



The Capitol Letter

News and events inside Capitol Broadcasting Company from Jim Goodmon, President.

NEWSLETTER #174

CAPITOL RADIO NETWORK/CAPITOL SATELLITE

The lifeline has been cut! Our final step towards telephone line independence has been accomplished for the North Carolina News Network. All of our affiliated stations in North Carolina are now operating via Satellite. We are thrilled with the success of this venture.

We expect the Virginia News Network telephone lines to be dropped this month as they, too, enter the era of satellite broadcasting - another fine example of Capitol Broadcasting's commitment to state-of-the-art technology.

Capitol Sports Network

We are now in final negotiations with stations in North Carolina and Virginia to carry our football and basketball broadcasts for the 1983-84 seasons for N.C. State, Duke and the University of Virginia. In just a few short weeks, Capitol Sports Network will broadcast via satellite the opening games of all three universities. Coverage of these games will be heard all across the states of North Carolina and Virginia. Our current capability of "triple-play" broadcasting is made possible by our three-channel transponder segment of Westar III.

All networks are progressing rapidly, although N.C. State seems to be the leader according to station preference. (No wonder after last year's exciting ACC basketball championship victory.) We are looking forward to the strongest Wolfpack Network ever!

Personnel Changes

Mike Edwards is our new Network Operations/Affiliate's Manager for CRN. This is a new position created by the tremendous growth in CRN recently. Mike will be responsible for supervising the Network satellite system, coordinating affiliate matters and the operational aspects of our Network activities. For a short time, he will continue as morning NCNN anchor but we expect that position to be filled soon.

George Habel has accepted the Virginia Network Sales Representative slot. Since he was Network Manager for the Virginia Network when we acquired it, we are delighted

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to have him assume this position where he can utilize his many contacts. Home for George and his family will be in Richmond, where he will work out of the WRNL/WRXL offices.

Stockton Holt will join the Capitol Satellite staff as a Cable Sales Representative in mid-August. His responsibilities will include selling the Satellite News Channel and other cable sales projects for Capitol Satellite. Stockton is currently an Account Executive for WETC-TV in Wilmington, N.C. He will join us here in the CRN offices.

Donna Parker will be our newest addition to the Billing Department of CRN. Donna is currently employed by Wake County Schools as an Accounts Payable Clerk and she will join us in mid-August.

Capitol Satellite is alive and well in our new home on Hillsborough St. Beginning in September, Alert Cable TV (which includes Cary) will be carrying the Satellite News Channel. Now many of you in the Raleigh area will be able to watch SNC at home.

Capitol Satellite will be producing a teleconference in October for Burroughs Wellcome Corp. This is our first and we look forward to many more.

WRAL-TV

WRAL-TV and Capitol Broadcasting Company received a unique award at the United Cerebral Palsy North Carolina Recognition Banquet. The award was presented to Jim Goodmon in special recognition for the \$3 million that the WRAL-UCP Telethon has raised in the past 14 years. During the presentation, Jim read a congratulatory telegram from Leonard Goldenson, President of American Broadcasting Companies, Inc. Lib Willard, producer of this year's telethon, also received an award.

In the 4:30 p.m. to 7:30 p.m. time period, WRAL-TV ranked #1 in audience shares of all ABC affiliates in the top 50 markets, according to the May 1983 Arbitron book. From sign-on to sign-off, we ranked #2.

Congratulations to Adele Arakawa who began co-anchoring the 6:00 p.m. News with Charlie Gaddy on August 1st. With this move, Adele shares a seat with Raleigh-Durham's number one



anchor team - Charlie Gaddy, Bob DeBardeleben and Tom Suiter! Adele is rapidly gaining popularity with our viewers.

"The PM MAGAZINE Sizzling Summer Special" airs Monday, August 29 at 7:30 p.m. This unique one-hour edition of PM brings our 'wet and wild' summer to a close with a big bash in the little town of Mt. Olive in Wayne County. We'll get a sneak preview of the new personalities, music, animation and spots coming up this fall on PM. You'll meet some jogging pigs, join Susan Dahlin in a visit to some ABC network celebrities in Hollywood, and see why Mt. Olive is proud to call itself "The Pickle Capital of America". Renee Kever Davis is producer of this one-of-a-kind local special.

