

The Capitol Letter

NEWSLETTER # 45
MAY 18, 1978

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

CORPORATE
SPORTS
DEVELOPEMENT

Things are looking good for the First Annual United Cerebral Palsy Capitol Walkalong scheduled for Sunday afternoon, May 28. The event will begin at 1:30 at the State Fairgrounds and we are hoping that a crowd well in excess of two to three thousand walkers will participate.

The 101 Junior Striders have a new honorary chairman...He's former Duke All-American basketball player Jeff Mullins. Also, several WRAL celebrities have agreed to serve as Honorary Starters for individual meets...Last week Famous Bob Inskeep was at a Cary meet, and this week Mike Toscano is scheduled to fire the pistol to start the meet's first running event.

The 5th Annual National Open Cribbage Tournament is receiving entries at a record pace this Spring. We fully expect to fill the field with 256 players by no later than June 15. Already we have entries from 25 states (one of them from the Island of Hilo in Hawaii), and for the first time this year two players are coming from Winchester, England to play.

Our Little League Baseball programs are getting started...we will have 7 Little League teams in the greater TV-5 area and one Junior League team in Raleigh. Distinctive shoulder patches with our new WRAL-TV and FM logos will be worn by all of our players.

SPECIAL
NOTE

EXPLORER POST 5 IS HAVING A PAPER DRIVE. PLEASE GIVE YOUR OLD NEWSPAPERS, CARD BOARD, ETC. (NO MAGAZINES PLEASE) TO PAUL POPE, POWELL KIDD, OR GAITHER FRYE.

SPORTS

Channel 5's team scores...Media beat Associated Press 32-8. WYNA was rained out, is rescheduled for the 27th of May. This Sunday, the 21st., we play WTVD. See special Memo for details if you want to come out and see us beat them. Our Girl's team is 1 for 2...after 7 rainouts this season.

TV GENERAL
SERVICES

Carl Horton reports that the Fire Drill on Tuesday, May 9 went very well considering that it was our first and he thanks everyone for their cooperation.

The evacuation procedures used were set up by the Safety & Security Comm.

After 18 years of service, Juanita Alexander is resigning effective May 25th. Juanita says she has no big plans...just have weekends and evenings free. She plans to redo her house. We know that all of you join us in wishing Juanita and her family the very best of luck. We shall miss her.

TV
PROMOTION

Promotion has been busily promoting all the interesting things other departments have been doing and has been taking a breather since the new News set has been completed.

TV
PROMOTION

Bill Brown does want you all to know that Friday, May 19, is the final date to pick up your reserved Wind Breakers, closing time 5:00 pm. After that, wind breakers may be purchased on a first-come, first-serve basis.

TV
NEWS

TAR HEEL TRAVELER, new News Feature, began last Tuesday. The Series will run every Tuesday and Thursday at 6:00 pm. SKIP Cilley & Ryan Keith are doing a fine job.

Incidentally, if you haven't already been watching "Unsolved Murder Series" which Paul Crawley is doing, there is still time to catch it this Thursday.

Last Monday and Tuesday night, candidates for Sherriff appeared LIVE during the 6pm News. Ben says he is also planning to invite the candidates for U. S. Seante to be our guests in the near future.

Aviva Diamond has begun co/anchoring the 7am News show w/Fred Taylor and Laretta Harris is doing the Sunday Evening News.

TV
GENERAL
MANAGER

Fred Barber reports that last week we had some visiting VIP's from ABC: Dick Savage, VP Affiliate Relations; Warren Denker, Regional Manager; Mark Waggenheim, Regional Supervisor. They met with many of our staff members, toured all our facilities, listened to and discussed with us some of our problems and talked about some future plans. Thanks for helping us make them feel welcome.

101 FM

Hundreds of weekend bowlers won free games at Buffaloe Lanes this past weekend by beating FBI's (low) score of 141. The successful grand opening was promoted primarily by 101.

Brenda Womble is our new FM traffic manager. Marketron is here this week to show her how the computer "should" work.

Jim Tiller's initial research on the 16,006 Dream Machine postcard entries, shows that 50% of the response came from the Triangle area...but his 5% sample also showed response came from at least 85 other NC Cities (and one from Scotland...as in Great Britain).

CORPORATE
FARM

The Farm Department has been on the go the past two weeks with Ray, Sylvia, and Allen Jones covering the National Agricultural Marketing meeting in Columbia, S. C., Verne covering the Sun-Belt Agricultural Exposition preview in Moultrie, Ga., and an important peanut fungicide conference at Valdosta, Ga.

This week Ray is covering the S. C. Tobacco Warehouse Association meeting at Myrtle Beach and will moderate a panel composed of top cotton farmers at a pest control seminar in Memphis, Tenn.

The N. C. Association of County Agricultural Agents has selected Wake County Associate Agricultural Agent Larry Bass as a winner in its annual communications contest. Bass received the award and certificate for having participated in the BEST TELEVISION PROGRAM featuring an extension agent during the past year. The program was produced by WRAL-TV on March 29. Sylvia Sutter was the host.

TV
ENGINEERING

Congratulations to Ian MacDonald on his new job as chief engineer for radio station WNOX in Knoxville, Tenn. This is a very fine opportunity for Ian and we wish him well.

The video tape department is looking forward to Kathy Liverman joining them on Monday, May 29. She comes to us from WNCT in Greenville, has her first-class radio/telephone license and experience in running TR-70 and TCR-100 machines along with camera control and master control.

CORPORATE
ENGINEERING

Lee Poole has a tower progress report for us: As of Monday morning the new tower has reached a level of 631 feet. If weather holds, by Wednesday night it will be in the vicinity of 800 feet above ground. The New structure is easily seen from four to five miles away, and is beginning to attract the attention of passing motorists who are stopping to gaze. A safe viewing area has been established and marked for this purpose. Only working personnel are permitted near the construction area when the work is in progress.

CAPITOL
BACKGROUND
MUSIC

Dan Hart is very pleased to announce that Jerry Jacobs joined CBM as a Salesman in the Greensboro market area. He was the #1 Salesman for Muzak for the past 10 years. Welcome Jerry.

PERSONNEL

Remember Monday, May 29 is MEMORIAL DAY...AND A HOLIDAY. Have a happy one.

Welcome to our new employees:

Mandy Smith	Production Intern
Robert Newton	Production Intern
Brenda Womble	FM Traffic Director

The following positions are open:

Weekend Switchboard Operator
Electronic Technician (XTMR)
TN Sales Secretary
Production Crew (2)

No "update" from the Recreation Committee. The rain brought everything to a standstill since our last report.

NEWS

Our wandering weather man, Bob DeBardelaben, was a surprise guest star at the Hayes Barton United Methodist Church, Wednesday night, May 10. His cameo appearance came during a youth musical drama about the life and times of Noah called "100% CHANCE OF RAIN". During the skit, when "Noah" wondered whether anyone else knew what was going to happen, TV 5's bald one stepped out on the stage--to the surprise of everyone--and said, "Did someone mention weather?" He then went on to forecast 40 days and 40 nights of rain. We always knew Bob was quite accurate.

CORPORATE

Jim Goodmon reports...still haven't gotten profit sharing certificates from the Bank. Hope to get them by end of next week.

The Capitol Letter wants to give special recognition to GALA BOONE for helping us get The Letter to you. Not only her nice work, but also her PATIENCE!!!