

The Capitol Letter

NEWSLETTER NO. 50
July 27, 1978

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

CONGRATULATIONS TO 101'ERS!!

Below are figures from April/May '78 ARB that arrived last week. Figures are for average quarter-hour and are for the TSA ... we know this is only the beginning! GREAT WORK FM STAFF!!

ADULTS 18-34

#1	101	18,100	Avg qtr hour (TSA)
#2	WQDR	7,800	"
#3	WKIX	3,600	?

ADULTS 18-49

#1	101	26,200	Avg Qtr Hour
#2	WPTF	18,600	"
#3	WQDR	12,100	"

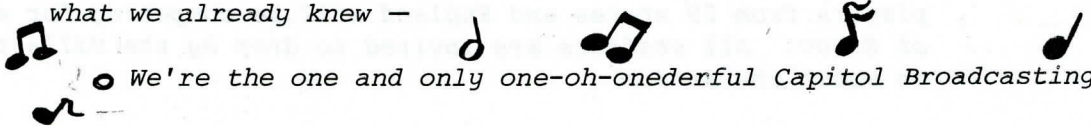
ADULTS 18-49

#1	101	21,100	Avg qtr hour (TSA)
#2	WQDR	8,200	"
#3	WPTF	6,800	"
#3	WYYD	6,800	"

ADULTS 18-34

#1	101	21,700	"
#2	WQDR	11,300	"
#3	WPTF	6,800	"

The statistical proof of radio and television's successes merely verifies what we already knew -



And since we're bragging, we also want to brag about the newest member of our corporate family - "THE NORTH CAROLINA LEADER" - housed at the Research Triangle Park, "The Leader" is published weekly and is the business and educational communities guide to happenings in the triangle, state and nation. Welcome to CAPITOL PUBLICATIONS, INC., "The Leader". Next issue we will introduce you to each of them.

NEWS/TV

The AP Broadcast Log gave kudos to WRAL-TV NEWS for its contribution in May of a story detailing indictments against several persons in a federal investigation of corruption in Wilson County. They cited Paul Crawley in this story as well as for his coverage of the threatened firemen's strike in Chapel Hill. Rich Brenner was cited for his daily reports to AP on the Tennis Tournament.

The Durham City Council passed a resolution - "good luck and thanks for covering the council" which was awarded to Paul Crawley at the July 17 City Council meeting. This is the first such resolution the Council has passed.

PROMOTION/TV

Graphic Arts has a new and greatly needed equipment room. Charlie Gaddy's former office now houses the photo typositor, slidemagic camera, and POS 1 photostatic.

CAPITOL BACK-
GROUND MUSIC

Dan Hart is sorry to announce that Bucky Strickland is leaving their division. Bucky is going into business for himself. On behalf of CBM and all his fellow employees, we wish Bucky good luck and success in his new endeavor.

101/FM

More goodies...LITTLE LEAGUE...the 101 FM little league team, coached by Bobby Caudle, won its league championship, and advanced to city league play where they won their first two games.

NEWS & OBSERVER...101FM is almost getting used to newspaper coverage but it was extra nice to be included in this past Sunday's 'Leisure Living' featuring "The Morning Men". Famous Bob was among the five personalities uncovered.

OLDIES...next week a new special, 'The 60's', the music and news clips, etc., of that decade...every night from 9-10pm...And coming in a month - history repeats itself - The History of Rock 'n Roll!!!

PRODUCTION
SERVICES/TV

Bill Redding is having his tonsils out this week. Theresa Whitfield has moved from temporary assistant in Public Affairs to a full-time position in Production Services. The talent auditions were successful! Bill Fletcher requests any suggestion you may have for features or programming material concerning the State Fair. Production crew is working on Waltie's "Aware" set. Leonard Peebles is recovering nicelyhe'll help Nick with the Cribbage Tourney this weekend.

SPORTS/CORP

The 5th Annual National Open Cribbage Tournament, co-sponsored by WRAL-TV and The United States Playing Card Company, is all set to begin this Saturday morning at 8:00am at the Royal Villa. A full field of 256 players from 29 states and England will be competing for a record purse of \$5800. All staffers are invited to drop by the Villa this weekend to watch the action.

CBC's first venture into the field of magazine publishing is about to come to fruition. ACC FOOTBALL/78 is due from the printers within the next few days and from all reports it will be a collector's item for ACC fans. If you're interested in buying a copy, please see Charlene Farrell in the Sports Development Office.

ENGINEERING
CORPORATE

Work continues at a rapid pace on the new tower and transmission facilities. The tower has reached it's structural height of 1,894 feet above ground. Three runs of power and control conduit have been installed the full height of the tower. Nineteen panels of strobe tower lighting are now being mounted. Next work will be to install 8,000 feet of transmission line. The TV and FM antennae are on site and 16 of 24 FM panels are installed.

Transmitter building has been completely remodeled inside and out. Fresh paint, ceilings and air conditioning have made a dramatic improvement.

PERSONNEL

OPEN: General Services Assistant
 Service/Installer - CBM (Greensboro)
 Business Writer, NC Leader
 Circulation Asst., NC Leader
 Sales Person, N. C. Leader
 Projectionist, WRAL-TV
 Sales Secretary, TN

PERSONNEL

WELCOME: "Tack" Attayek	FM Production Coordinator
Margaret Fishburne	Garden
Marjorie Hill	Maintenance Technician
Ron Jones	Asst. General Sales Mgr. TV
Madeleine Nix	Lab Technician - TV News
Theresa Whitfield	Production Services Admn. Assistant
John Pronk	News Reporter TV (Tarheel Traveler)
Althea Wasson	PT Switchboard

CONGRATULATIONS!! You now have the opportunity to become a member of the CAROWINDS FUN CLUB. On Friday, 7/28, the Personnel Dept., will begin distribution of membership cards which entitle all CBC employees and their immediate families to a 10% discount on Carowinds' general admission as well as discounts at participating motels, camping facilities, and restaurants in the Charlotte/Rock Hill area. This discount is also valid for admission to Kings Dominion or Kings Island.

The Personnel Dept., is also proud to announce the founding of a new corporate library to be housed in the personnel office. Please bring any job-related books that you would like to make available to other employees to Marilyn Dixon. The grand opening of the library will be announced in the near future at which time you may apply for your own library card.

FARM

Ray Wilkinson was the official dignitary for the opening of the Way-Cross, Georgia, Tobacco Market last week and was featured in a front-page story in the 'Waycross Journal-Herald'.

Verne Strickland, meanwhile, was covering the harvest and opening of tobacco market sales in Valdosta, Ga., leaving there to cover the North Carolina Seedsmens Association convention at Wrightsville, Beach, and portions of the big extension, 'Research on Wheels', tobacco tour in the Lumberton and Whiteville areas.

Sylvia Sutter's picture and a plug for WRAL-TV and the Tobacco Radio Network was part of the big farm section of "TV-Radio Age" this month. Ray has a full page report in the issue covering crop conditions in the southeast.

Ray substituted for Governor Jerry Brown of California at the recent National Farm Broadcasters meeting in California when the Governor had to cancel a scheduled appearance on short notice.

GARDEN

Mike Fultz says it is just "too hot" to have anything to report. What about FM & TV's HOT ratings, folks!!!

ENGINEERING/
TV

Cathy Norwood, Projectionist, has resigned July 21st to marry James Dobbins on July 29th. They will be leaving Raleigh for Madison, Wisc. where James will be attending the University of Wisconsin graduate school...CONGRATULATIONS AND BEST WISHES!!!