

The Capitol Letter

NEWSLETTER #53
September 21, 1978

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

OPERATIONS/TV

Our fearless and undaunted weatherman, Bob DeBardelaben, (will Bob do it?) finally did his broadcast from the 'Tall Tower' Monday night. Bob said his prior explorations have been limited to weekly ventures into uncharted areas of the golf course. As he put it, "It took much hand holding by Lee Poole and Bill Redding, three valium and several talks with the man up-stairs. In this case, Lee Poole. It was a great adventure and I do believe on a clear day, you could see forever". Bob said it was the greatest promotional event he has ever been involved in and special thanks should go to Bill Brown, Vara Bell, Henry Goldman, Powell Kidd, and the many other support people who made the effort possible.

ENGINEERING CORPORATE

Lee Poole came down from the top of the tower long enough to tell us that EVERYTHING LOOKS SUPER SUPER!!!

GENERAL SERVICES

We have a new employee - general services assistant - Terry McCaw of Raleigh.

First Aid Courses will be offered again first of October. Dates not yet set. Continued help of employees is needed to share in coffee making and keeping the lounge clean. Your cooperation is appreciated.

Bob Tellis wants to thank everyone for the many kindnesses and sympathy extended him upon the passing of his Mother last week.

SALES/TV

Bud Coggins has given Billie K. several tickets to the UNC/Maryland game Sept. 23. We will be airing it Saturday night at 11:30 pm. The game will also be seen in Washington and Baltimore.

PRODUCTION SERVICES/TV

In the same vein...we are providing a crew for the UNC/Maryland game.

We also have tickets available for the Duke/South Carolina game this Saturday in Durham. These tickets are up for grabs along with the UNC/Maryland ones...contact Billie K.

PERSONNEL

Welcome new employees:

Tina Prewitt	TV Sales Intern
Holly Waddell	Personnel Intern
Margaret Beaman	TV Engineering Intern
Teresa Damiano	TV News Intern
Maryellen Rath	TV News Intern
Matt Drabich	Production Intern
George Lemon	Leader Sales Person
Ralph Thomas	FM Board Operator
Doug Tyler	Gardener

Positions open:

TV News Lab Technician
FM Sales Person
Asst. TV News Director
FM Anchor Reporter
TV Engineering Maintenance Technician
TV News Photographer

FARM

Vern Strickland joined four other farm broadcasters from around the nation last week on a conference call hook-up with U.S. Secretary of Agriculture, Bob Bergland. The Secretary answered questions about the state of agriculture today.

Verne produces and hosts an entertaining thirty-minute special that is recommended viewing for tonight. "Scouting Fever" profiles the modern Boy Scout program and features basketball greats Bill Foster, Norm Sloan, Dean Smith, and Monte Towe. Gov. Jim Hunt makes a special guest appearance. Air time is 7:00 pm tonight (Thursday, Sept. 21) on TV-5. Robert Parnell directs and Powell Kidd supervises remote engineering at Camp Durant. Verne notes that he always wanted to be a Scout but could never meet the height restrictions.

Sylvia Sutter is Chairman of the NC Farm Writers & Broadcasters' Farm Press, Radio Institute Committee for 1979 and will be holding the first planning session here at Channel 5, Monday. Sylvia also represented the Company at the dedication of the Central Carolina Farmers swine operation at Stem in Granville County. This 200 sow operation may eventually become the largest swine operation in the Piedmont. N. C. ranks 7th nationally in swine production.

Ray Wilkinson & Paul vonHagel have just returned from a trip to the mid-west on which they were talking with agricultural accounts. They report tremendous interest in our increased TV coverage of the rural area. Ray reports our signal now reaches an area covering production of over one million hogs, a million acres of corn and soybeans and over 80% of the tobacco raised in the state..and for the first time we are reaching the big peanut producing area in the Northeastern corner of the state.

