

Marked Tree Media, Inc.

18 Elm Street • Marked Tree, Arkansas
Tri-City Tribune & KPCA-AM Classic Radio

October 5, 1989

Dear Sir/Madame:

At the outset of this letter, I want to point out that my greatest concern is that I won't do justice to Bob Allen in that I am not a writer. I was Bob's superior by title, only. In all other respects, he was my friend and equal and nobody appreciates the job he did for our newspaper and radio station more than I.

I was impressed with Bob's professionalism and attitude from our first meeting prior to his being convinced to join our group. He has done nothing to prove that earliest assessment wrong. In fact, the longer I know him, the more I believe he should be writing novels and giving speeches or whatever else he might want to do.

He is one of the most talented people I have ever met. In a very short time, he took our small weekly newspaper and turned it into a respectable publication. He was a one-man show, a reporter, a photographer, an editor, the whole shooting match.

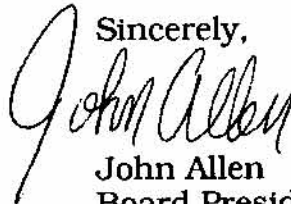
He didn't know what an eight-hour day, five-day work week meant. He was always working on something new to improve the product.

He worked from 6 a.m. to 9 a.m. each morning at the radio station as half of a morning talk show duo. He did this for free to help us build listenership for the struggling AM station. In the end, the station closed, but it was because of past debts, not because the audience was gone. More and more people were starting to listen to the morning show and even when broadcasting baseball games, his wit and personality came through. Folks of all ages loved this man because of his interest in the communities he served and his genuine love for life and people.

Unfortunately, his success on the editorial end was not matched by the advertising crew and we were forced to release Bob and hire an amateur for less pay. It was not a decision we wanted to make.

To put it bluntly, if you want the best, you want Bob. I would recommend him for any position he decided to seek. And I won't be worried that he will embarrass me.

Sincerely,



John Allen
Board President