Lots of surprises, great fireworks and outstanding music will highlight the 1983 Pops in the Park concert on Sunday, September 4 from 6:30 p.m. to 8:00 p.m. WRAL-TV and FM will air the simulcast from Meredith College Amphitheatre. TV's Kevin Duffus is the Executive Producer. Producers are Cindy Sink, TV; Tack Attayek, 101 FM; and Keith Harrison, 101 FM. This year's extravaganza will require seven cameras and three audio boards!

"No Joy in Mudville", a unique look at the American sports scene, will be broadcast September 12 at 8:00 p.m. as the fourth annual production of the Eighth Decade Consortium.

Kevin Duffus is Executive Producer of the 5-station project. Individual segments of "No Joy in Mudville," featuring local perspectives, are being provided by consortium members WRAL-TV (collegiate basketball and softball); KSTP-TV, St. Paul-Minneapolis (youth and co-recreational sports); KOMO-TV, Seattle (women in sports); WJLA-TV, Washington, DC (the physical price paid in professional football); and WCVB-TV, Boston (the rise and fall of a hockey sports hero).

Formed in 1979, the Eighth Decade Consortium is a group of broadcasters committed to exceptional, locally-originated TV programming. The coordinating station, WRAL this year, rotates every year.

Two hundred thousand Hurricane Tracking maps are being distributed in WRAL-TV's ADI. Viewers will be able to track hurricanes by watching WeatherCenter. In addition, the maps, produced by Doug Peedin, give tips on hurricane preparedness and emergency procedures.

The Noon News has an added feature this summer with the Gardening Segments. They feature Mike Allen of CBC's Property Management Division (and "Green Scene" fame) and Nancy Ronald, photographer. In addition, the Noon News is promoted each morning with live inserts from the desk of

Denece Boyer.

Channel 5's Rocky Mountain Spotted Fever PSA, Produced by Lib Willard, clearly is the #1 spot reaching the most people, according to Dick Broom of North Carolina Memorial Hospital. The hospital has sent out 8200 brochures, and he added that "the phone starts ringing immediately after the WRAL spot runs". The number of spotted fever cases is down from last year; but the number of deaths remain the same, said Broom.

TV extends a warm welcome to three newcomers.

Fred Howell has joined the Operations Department as part-time projectionist. He was formerly a corrections officer at Polk Youth Center.

Judy Woodard has come to us from WSET in Lynchburg, VA. She is Input Specialist in the Traffic Department.

Rosa Davis will be working temporarily in General Services while Gayla Smith is on maternity leave.

And speaking of Gayla - Congratulations to Gayla and Rae on the arrival of little Jeremy, born July 28.

P.B. Jernigan, in Engineering, attended Quantel's DPE 5000 Maintenance School in San Francisco.

KISS HAPPENINGS

San Antonio rock-n-rollers were indeed excited that our city was included in the Journey World Tour and proved it with a sold-out show. KISS hosted a special by-invitation-only bowling party on the day of the concert. One hundred listeners spent the afternoon bowling and partying with the members of the band. The high-scoring listener team won autographed T-shirts. Also in conjunction with the Journey show, KISS distributed 2000 mini-window stickers with Journey in the KISS rainbow colors.

Greg Stevens, KISS Program Director and creator of the morning "Rude Awakening", wins the "Turkey of the Month" award. Greg came to his own rude awakening when a KISS listener called and pointed out that Greg had only played four songs instead of our guaranteed Five-in-a-Row. KISS listener Ben Marin is now \$5000 richer and Greg is a real turkey.

A panel of judges including KISS staff, local TV personalities and TV producers met recently to select the 1983 KISS Poster Girl. Choosing one young lady from the six finalists was an extremely difficult decision but eventually we decided on Shemaine Porter, age 19. She will be featured on a poster to be re-tailed throughout San Antonio.

KISS and The Sound Warehouse record stores cut the prices of rock-n-rollers with a giant



sale. LP's and tapes were on sale as well as the popular KISS T-shirts, jerseys and caps. During the week over 425 items were sold at 99¢ off the regular price.

For the second year, KISS sponsored Youth Donor week in conjunction with the South Texas Regional Blood Bank. The KISS News Team aired features on the need for blood donors throughout the week.

