

Michael Johnson
Station Manager
Channel 17
Davis County TV

Dear Mike:

Without a doubt, the money we spent to have you produce and run an “infomercial” on Davis County Channel 17 has been the very best investment I ever spent on any advertising during the 47 years we have been in business!

The amount of coverage we received (and are still receiving) has far exceeded our expectations. This TV spot has generated more comments (all of them favorable) and feedback than anything we have ever done in any media. Obviously Davis County residents love their own “personal” TV station. There have been customers who come through the front door and without hesitation go right to the manager, Kent Sprik, and shake his hand, congratulating him on his product knowledge and presentation on TV. Kent has had many favorable customer comments and been told that people watch the entire commercial – many of them have seen it several times!

My hat is off to your producer, Ron Kirby for his expertise with the camera and to you for directing a well-run television channel. It obviously is full of programming which the audience finds interesting and productive. What a great service you are doing for the residents of Davis County in providing TV which truly is worth watching!

Congratulations!

With all good wishes,

Suzanne Patterson
Co-Owner
Your Valet Fine Dry Cleaning

P. S Even though we are now in our second schedule with you, people are still seeing it and giving us very positive feedback.