



W. Paul Catoe
PRESIDENT AND
GENERAL MANAGER

To Whom it May Concern:

It is with a great deal of pleasure and enthusiasm that I recommend my associate and friend, Barry Banther.

Six years ago, Barry was retained by WFLA-TV to teach a management course to our Department Heads and supervisors. Over the course of the next two years Barry taught a series of five (5) courses to station employees of all levels.

Prior to Barry's association with WFLA, our company was in a state of chaos. Departments did not work together, morale was low and no team spirit existed. In two years, Barry totally changed the culture of our television station. The department walls were torn down, work relationships developed, and pride was restored as we became more customer focused. Barry gave us a sense of purpose and pride about our careers and today we are the number one rated station in the market.

Barry is a rare talent and educator. He has superior communication skills, excellent knowledge of business, and a compassionate and caring attitude about each of his students. He is very logical to his approach of problem solving, making the most difficult seem simple. In short, he is an excellent coach and mentor.

Barry is also a dynamic speaker, with the ability to entertain and inform any audience, and we have used him as a featured speaker on several occasions, including the Media General Broadcast Group's annual executive retreats. Having attended our first annual retreat, he is brought back each year "by popular demand."

In summary, Barry's two greatest qualities--his genuine caring for others and his passion and dedication to his work--are what make him what he is...a superior motivator and a wonderful friend, and I recommend him wholeheartedly and without the slightest reservation. One is lucky to know him.

Sincerely,

W. Paul Catoe



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A Media General Station