WRAL-101/FM

All of the people at 101 are happy to introduce their new Promotions Manager, Deirdre Brandt. A native of Durham, Deirdre comes to us with a prolific background in broadcasting, and you can expect some very exciting promotions in the near future. Join us in a warm welcome to Deirdre!

Speaking of promotions, the "Your 101 Favorite Songs" promo is off to a great start. Listeners get the chance to be a music director by sending in a postcard with three of their all-time favorite songs listed on it. We will compile a list of the "101 Favorites" and play all 101 songs in a special for Labor Day. All entries will go into a pot from which a winner will be drawn. The chosen entrant will get to go to Woofer & Tweeter and choose a stereo system (receiver, turntable, cassette deck and speakers) of his/her heart's desire. Our thanks to Tom Cole and Sonny Dowdy in the DP Department for their help in compiling this list. After the special airs, anyone will be able to obtain a list of the songs by going to Woofer & Tweeter where they will be on display.

Our current "Interoffice Salad Conference" promotion has uncovered the creativity of our office listeners as they, by office memo, send in a request for a free salad smorgasbord luncheon. Catered by Irregardless Cafe, the salad luncheon also includes a visit from our own distinguished morning man, Bob Inskeep. All entries are eligible to win, with the winning entries being drawn on Thursday mornings and the luncheons being held the following Monday.

Laura Branigan fans will have the opportunity to phone in to 101 and win a pair of tickets to her concert, scheduled for August 21 at the Paladium in Carowinds. Tickets include admission to the park as well as the concert.

And if you pride yourself on untangling paper clips, shooting rubber bands and swooshing balled-up office memos into "file 13", then our upcoming "Office Olympics" is for you! WRAL 101-FM, North Hills Mall Merchants, and the American Lung Association (Raleigh Chapter) will sponsor this special event on September 15. The course of action will test the office skills of paying participants with

all proceeds going to the American Lung Association. All participants will get some special treats from WRAL 101-FM for displaying their talents in the name of fun and goodwill.

WRNL/WRXL/VIRGINIA NEWS NETWORK

WRXL Program Director Charlie West is one of four Program Directors who has been invited to New York to interview Asia.

On Sunday, July 24, XL-102 joined with Home Box Office to simulcast a live concert with Billy Joel. Charlie West described the audience reaction to the superb audio quality as "phone meltdown".

WRXL and the Tobacco Company Club has just thrown the second in a series of Cruise Parties. The theme was "Tropical Madness" and guests dressed in gay tropical attire to limbo, hula and sample tropical drinks at 102 prices. Drawings are held at every party which determine finalists who will be eligible for a celebrity cruise with morning show host Dick Hungate.

WRNL is very happy to be airing Virginia Tech Football and Basketball this season.

Dave Carlisle from TAPSCAN Rating Analysis and Research conducted a workshop with the sales staff from WRNL and WRXL. He taught the staff how to use our new IBM personal computer to prepare analytical sales data.

WRNL is sponsoring "U.S. Olympics Night at the Braves". Baseball coupons will be distributed at area 7-11 stores. Each ticket bought with coupons will give money to the Olympic Committee. A band from our homegrown album, Home Cookin' will perform prior to the game with the Columbus Clippers. Fireworks will follow the game.

The ever-growing news department has finally stopped growing! Our final vacancy was filled at the end of July, when Scott Thomas came on board to anchor afternoon drives. Scott came to us from National Public Radio.

Another Scott joined the news department just a few days prior to that. Scott Hogenson, recently out of the Navy and a stringer for the Virginia News Network in Norfolk, is anchoring morning drive news on WRNL. With these additions, the news department is now completely staffed and hard at work!

Making the work harder is a new news schedule for WRNL. We added eight more newscasts to the daily schedule...all part of an effort to make WRNL "Richmond's News Leader!"

CPR GRADUATES

Congratulations to several Raleigh managers who recently completed the CPR Training Course. The first session participants were Jim Goodman, Ben Waters, Scottie Stephenson,



J.D. Lewis, J. Michael Allen, Chris Case, Charlie Anderson, Jean Jones, Whit Neville, John Pearcy, Jim Hefner, Paul Pope, Judith Timmerman, Ted Lester, Waltie Rasulala, David Gill and Paul Quinn.

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