to speak here again soon. Until then, keep up the excellent work.

Sincerely,



Dana Adams
Owner and General Manager
KDOK-KNUE Radio

DA:ft