

WRAL-TV 5 RALEIGH

PROGRAM PROFILE

FEMME FARE

8:30 AM - Weekdays



FACILITIES: Three complete different sets; a fully equipped, modern kitchen; living room-reception area, and news desk. Three General Electric PE-350 color studio cameras, and three RCA TR-70B High Band, color quadplex video tape recorders; including full electronic tape editing facilities. RCA's latest TS-51, seven buss switcher with Chroma-key and complete effects. A completely equipped TV Theatre Auditorium with seating capacity of 252, two grand pianos, one electronic organ.



FORMAT: "Femme Fare" features Channel 5's award-winning woman's director, Bette Elliott. Each program opens with general household hints. Miss Elliott takes the viewer "there," through on-the-spot coverage of women's activities. Her program informs women of every aspect of being a modern woman through various features - from the fashion world to tips on cooking and sewing, flower arranging, home building and decorating, reports on medical problems and discoveries, and interviews with entertainers and people in unusual career fields - anything and everything that is of interest to today's woman. Other daily features of her show include an exercise period with Jack LaLanne and the Lucille Rivers Fashions in Sewing segment.

As a tribute to her programming in the public interest, she received the 1967 TV Award, presented by the N. C. Mental Health Association, citing her outstanding features on mental health and for her extensive coverage of the Wake County Mental Health Ball, an annual fund-raising project which supports the county's mental health program. For her coverage of current fashions, Bette was one of seven fashion editors throughout the country to receive the 1969 Fashion Reporters Award of New York (F.R.A.N.Y.). Still another tribute, Femme Fare received the TV-Radio Mirror Award for outstanding programming in its broadcast area for 1969. TV-Radio Mirror again paid Bette a fine tribute with a feature article on her show in June, 1971.

Another indication of Bette's wide-spread popularity is shown in her annual Spring Sewing Contest. Since it began five years ago, this contest has continued to draw contestants by the hundreds - some from as far away as Virgilina, Virginia.



Bette chats with visiting author, Helen Tucker.



One of the many home economists who visit the show joins Bette in the kitchen.

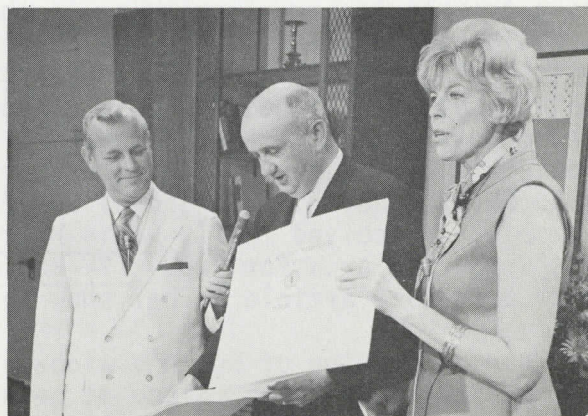
TALENT: Bette Elliott is a veteran newspaperwoman, whose bylines for eleven years in the "Raleigh Times," made her name a household word. She has received a dozen state awards and three major national awards for outstanding newspaper articles, features and columns. Turning her talents from the written word to the spoken, she joined the staff of WRAL-TV in 1963 as Woman's Director.

Born in Coblenz, Germany, her early life was spent on Army posts overseas and in the States. A graduate of William and Mary College, she received a BA degree in Theatre. An active member of the Daughters of the American Revolution, she is also listed in "Who's Who in American Women."

Being full-time mother to a son and a daughter, keeping her own household routine under control, portraying occasional leading ladies in the local little theatre, and working on a long-dreamed-about novel, she is the epitome of a housewife-turned-career woman ---- living proof that a woman can combine two full-time careers ---- and be successful at both.



Bette interviews Patsy Johnson, Miss N. C. of 1970 (left) and Pamela Eldred, Miss America of 1970.



WRAL-TV President, Fred Fletcher (center) visits the show as Bette receives the TV-Radio Mirror Award with Jim Burns, another recipient.