"Country Morning" viewers have written from Bogue Sound, Mt. Crogham (in North Central Chesterfield County, SC), Wrightsville Beach, Waxhaw, and Ahoskie, reporting that reception is now great since our new tower has gone into operation.

NEWS/TV

Ben Waters was happy to announce that Rachel Bell joined our News department on Sept. 11. Rachel was a reporter at WTVW-TV in Evansville, Indiana for almost two years. In addition to her reporting duties there, she wrote and anchored two morning newscasts and was responsible for producing and hosting a daily Public Affairs program. Her other broadcast experience includes a four-months news internship at ^{his}old station in Toledo, WTOL-TV. Rachel is a native of Gary, Indiana. She has a B.A. in Mass Media Arts from Hampton Institute, Hampton, Va., with several graduate course credits towards an MBA degree. Please join in welcoming Rachel to the news team.

GARDEN

Many of you have been wondering what will happen to the hanging baskets along the walkway since cooler weather is approaching. Mr. Fletcher has decided to put everyone's name in a hat for a drawing. The baskets will be given away to 12 lucky folks the week of October 9. We have just completed reseeding the turf areas with cool season grass seed. In a couple of weeks we hope to see greener lawns around WRAL.

PROMOTION

In just a few short weeks, WRAL-TV will kick off a new promotion campaign for ACTION NEWS 5 called "Newspeople". Some of you may remember the theme played at the last TV Staff meeting.

PROMOTION

In conjunction with the campaign, the Promotion Department has commissioned a special T Shirt with "Newspeople" and the new One & Only logo.

The shirts are chocolate and orange on a light coffee-colored background-- Fall colors at their finest. The shirts are short-sleeved, 50% cotton/ 50% polyester blend, available in adult Small, Medium, Large and Extra Large sizes.

These shirts are limited in quantity, and are offered on a first come, first get basis at three dollars each.

If you'd like to have a Newspeople T shirt, simply bring three dollars cash or check payable to WRAL-TV to Irene Deitsch, this Friday or Monday the 25th. Irene will not be in Engineering, but at Judy Kilmartins temporary desk in the Corporate Building, from 9am to 5pm both days.

As promised, each employee of Capitol Broadcasting Company, Inc., will receive a pewter finish medallion created to commemorate the first day of broadcast by WRAL-TV from our new 2000' Tall Tower.

Your Division or Department head will be receiving a supply of the medallions within the next few days, and will distribute them to you then.

Congratulations to Art Anderson for the excellent design of the coin, and thanks to Gloria King for coordinating production with Honorcraft Inc. of Braintree, Mass.

FM-101

101 Bananalines...Soooper Scoop Dave Collins broke the Bank of NC story last Thurs. night. And NCNN and 101 FM had additional scoops on the story over the weekend. Good digging, Dave!!

New NCNN weekend show--a 15 min. scoreboard, also on 101FM at 5PM. Ron Colbert is doing a first-string job.

Rowell Gormon did the best job on radio of promoting TV's Battlestar Galactica with his contests and 'sneak preveiws'. The famous trekkie gave his professional opinion of the 3-hour premier: 'It's breath-taking, even on a 19-inch screen'. As "Zoot", he then intoned, 'It's far out'.

The 101 Fun Run (9/10) was about twice as successful as the first one. The Junior-Striders-Organized event drew 300 runners and about 200 spectators--enough to slurp up all the free coke at the finish line.

And Junior Strider Bobby Baxter is now famous as the first finisher in the Governor's run for fun last week. Also running Mike Toscano and Tom Black --Black did some 'participatory journalism' while running with tape recorder on.

This week Tom is filling in for vacationing Toscano on 101's morning show. At first he was leery of 'those big shoes to fill'...til he found out they're just size 6-1/2.

SWAPSHOP

For Sale: Man Inflatable Boat w/oars, air pump & repair kit. Never been used!! If interested Call Ellen at Ext. 238 or 828-5396 nights.

For Sale: '72 SAAB Le (w/triumph engine). Call Will after 4 pm at 851-0197.