

The Capitol Letter

NEWSLETTER #49
JULY 13, 1978

 News and events inside Capitol Broadcasting Co. from Jim Goodman, President

PERSONNEL

LAST CALL FOR THE PICNIC!!

Looking forward to seeing everybody at the picnic!! PLEASE contact Personnel if you plan to eat at the Pig Pickin' so we can make certain we have enough food.

That's Monday afternoon & evening at MacGregor Downs Country Club!!

Take beltline south, Pittsboro exit, 1st turn to right & follow signs to club house. Dress casually, be sporty, be hungry, be thirsty, and DON'T MENTION RAIN!!

The Pilot Life Insurance Company has advised us of a rate change of .10 per \$1000 for Term insurance. This means that the insurance which the company purchases for you has increased 50¢ in cost to the company. Also, for those of you who have purchased additional Term insurance, your cost has also risen 50¢. The charge was effective July 1st. The deduction was made from your last pay check (6-29). The next life insurance deduction will be in your July 29th pay check.

We are pleased to welcome the following new employees:

Debbie Tove	Accounting Intern
Michael Chavis	FM Board Operator PT
Wallace Cherry	FM Board Operator PT
Randy Merritt	FM Board Operator
Dorenda Bryant	Projectionist
John Pronk	TV News Reporter
Ronald Jones	TV National Sales Manager

We have posted the position of Gardener.

TN

Mary Jane Campbell asks us to join them in welcoming Bobbie H. Gray. Bobbie is their new sales secretary.

GENERAL & ADMINISTRATIVE TV

Vicki Wynne says if you can't find Bob DeBardelaben, or you think Public Affairs has run away — don't panic — Public Affairs has moved into their new quarters which was Bob's old office — and Bob moved from his old office to Public Affairs original quarters. This is a fast moving business!!

GARDENS

The garden border is showing bright pink and rose Impatiens blooms with a chartreuse Coleus background, providing a colorful scene for the many weekend weddings that are scheduled for the summer. Foliage hanging baskets have been hung on the breezeway for the viewing pleasure of all employees until September. We are sorry to see Frann Pinkelton leave us July 28th.

TEAM NEWS

The WRAL Women's Softball team beat the number one ranked team, The Angels, Monday night in an exciting game. This puts our ladies in contention for first place. By the time you read this they will have played the Jets and hopefully, wrapped up first place.

MORE
TEAM
NEWS

The Media Team came through with a great victory over WKIX, 24-3. Way to go Team!!! This Sunday, July 16, the finals start for the Media League Tournament. The excitement will begin at 12 noon at Red Diamond on NCSU campus and continue to 4PM. We are expecting another trophy to add to our collection. If you want an afternoon of excitement, come cheer the Media Team to a final victory.

MORE
CORPORATE
SPORTS

ACC FOOTBALL '78, Our new publication being produced by Capitol Sports Network, has gone to press..we expect our first shipment of the magazine around the 22nd of this month.

Entries close this Friday for the 5th Annual National Open Cribbage Tournament and for the first time ever, a full field of 256 players will be playing. The prize fund this year is a record \$5800 and will be distributed among the top 16 finishers from the field which represents players from 30 states, Canada, and England.

PRODUCTION
SERVICES
TV

There will be a "talent search" session Sunday nite, July 16th at 7:00pm in the WRAL-TV auditorium. Auditions may include impromptu dialogue as well as actual commercial copy. From this session, file photographs & audio tapes will be compiled. Bill Fletcher/ Connie Hughes may be contacted for further information.

"LOVEMASQUE", a musical fantasy by Brent Wilson will be presented July 13-15 at 8:00pm WRAL-TV auditorium. Free tickets are available in Personnel.

FARM

Sylvia Sutter will be featured in a Capitol Broadcasting Co. ad in a national farm marketing publication. Sylvia is touted in the ad as the first woman farm broadcaster in the country to serve as president of a chapter of the National Agricultural Marketing Association. Sylvia is beginning a term at the helm of the southeastern organization. She and her husband Bobby recently moved to a farm in Granville County. Photos from the farm are featured in the ad. We are all proud of you 'Syl'!!!

Ray Wilkinson is coordinating extensive coverage and promotion of the 1978 'Research-On-Wheels' tour - an NCSU campaign to reduce crop disease in tobacco. Ray is anchoring a series of field reports giving daily coverage to the tour, which draws national attention each year. The four-day event is set for later this month.

Verne Strickland judged national entries for American Soybean Association media awards. Winners will be honored at the group's convention next month in Chicago. Verne won the Soybean Association's National Broadcast Award in 1969.

VERY
SPECIAL
NOTE

The female employees, and the wives of the male employees, of Capitol Broadcasting Co., would like to thank Mr. A. J., as always, for the lovely orchids he presents to us from time to time.

We sometimes forget how extraordinary it is to carry an orchid home with us from work and that we are provided such a beautiful place to work by him.

From all of us, to you Mr. A. J., THANK YOU!!!

PROMOTION/TV

A change in sound is in store for TV 5. A new station music package and news promotion package has been received from Tuesday Productions in San Diego, CA. Both are now at a local audio house for final editing. The station package is entitled "PEOPLE MAKE IT SPECIAL" and the news promotion package is entitled "NEWS PEOPLE". Both contain a revised version of THE ONE & ONLY theme. The packages will premiere at the end of August and they sound great.

Along with the new theme a new animated graphics package--designed by us--is now being produced in New York City. It will use a new graphic version of THE ONE & ONLY, very different from the current neon logo.

The Promotion and Sales Departments are in full swing with preparations for this year's preview party on August 21. More about that item later.

101 FM

THE FOURTH OF JULY WAS A SIZZLING SUCCESS. 101 FM got a great newspaper exposure, a shot on TV with Charlie Gaddy live, the hot air balloon flew, the banner was hung over the grandstand, 2500 101 FM balloons brightened the fairground, Inskip and Gormon emceed, "Tack" Attayek made his debut as 101's new production/personality person. A great idea of Eddit Weiss', etc..etc..and the 'coup de maitre' was a WRAL 101 FM ground display which drew applause from the crowd.

SALES has been working so hard they kicked up a dust storm in Charlie/Eddie's office--and it turns out he has developed an allergy to dust and grass. So that's why all the sneezing.

RON COLBERT now knows more about tennis--and covering a tennis tournament than any other UVA graduate we know of. His four daily reports got good reviews--and Bob Armstrong's interesting people-talk feature with some of the 'foreigners' captured the international flavor of the tournament. And 101 thanks the balloon flyer--who finally got the balloon on TV at 6:28 pm with the proper side facing the camera--101 FM, of course.

SPORTS
CORPORATE

WRAL's new hot air balloon made its maiden voyage last Tuesday at the 101 July 4th celebration at the State Fairgrounds. Ground crew personnel included Nick Pond, Tom Lawrence, Paul Pope and Marilyn Dixon. Pond and Pope were part of the chase crew which finally tracked the balloon to a cow pasture near Holly Springs. On Friday night at the Raleigh Racquet Club our balloon was inflated for the second time. The balloon is impressive and we look forward to having it silhouette the Raleigh skyline throughout the coming months.

Speaking of the Racquet Club, the First Annual American Express-WRAL International Tennis Tournament has been labeled an unqualified success by Tournament Officials. There were big crowds on hand for all the action last week, and our three telecasts at the event went off with virtually no hitches. Congratulations!