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WHILE CLEANING OUT FILES

SCOTTIE

9/29/87

# The Capitol Letter

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

Newsletter #149

VOILA!

And what is this pretty blue and white paper in your paycheck? It's your new NEW WAVE CBC newsletter - designed by TV artist Art Anderson and printed by TV printer Gayla Smith. Thanks to both of them for an excellent job!

AS THE FAMILY GROWS...

The latest episode of the heart-warming saga of the fast-growing, highly talented and fascinating family of Capitol Broadcasting Company involves the acquisition of a new family member - WLTV and WDRV in Statesville, N.C. The Statesville stations are headed by WLTV General Manager Larry Rouse and WDRV General Manager Walt Pulliam. Keith Smith has transferred from KMAC to Statesville as Operations Manager and WRAL 101'er Bob Armstrong has transferred there as News Director.

Welcome to our new cousins and we look forward to hearing about your activities in this newsletter.

And to start off our relationship with a bang - or boom - or streak of lightning maybe, WLTV went off the air last week as a result of being struck by lightning. Well, it's sure to be an electrifying station!!!

HOURLY NEWSCASTS - WOW!

What's ACTION-packed, exciting, informative and an hour long? You guessed it, it's the new HOURLY WRAL-TV local newscast. The new newscast premiered Monday night and was a huge success. Much, much work by many, many people resulted in a great show. The new program is a winner!

AND THE WINNER IS...

Drum Roll - Tadam Tadam Tadam... The winner of the "Name That Column" contest is...are you ready, are you so filled with excitement you can hardly stand it?...Bonnie Sullivan from TN Spot Sales! Bonnie will receive a wonderful plant from the CBC Greenhouse for her winning entry of "GREEN SCENE."

As we promised GREEN SCENE, our column which will in each newsletter feature the answer to one of your plant or gardening problems, begins with this news-

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letter. To have a question answered in GREEN SCENE, just send it in to the answer man, horticulturist J. Michael Allen in our Western Blvd. facility.

GREEN SCENE by J. Michael Allen

Three similar questions were asked this week so I'll answer them together. The questions were: "What is a hardy perennial?", "What are some good perennials for a shady location in the Raleigh area?" and "Where can perennials be purchased in the Raleigh area?" All are good questions about a group of plants that deserve more recognition and decidedly more usage in both commercial and residential landscapes.

First, what is a hardy perennial? I would say that it is a hardy plant, distinct from a tree or shrub, that can be relied upon to withstand our winter climate to a degree that it reappears after the winter and flowers again. You get a yearly return on your investment in perennials as opposed to annuals that flower once then die, resulting in yearly re-planting.

The flowering period for perennials is generally shorter than that of most annuals. Therefore, when considering perennials for your garden it will be important to select and group those that will give a phased but prolonged flowering period (a task best done on paper first). The difficulty of this selection process increases as the amount of light available to the planting site decreases. Most perennials prefer a situation that is open to sun and air. Under optimum conditions of openness and through the use of careful selection and site preparation, it is quite possible to group perennials together that will yearly render a variety of form and color from early spring to late summer. But what about perennials for shade? Well I won't hedge on this question, here is a list of perennials that once planted in properly prepared soil will do justice to shady areas: columbine, hybrid astilbe, lily-of-the-valley, bleeding heart, dutchman's breeches, lady in the bath, true geraniums, lenten rose, hosta or plantain lily, day lily, crested iris, root iris, coral bells, blue phlox, solomon's seal and foam flower. Information on each to these types can be obtained by calling the Corporate Personnel Department.

The availability of perennials in the Raleigh area is limited. If you are interested in native perennials, I would get in touch with the N.C. Botanical Garden in Chapel Hill. If you don't mind driving a little, it would pay to visit Powell's Gardens in Princeton, N.C. and



Jernigan Gardens in Dunn, N.C. Both these gardens offer a fine selection of perennials.

Incidentally, the perennials listed in this article should do quite well in the Statesville and Richmond areas also. If there are staff members in Huntington or San Antonio interested in perennials, my first advice to you would be to check with your favorite nursery or garden center.

Turn about is fair play so here are my questions to Huntington and San Antonio employees:

- What is your average yearly minimum temperature?
- How long is your growing season?
- What is the average yearly rate of precipitation?
- What is the typical character of your soils? (drainage, structure, PH, texture and organic matter level)
- What are some typical gardening and landscaping problems you frequently encounter.

If you can help me with these questions, I will be better prepared to help you with yours.

