

June 19, 2009



Dear

Has the recession changed the level of your advertising? Has it altered your advertising choices? As our local economy rebounds, and it will, **the decisions we make will greatly impact how our businesses will perform in the following 12 months, AND for many years AFTER.**

With this in mind, I'd like to invite you to be my guest for a very special program that WCPO - Channel 9 is sponsoring. We have partnered with a renowned national company to present an informative and educational multi-media marketing seminar to select area businesses.

Their program, the *Effective Advertising Workshop*, has helped more than 15,000 businesses nationwide make better marketing and advertising decisions. During our one hour presentation you'll learn the pros and cons of radio, newspaper, Yellow Pages, outdoor, direct mail, cable TV, broadcast TV, and Internet. Each medium will be discussed and you will be provided tangible information on how to use them to their maximum advantage.

Free seminars will be held Tuesday, Wednesday, and Thursday, July 14, 15 & 16, 2009, at three convenient area locations (as noted below). There is no cost to attend. WCPO will make a tremendous offer to you at the end of the seminar; however, you are under no obligation to participate. The valuable information you take home is yours to keep.

I hope you'll take one hour out of your busy schedule to attend one of these important sessions. I am confident you will consider it time well spent! Simply **call Nancy Morgan (513-852-4047), nmorgan@wcpo.com or Rob Schuck (513-852-4049) rob.schuck@wcpo.com to reserve your seat.** Space is limited. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Bill".

Bill Fee
Vice President and General Manager
WCPO-TV Channel 9

P.S. See how the majority of your media spend may now be targeted to your trading area.

Or fax to 513 852 4066 Your Name _____ email _____

Company _____ Ph _____ **Circle EACH below, Date & Time**

LOCATIONS of SEMINARS			
Times are the same at ALL locations: 8:15am 10:15am 1:30pm 3:30pm			
<u>Tuesday, July 14</u> The Drawbridge Inn Hotel 2477 Royal Drive Fort Mitchell, KY 41017	<u>Wednesday, July 15</u> Wetherington Golf & CC 7337 Country Club Lane West Chester, OH 45069	<u>Thursday, July 16</u> WCPO Studios 1720 Gilbert Avenue Cincinnati, OH 45202	