

# The Capitol Letter

NEWSLETTER #54  
OCTOBER 5, 1978



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

## CORPORATE PERSONNEL

Announcing the winners of the hanging baskets on the walkway!

Frank Jones  
J.D. Lewis  
Gene Reopelle  
Ginger Mancinnotti  
Nancy Davis  
Gaither Frye

Bob Browning  
Barry Phlegar  
Bobbie Battista  
John Greene  
Ford Gates  
Charles Moye

You lucky people may go by the greenhouse this afternoon or Friday morning to choose your basket. Congratulations!

As you know...the State Fair is coming to Raleigh October 13 - 21. Starting Monday, October 9th through Wednesday, October 11th, you may come by Personnel any afternoon between 2:30 and 5:30 to pick up YOUR FREE TICKETS for general admission on any day to the fair. First come - first serve.

Once again Billie Krisulewicz has football tickets for all Blue Devil and Tarheel fans! Duke vs. Virginia and UNC vs. Miami of Ohio on Saturday.

Campaign goals! Personalized pledge cards! Trained solicitors!!...all terms we haven't heard in awhile, but will be hearing alot of in the near future - as the 1977-78 United Way Campaign gets underway. During the 1976-77 campaign, WRAL established a model employee campaign with a dramatic 268.3% increase. Last year, the staff & station were awarded an Award of Excellence for their support...we are looking forward to another (super!) successful year with the United Way campaign. Powell Kidd and Pamela Barksdale will be serving as TV Chairpersons, Corporate Chairperson is Rhonda Daniel, FM/TN Chairperson is Faye Mitchell-Henderson and CBM Chairperson is Emily Clifton. All these people are really looking forward to working with each of you for another "Award"!!

Welcome to Doug Tyler, Tom Britt and Ralph Thomas, our new employees at Capitol. Doug is a part-time gardener, Tom and Ralph are part-time board operators at FM.

## TV PROMOTION

EXTRA - EXTRA - READ ALL ABOUT IT!!! You still have time to buy a "News People" T-shirt. The sizes available are medium, large and extra-large at the reasonable price of \$3.00!!

The new promotion campaign has been launched for Action News 5. The "News People" theme is centered around our individual reporters and photographers and is designed to let the folks know that we're one of them - sort of a people to people approach. The music jingle was produced for us in California.



TV  
PROGRAM

Just to let you know how well we are doing with our new fall schedule, here are the top ten national ratings (from the third week in September) with ABC winning over half of those:

<u>RANK</u>	<u>NETWORK</u>	<u>SHOW</u>
1	ABC	LAVERNE & SHIRLEY
2	ABC	THREE'S COMPANY
3	ABC	CHARLIE'S ANGELS
4	ABC	HAPPY DAYS
5	CBS	MASH
6	CBS	ONE DAY AT A TIME
7	ABC	TAXI
8	CBS	ALL IN THE FAMILY
9	ABC	LOVE BOAT
10	CBS	ALICE

TV NEWS

Lorraine Moore is a Momma! A daughter, Meredith Norwood Hooks, born September 15th - 22 1/2 inches long and 11 lbs.

Ben Waters and JohnCGreene attended the International RTNDA Convention in Atlanta... September 19-22. Ben attended the Associated Press meeting at Nags Head...September 29-30. WRAL-TV won an award for "Cooperation - Large Market Station."

Katherine Acton, VickieWynne, Charlene Farrell, Denise Massengill, Donna Holland, Kay Seavey and Irene Dietsch attended a Professional Secretary's Seminar at the Hilton on Sept. 21st.

Rich Brenner went to the Michigan/Duke game and sent in taped reports...September 28th and 29th.

TV  
PUBLIC  
AFFAIRS

A new attempt and effort on the part of WRAL to involve and communicate with the viewing public is offered with "Speak Out." This concept involves encouraging our viewers to become actively involved with their public airways system, by allowing WRAL screened and selected "spokespersons" the opportunity to "Speak Out" their views on the topic of their choice, by means of :60 and :30 aired announcements. A WRAL Message Guideline packet and registration form is available upon request for interested individuals. Contained within the packet is a complete detailed list of "Speak Out" rules and regulations regarding message content and other pertinent information.

FM

101 is now booming from the new tower. Last night at midnight we switched over to the new tower. Our FM coverage is improved considerable by the new tower! Congrats FM!!

FARM

This past Friday Ray Wilkinson met with President Carter for a half hour in Washington at which time the president discussed his plans for agriculture. Ray was the only TV farm Broadcaster from the Southeast at the meeting, in the Cabinet conference room. Ray also participated in an hour long session with Secretary of Agriculture Bob Bergland.

Verne has been in Georgia and South Carolina this week doing a major cotton report in Georgia and covering South Carolina Crop picture.

Ray reports that 100 percent of the over 200 rural firemen for whom he spoke Tuesday night in Louisburg, watch Channel 5. Franklin County is really five country.

This week the Capitol Broadcasting Research Farm was featured in a full page ad in Agri-marketing a national publication reaching the entire agri-business community. Fifty people have already signed up for the tobacco seminar at sea in January.

Sylvia will preside over the National agricultural marketing association for the Carolina's and Virginia in Greensboro next Monday. She is president of the three state group.

SWAP SHOP

Dan Hart at Capitol Background Music informs us that he has two gentle horses that need a good home...Call Dan at 834-8474, ext. 253.