One last word about perennials. The list is certainly not all inclusive; it's a solid beginning that you can build on. Experiment a little - often a plant will survive and perform reasonably well in less than optimum light conditions. So, if you have a perennial in mind that may be marginal for the light available, give it a try. It may fool you - year after year!

#### NEW NAME

The Corporate Yards/Grounds Department has changed its name to the Corporate Property Management Department. The department will be responsible for the planning and execution of horticultural and property management activities of CBC properties. Many of these activities are familiar to CBC employees; such as those related to the care of our beautiful A.J. Fletcher Memorial Garden located at the WRAL-TV station property. But the department is also responsible for many other activities ranging from the management of the interior plant program at the 711 Hillsborough St. building in Raleigh to proposing a master plan for landscape development of the WRNL/WRXL property in Richmond.

#### NEWS FROM KISS/KMAC in San Antonio

May was World Tour Month for 99.5 KISS and with the cooperation of Sound Warehouse, a local record retailer, we were able to give away some exciting prizes.

Each weekend listeners answered trivia questions as entries to win record collections of up to 20 albums for the featured artists of the weekend. Additionally, these listeners are eligible for a drawing for a trip for two to the upcoming Texas World Music Festival in Dallas featuring Journey, Santana, Sammy Hagar, Joan Jet and Point Blank.

Tempie Lindsey, morning D.J. on KISS, was honored with a cover story in a recent issue of the San Antonio Lights Woman magazine. The cover caption was "Tempie Lindsey, vibrant KISS disc jockey is easy to wake up with". The feature points out that her show was rated #1 in the recent Birch report, discusses her success on the air and her hopes for the continued success of KISS. Morning reporter Steve Hahn was quoted, "Tempie is a professional all the way and the show is professional, but relaxed." Tempie said it was a true love of her work that gets her going in the mornings. She said, "When I get to the station there's no other place I'd rather be", and everyone at KISS is proud and happy to have her in San Antonio and at 99.5 KISS!

On May 19th, KISS and a local club hosted a plaid party to kick off the premiere of the Steve Martin movie, "Dead Men Don't Wear Plaid." Hundreds of listeners showed up dressed in plaid to receive tickets to the KISS premiere the next night. We also managed to give away over 20 life-sized Steve Martin standees some that even talked.

KISS is airing 13 specials called "Coming Attractions" focusing on the hottest summer movies, such as "E.T.", "Blade Runner", "Tron", etc. In conjunction with the specials KISS will be doing weekly movie promotions. So far we have hosted a special premiere showing of "Poltergeist" and have given away special passes to "E.T.".

Robin Williams appeared recently at San Antonio's Majestic Theatre and KISS helped promote the show featuring Robin Williams on Tempie Lindsey's morning "Comic Relief". Listeners also had a chance to win free tickets to the concert through a local stereo dealer.

KISS says "good-bye" to D.J. and Production Manager Leif Calberg who leaves us for other endeavors. But, we are also welcoming John Dodge to the staff as Leif's successor. John made the long trek to San Antonio from Claremont, New Hampshire where he was morning man and production manager for WECM-FM and WRSV-AM.

#### WHAT'S HAPPENING AT WRNL/WRXL

Congratulations to Country 91 WRNL Program Director and morning personality Mike Anderson for being named one to the top eight



radio personalities throughout the English-speaking world. Mike received the award from Drake Chenault Enterprises of Canoga Park, California.

XL-102 is operating a community switchboard which puts listeners in touch with vital agencies in the Richmond area. The switchboard keeps all the public service numbers, schedules and contacts on file. Listeners can call in to the station and receive information on community services and special announcements. Richmond area residents can even get information on lost and found dogs and cats from the Community Switchboard.

#### NEWS FROM WHTN/WKEE in Huntington

On July 1st, WHTN becomes a member of the NBC Radio Network. We are very excited about this association with the nation's leading national radio news network.

On Friday, July 2nd, from noon til 5:00 pm, WHTN will participate in the "Share Life Celebration" with the Red Cross. WHTN will report from the Huntington and Ashland bureaus in hopes of increasing the blood donation levels in the Tri-states. The theme will be "B.Y.O.B. - Bring Your Own Blood!"

Our Sales Department is growing again with the addition of Anne Dale. Anne comes to us from Marshall University and will be in charge of co-op for the entire sales staff as well as her own accounts. Anne is also recently married to Steve Dale of WOWK-TV in Huntington.

