

tele•news

Letter



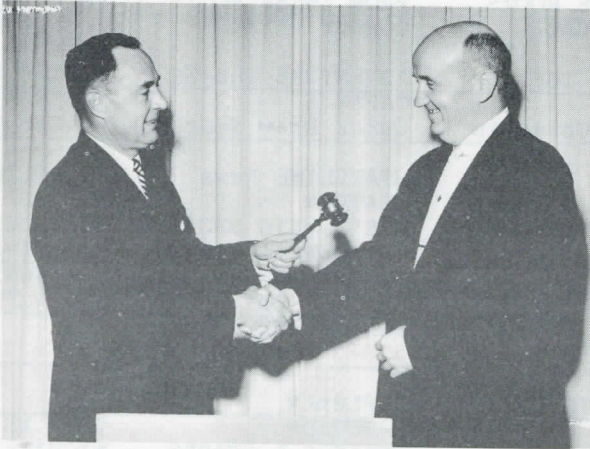
WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

VOLUME 3, NUMBER 4

APRIL, 1960



NEW SALES EXECUTIVE PRESIDENT

WRAL-Television's General Manager, Fred Fletcher, right, was elected President of the Raleigh Sales Executive's Club at a recent meeting, succeeding M. E. Johnson. In the above photograph Fletcher receives the symbol of leadership, the President's gavel, from Johnson, manager of the local IBM office.

MOVIELAND'S BIG NIGHT

On April 4, beginning at 10:30 PM, NBC-TV and Channel 5 will carry the presentation of the Oscars to the best performances and performers of 1959 as picked by the Academy of Motion Pictures Arts and Sciences. Bob Hope, who apparently is not a nominee, will act as Master of Ceremonies.

WOODY'S BACK

Youngsters will be happy to learn that WOODY WOODPECKER, the wackiest cartoon clown of them all, is back on Channel Five. He will be seen each Friday at 5:30 PM in the CAP'N FIVE SHOW, beginning April 8.



SEE PROGRAM INSIDE



IT'S BASEBALL TIME

The major leagues get under way in April. The first game on Channel 5 will be on April 16 at 1:30 PM, Cincinnati vs Pittsburgh. On April 23, the St. Louis Cardinals take on the Los Angeles Dodgers at 2:25 PM.

SNOW CHANGES SCHEDULE

The recent heavy snows experienced in the Channel Five area caused a welcome change in programming on the first day of the Atlantic Coast Conference Tournament. Knowing that thousands of ticket holders to the opening games would be snow bound, General Manager Fred Fletcher approached the basketball committee of the Conference with the proposal that Channel 5 carry the games as a public service. This was agreed upon. The station cancelled all commercial programs, during the periods of the games, and carried the opening day's games in their entirety, beginning shortly after the opening of the first game. The quick decision caused some fast moving on the part of all departments, but the job was done. Channel Five's Sports Director Ray Reeve did the play-by-play, with WRAL Radio's Bill Currie doing the colorful commentary.

Another service rendered by the station was the renting of six wreckers in Raleigh and Durham to extract snow bound motorists from the drifts. These wreckers were on duty for three hours.

CHANNEL FIVE VIEWER WINS

Miss Martha Jackson, of Wake Forest, is shown as she appeared on television on the daytime PRICE IS RIGHT show. Miss Jackson, who is Secretary to the Public Information Officer of the Employment Security Commission, walked away with over \$1,400 in prizes. Her boss, Ted Davis, made the above photograph while watching Channel Five, of course.



SPECIAL FEATURES

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|---------------------|--------------------------------|
| April 10 - 11:00 AM | Palm Sunday Service |
| 17 - 11:00 AM | Easter Mass |
| 22 - 7:30 PM | DeGaulle in Washington |
| 29 - 8:30 PM | Bell Telephone Hour THE MIKADO |