

February 11, 2020

Hayley Unke-Moore
Associate Director of Contracting
4000 Cambridge Street
MS 2034
Kansas City, Kansas 66160

Dear Ms. Moore,

I am writing to enthusiastically recommend KJO Media as a potential provider of contracted professional videography services for KU Hospital.

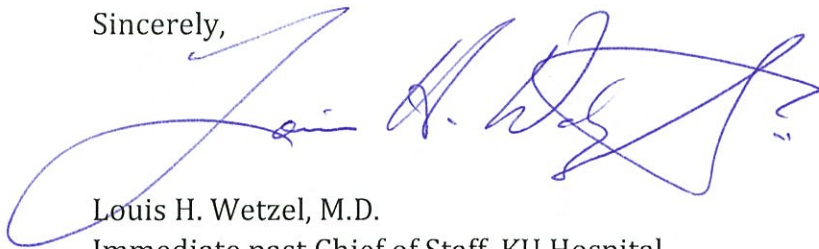
A little over 3 years ago when I was serving as the elected Chief of the Medical Staff at KUH, I helped bring a 9-year-old boy, Alexander Goodwin, from England to KUH for treatment of a malignant tumor of his thigh. His father Jeff was a police officer in England, and I was contacted by the KCK Chief of Police who had followed the story on social media to see if we could help. After many conversations and telephone consultations throughout the country, they decided to bring Alex to Kansas City for treatment.

The KCK Police Chief orchestrated a massive welcome to Kansas City with over 200 police and emergency vehicles at the airport to serve as escort befitting a dignitary of state. Our local Police Chief in Westwood, Kansas called TJ Kilian of KJO Media also located in Westwood, just south of KU Med, to give him a heads up on the event.

With only a few hours' notice, KJO Media did an incredible job of filming and documenting this event involving hundreds of people, 30 miles of travel and 5 elapsed hours. They had great footage of each key event from the airport welcome, to the police caravan, to Westwood neighbors greeting the Brits with Christmas carols at 10pm in frigid 17-degree weather, to his arrival at our house for the evening under the Christmas tree. They put together a 10-minute video which was masterful in capturing the excitement and emotions of a truly momentous event for this family. I should add that they did this all as a service to the police and to the Goodwin family at no charge whatsoever. To this day they continue to provide free assistance to the Goodwin family for media and communications needs.

In short, I strongly recommend KJO Media as an outstanding provider for our videography needs here at KUH. I read the RFP and am familiar with some of the subject and intent of the project. I am certain that KJO will do an outstanding job of graphically putting our best foot forward. If you have any further questions, please do not hesitate to contact me.

Sincerely,



Louis H. Wetzel, M.D.
Immediate past Chief of Staff, KU Hospital
Professor of Radiology and Director of Body Imaging
KU School of Medicine