



WRAL - TV

ABC  
REPRESENTED BY KATZ

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### PUBLIC SERVICE AWARD

Fred Fletcher, President of WRAL-TV, and Governor James Holshouser enjoy a light moment at the presentation of a Public Service Award to the station by the United Cerebral Palsy Association of North Carolina. The recent telethon conducted by the station, in cooperation with WCTI-TV, New Bern and WGHP-TV, High Point, on behalf of the Association, drew pledges of \$300,000 for the cause.



### AWARD WINNER

At a recent banquet meeting of the Triangle Advertising Federation at Raleigh's North Ridge Country Club, A. J. Fletcher, right, WRAL-TV'S Chief Executive Officer, was presented the Silver Medal Award for his contribution to advertising during his 36-year career in Broadcasting. Ivan Hardesty, Jr. of Winn-Dixie Stores, made the presentation as chairman of the awards committee.



### SPECIAL JUNE PROGRAMMING

For the first time, WRAL-TV will telecast the MISS NORTH CAROLINA PAGEANT on Saturday, June 7, beginning at 9:00 PM. This colorful event is managed by the North Carolina Junior Chambers of Commerce. The winner will represent the State in the Miss America Pageant.

The leaves will not be coloring and the air will not be chill when the pigskins fill the air in Lubbock, Texas on June 21. The COACHES ALL AMERICAN FOOTBALL GAME will be covered live by ABC Sports, beginning at 9:00 PM.