

The Capitol Letter

NEWSLETTER # 44
MAY 4, 1978

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

THE CAPITOL LETTER IS BACK WITH A NEW EDITOR (BILLIE K) AND LOTS TO REPORT.

TV PROGRAM Ginger Mancinotti wanted everyone to be aware that we are now in rating period. Arbitron will run from May 3 thru May 30; and Nielsen from May 4 thru May 31.

The afternoon lineup was changed effective April 17 and is as follows: 4:00pm...Gilligan's Island; 4:30pm...I Love Lucy; 5:00pm...The Real McCoys; 5:30pm...Andy Griffith; 7:00pm...Bewitched; and 7:30pm...Adam 12.

FARM Ray Wilkinson was presented a special award of service from the PEACE CORPS for his continuing help in recruiting agricultural volunteers for the service.

Sylvia Sutter was elected PRESIDENT of the Carolina's/Virginia Chapter of the National Agricultural Marketing Assn...and participated in the National Conference at Atlanta this past week. The C/V Chapter was selected as the most outstanding small chapter in the nation.

Verne Strickland produced a series of reports on the GOVERNOR'S TRADE MISSION to Western Europe, which received a letter of commendation from the Governor.

Over 1,000 requests from 100 different communities and three states were received in a two week period on COUNTRY MORNING for farm coloring books. The supply is exhausted and more have been ordered to fill demands.

TV OPERATIONS Vicky Wynne reports that the birds are humming and the bees are buzzing, while the GARDENS are just as lovely this Spring as they are every year. We have had hundreds of visitors touring the Gardens and the brides keep the phones ringing off the hook inquiring about our wedding schedule. In fact...by this weekend, 17 weddings will have already taken place this Spring and we have 75 more scheduled to take place between now and this Fall.

"SUNDAY ON THE SQUARE" was taped in Fayetteville last weekend and will air May 6 at 7:00pm.

LEE POOLE Lee happily reports that the TOWER is now under construction and, as of today, the ELEVATION HEIGHT IS 400 FOOT. They expect it to surpass the old tower within 3 weeks. Promotion plans are being readied.

SPORTS
DEVELOPMENT

Nick Pond's First Annual CAPITOL WALKALONG for United Cerebral Palsy of N. C. is May 28, a Sunday. Join up and take a WALK FOR THOSE WHO CAN'T!!

Nick tells us that they have sent out 2000 PIECES OF MAIL so far in connection with the CRIBBAGE TOURNAMENT. This will be the 5th Annual-and by far-the largest ever held. Sign up and win some money and have a great time while you're winning.

SPORTS

After four 'rain-outs' the WRAL WOMEN'S SOFTBALL TEAM had their first game May 2, and WE WON 11 to 4!! The MEDIA TEAM coached by Paul Pope & Jim Stachowski will have their first game SUNDAY May 7, at 5:00 pm at the Pony League Field on NC State Campus. We would like to see everybody come on out and watch us beat the Associated Press.

TV NEWS

Henry Goldman and Ben Waters send thanks to the entire STAFF for your cooperation in our PRIMARY ELECTION COVERAGE. Due to some last minute difficulties some staff members were called on for AN EXTRA EFFORT AND THEY ALL CAME THROUGH WITH FLYING COLORS. With the NEW SET and FIVE "LIVE" REMOTE LOCATIONS, WRAL-TV was miles ahead of the competition. Henry and Ben have already started planning for the run-off Primaries on May 30 and the General Election in November and they will be calling on you again.

FM101

Susan Teague, 18 year old freshman at NC State was the WINNER of the 101 DREAM MACHINE CONTEST. There were 16,006 entries. It was the BIGGEST CONTEST in Raleigh RADIO history.

Special thanks to Mike Edwards and the News Staff for their Splendid Primary Election coverage.

For National Secretaries Week, Bob Inskip, Mike Toscano, and Jim Tiller took 5 secretaries from National Association of Secretaries out to lunch on Wednesday to the LaChateau. SOME FELLERS HAVE ALL THE LUCK.

TV PROGRAM

DON'T FORGET TO SUBMIT YOUR IDEA (OR CHOICE) FOR NAMING TEEN FROLICS.

TV
PROMOTION

You've probably all seen the TV Guide ads for ACTION NEWS 5 posted in the station. What you may not have heard are the 1080 spots per week which have been running on 36 radio stations telling our viewers what they already know: ACTION NEWS 5 is NUMBER ONE...has 4 out of the top 10 shows, beats WTVD soundly, and rubs shoulders with Network Prime Time programs.

In case they (or you) missed the radio spots, we're telling 'em the same thing in print. Through May 20 the ACTION NEWS 5 success story will be seen in 22 newspapers.

NO JOB OPENINGS AS WE GO TO PRESS

PERSONNEL

We have the following new employees:

Fay Mitchell-Henderson - FM Admn.Asst.Trainee
Jay Mills - News Photographer
Aviva Diamond - News Reporter
Lauretta Harris - News Reporter
Larry Spangler - News Photographer
Bill Riley - FM Board Operator - PT
Bill Holland - CBM Service/Installer
Evie Strickland - Administrative Intern
Bobby Dawson - Gardener - PT
Rich Brenner - Sports Director
Connie Hughes - Copywriter/Producer

Congratulations to STUART DAVIS for his promotion to Weekend Crew Chief.

Marilyn Dixon gives us a report from the RECREATION COMMITTEE... in between the 'scattered showers', the volleyball court and the softball field have been graded. Construction will begin soon on the boat dock and pier.

CORPORATE

JIM GOODMON REPORTS....We agree with Fred Barber that WE DO HAVE THE WORLD'S MOST MAGNIFICENT NEWS SET...and we want to give a special acknowledgement to Art Anderson and his Staff for their CREATIVITY AND TIRELESS WORK.

PROFIT SHARING reports should be here next week. I'll schedule a Corporate Meeting probably for week of May 15.

Plans for summer picnic and Golf Tournament are being made.

CONGRATULATIONS ON LPGA COVERAGE!!!

Does anybody know what Charles Moye & Bob DeBardelaben really shot in the LPGA Pro-AM?

NEXT EDITION MAY 18.