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Mr. Joe Biondi
Account Executive
KBJR-TV
246 So. Lake Avenue
Duluth, MN 55802-2304

Dear Joe:

Thanks for introducing us to *The Marketeer*. Taking the cover position and an inside spread was a good opportunity for us to promote our revitalized community relations efforts throughout our service area. We had a lot of good comments from customers and it was a morale booster for the people assigned to the new positions to be featured on the cover.

Also, by connecting us with another medium like *The Marketeer*, we were able to make better use of limited television advertising dollars to help communicate our message.

We applaud the professionalism of the writing and production staff, as well.

Sincerely,



Max Herbach
Communications Manager



Marilyn Bell
Communications Administrator