



November 16, 2011



Mr. Willie Jolley  
P.O. Box 55459  
Washington, DC 20040

Dear Willie,

**Tom Raponi**

Vice President  
& General Manager

I want to take this opportunity to thank you for doing such an outstanding job at the KTVU/KICU department head retreat in Sonoma three weeks ago. I wanted to take some time to observe some of the changes that our staff experienced as a result of your session on team work and 5 Star Service as well as leading a 5 Star life. In this morning's department head meeting that I conducted, I was proud to tell the team that what I had observed in the last weeks spoke to all of the issues that you led us on. I was proud to tell them that we were playing and winning as a team like I had never seen before. I cited specific examples of having to pull a presentation together that involved news, sales and promotion and no one was too busy, and the end result was the client loved the presentation. I was able to identify our news coverage for the Occupy Oakland situation where all members of our team pitched in to ensure great coverage and safe coverage. We also went on to cite that we had formed an idea factory and are flushing out some of the ideas that we came out of the retreat with; in particular, a meeting I have tomorrow with the Market Manager from Clear Channel radio to try to get our morning newscasts simulcast on their radio stations. There is a lot going on at both of our properties, but the folks who attended the retreat walked away embracing the idea of being more courageous, brave and getting excited about the opportunities that are brought on by change. One associate in particular said, my new motto is 'I want to swing for the fences.' Another one of our department heads said that after a 30 year career, 'I felt walking away very positive about the future, knowing that the best is yet to come.' One other department head said 'I smile every time I hear a phrase that reminds me of Willie, when he says 'I feel good'.

We broke through all of the normal layers of our expectations about what a team building presentation would be. We learned that we always need to work on improvement, and work hard on how to serve others. We should smile, laugh and enjoy ourselves while we are doing it.

I wanted you to know how grateful I am that you were able to join us and lead us in a great team building retreat or as we called it, 'an advance.' Your inspiration, I'm sure, will drive us to the next level, while we enjoy what we do every day and continue to implement C.A.N.E.I. I look forward to seeing you again soon and remember, every once in a while a blind squirrel gets an acorn.

God Bless You, and I look forward to seeing you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Raponi'.

Tom Raponi

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