We have also found a musical star in our own Sales Department. Rex Coombs will play the lead part of Stephan/Jesus in the musical production of "Godspell". The show is being sponsored by the Southern Ohio Summer Theatre, Inc. in conjunction with Ohio University. Rex will perform for four consecutive weeks Thursday through Saturday at 9:00 pm starting June 24th at the Louise Bills Memorial Amphitheatre in Chesapeake, Ohio. Rex was a music and voice major at Glenville State College. He also has to his credit performances in "Jesus Christ Superstar" and "Fiddler on The Roof". We wish Rex lots of success in this performance.

The News Department welcomes Amber Stewart as an intern. Amber is from Marshall University and has already shown a great deal of journalistic skills.

Charlie Hicks, Vice President and General Manager of WHTN/WKEE, has been nominated to the Board of Directors of the West Virginia Broadcasters Association. Charlie has only been with the company two years and we feel this is a big

accomplishment for him. Congratulations!

The WHTN/WKEE station picnic will be held Saturday, June 19th at the Huntington Police Recreation Farm. It will start at noon and end when the last employee leaves! Many of the staff members have worked hard planning the picnic. The only thing left is to pray for sunshine.

Congratulations to Rob Schiebly, Operations Manager, who has accepted a position as General Manager of WLGC, a new station that will take to the airways this fall.

#### BUD'S NEW NUMBER

Most of you know about Bud Coggins' promotion, but you may not know that Bud has moved to an office in the 711 Building and his new number is 821-8501.

#### NEW FACE IN PERSONNEL

Please join the Corporate Personnel Department in welcoming Corky Simmons! Corky is a wonderful addition to our staff - she's bright, witty and adorable (she fits well with the rest of us!). Corky will be working part-time assisting in handling the growing mass of people and paper we are accumulating.

#### NEW BABY IN PROPERTY MANAGEMENT

And if J. Michael Allen hasn't already been a large part of this newsletter, he's got even more good news. J. Michael and wife Sandy are now the proud parents of a 9 lbs. 2 ozs. baby boy born around 6:30 a.m Wednesday.

#### WRAL-TV NEWS

WRAL-TV continued its dominance in critical areas in the May Nielsen Book. In the face of increased competition (a new independent station), we held our own while our closest competitor's losses were substantial. Here are some of the key comparisons between May 1982 and May 1981: The 4o'clock Funnies went from a 35 to a 38 share, the Beverly Hillbillies went from a 34 to a 38 and the 11 o'clock news went from a 38 to a 45! Congratulations to the entire staff!

Several new employees have joined the TV staff recently. The News Department welcomes reporters Howard Fox, Renee McCoy, Claren Scott, photographer Holly Weidenhamer, production assistant Valerie Van Gordon and Meteorologist Bill Schmidt. General Services welcomes Cecil Atkinson, an ICT student from Broughton High, and Kathy Jablonski, part-time switchboard operator.

Congratulations to Art Howard who has been promoted to News Photographer. Art joined



the TV staff in 1978 as a part-time crew member and later moved to E.N.G. Technician. He is a graduate of N.C. State University.

The News Department also welcomes back Dave Little who is on a temporary assignment as Chief Photographer.

AH, SUCCESS!

The 1982 Partners Auction was a tremendous success. It was by far the best ever. The auction resulted in \$65,000 for the operation of Partners of Wake County.

For those of you unfamiliar with the Partners organization, troubled youth are matched with caring adults who spend time and share love and understanding with the youngsters. As a result, both the adult and the youth benefit. Partners, a non-profit organization, receives its major operating funds from this auction. Area merchants donate goods and services which are televised and auctioned off to the highest at-home bidder.

Talent from all over CBC did a great job auctioning the merchandise. The TV crew and volunteers were also great. Thanks and congratulations to everyone who participated.

### WRAL-FM, Raleigh

101 will air the first three-hour oldie show Saturday, June 19th. If you are a fan of music from yesteryears, you won't want to miss the extended special on 101 each Saturday from 6-9 pm.

The WRAL-FM Sweepstakes is over and many of our listeners are enjoying the prizes and money they won. The luckiest winner was drawn on June 11th. She is Joyce Williams of Dunn. Joyce will go on a tour to Bermuda. This was the first sweepstakes of its kind in this area and listener participation was great.

The annual WRAL-FM July 4th Family Festivities will once again be at the N.C. State Fairgrounds. Activities and events will begin at 4:00 pm on Sunday, July 4th. Lots of special treats have been planned and it's sure to be an exciting event.