



tele•news

Letter



WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

VOLUME 3 NUMBER 7

JULY 1960



CONVENTION COVERAGE PLANNED

WRAL-Television will carry, through NBC, coverage of the two political conventions in July. NBC plans the largest-scale operation ever, using a large staff headed by the award-winning news team of Chet Huntley and David Brinkley. Special electronic equipment, refined through the same technical wizardry which has placed TV cameras and recording devices into orbiting satellites, will be found in the hands of reporters, interviewers and newsmen wherever things are happening. WRAL-Television will carry all Convention coverage offered by the network. The Democratic Convention will begin July 11 in Los Angeles, while the Republican Convention starts July 25 in Chicago.

GUIDED TOURS TO CONTINUE

The guided tours of the Channel 5 studios which were started in June as an experiment have proven so popular, the tours will continue each Sunday, 2:00 to 5:00 PM, through the month of July. In addition, tours will be conducted on July 4, 2:00 to 5:00 PM.

TEEN AGE FROLICS

During the summer months this program has been expanded to Tuesdays and Thursdays (1:00 PM) and Saturdays 11:30-1:00 PM. Each program MC Kay Fletcher conducts a dance contest and frequently introduces guest artists. Groups from all over the extensive Channel Five area are invited to contact either Kay, or J. D. Lewis, who conducts the program every other Saturday.



SEE PROGRAM INSIDE



ROMPER ROOM PARTY

On May 26 Miss Margaret entertained a large group of former ROMPER ROOM "graduates", and their parents, at a birthday party commemorating ROMPER ROOM'S second anniversary on Channel 5. Miss Margaret, shown here cutting the two-candle cake, led the games, songs and contests. About 150 attended the party.

ADDITIONAL PROGRAM HIGHLIGHTS

- JULY 4, 10-11 P.M., "ONE LOUD CLEAR VOICE." WENDELL COREY STARS AS A YOUNG POLITICAL REFORMER IN THIS REPEAT COLORCAST.
- JULY 11, 1:45 P.M., "ALL-STAR BASEBALL" FROM KANSAS CITY, MO.
- JULY 13, 11:45 P.M., "ALL-STAR BASEBALL" FROM NEW YORK CITY.
- JULY 18, 10-11 P.M., "THE INNOCENT YEARS," FIRST OF SIX "PROJECT 20" PROGRAMS TO BE SHOWN GIVING THE FULL SWEEP OF THE HISTORY OF THE YEARS, 1900-1950.

ELECTION COVERAGE

Both Democratic primary elections were covered by Channel 5 cameras. Camera stations were set up in the buildings that housed the candidates' headquarters for on-the-spot, live interviews and reports. These reports, and wire service reports, were fed to a team of statisticians at WRAL-Television's Election Center who passed the information on to announcers and commentators. This is the first time in the history of North Carolina television that such complete election coverage has been offered viewers.



**Channel 5
Youth Base-
ball**
For the third summer WRAL-Television is sponsoring youth baseball teams in several cities in the coverage area:

Raleigh - Little Tar Heel League
Durham - Pony Grad League
Burlington - Midget League

Fayetteville - Midget League
Rocky Mount - Junior League
and Little Tar Heel League

The Durham Pony Grad Team recently visited Channel 5 and made an appearance on the Cap'n Five show. This team has won many honors in its home city. You are invited to attend games in either of the above cities.