



tele•news

Letter



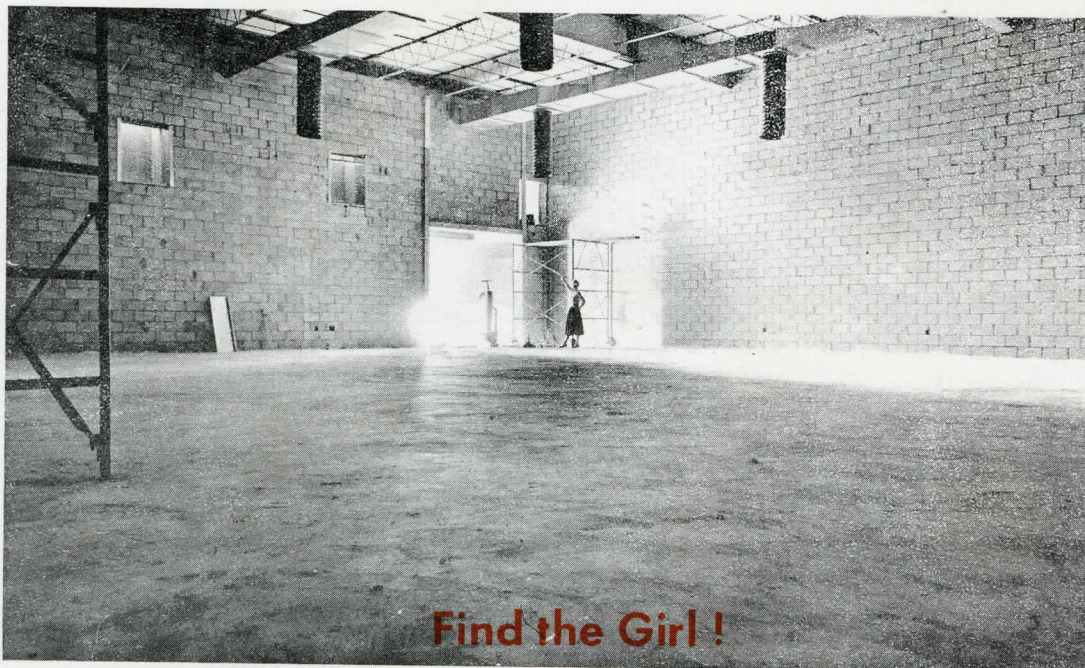
WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

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The first phase of the new studio and office buildings which will house the WRAL-Television operation is nearing completion, according to Fred Fletcher, Vice President and General Manager. The administrative and office personnel will occupy the new quarters by March 10, with the production and engineering staff to follow shortly thereafter. It is anticipated telecasting will begin from the giant new studios around mid-April. Shown above is attractive Nancy Spofford, of the promotion department, in one of the spacious new studios. This one covers an area of 3600 square feet. It can accommodate fashionshows, automobile shows, furniture shows, and circus acts. Next month's *TELE-NEWS LETTER* will bring you up to date on the progress of the buildings.

A MESSAGE FROM THE PRESIDENT

A. J. Fletcher, President of Capitol Broadcasting Company, operators of WRAL-Television states, "As soon as we occupy the new studios we plan to invite our Advisory Committee and the members of our programming Councils - Agricultural, Educational, Religious, Discussion and Fine Arts, which are made up of persons prominent in these fields, to orientate our future programming. This will give Channel Five an unparalleled opportunity to render the greatest television service possible in our 100 mile radius which serves over 2 million North Carolinians."

Color-TV

Reprinted from Printers Ink - November, 1957

For years now the television industry has been waiting for the big color-TV breakthrough that never came. The real color bulges are beginning to show where no one has been looking....the Radio Corporation of America, biggest color-TV promoter, took its promotion money to smaller cities where it could make an impact.....TV color set sales in the Ohio Valley shot up 800 per cent in one four-week period after station WLW in Cincinnati started color programing. By early October, one in every two RCA TV receivers sold in Cincinnati and Dayton was a color set.

RCA regional representative James Harter says that the color interest in Omaha, Nebraska, has already pushed that city up to seventh place in color set sales in the country.

Editor's note - Judging from requests for monthly color schedules, interest in Color-television in Channel Five's coverage area is on the increase. If you have a color set, let us know, and we'll mail you a schedule each month.

RADIO REVEALS REEVE'S RAPIDITY

A prominent North Carolina sportswriter made glowing reference to Channel Five Sports Director Ray Reeve recently in his column in a leading daily newspaper. Ray does a play-by-play broadcast of sports events over a large network of radio stations in addition to his television duties. The sportswriter reported on the result of a test he made during the broadcast of a basketball game. He discovered, in switching from sportscaster to sportscaster by using the push button system, that Rapid Ray was seconds ahead of the others on every play. REEVE WITH SPORTS may be seen each week-day at 6:25 PM on Channel Five.

PAY-TV EXPERIENCE

Reprinted from TIME Magazine, February 24, 1958.

Pay-TV test is fizzling in Bartlesville, Oklahoma, in major experiment. With subscribers to shows via co-axial cable down from December's 580 to 300, sponsoring Video Independent Theaters will drop prices from \$9.50 to \$4.95 a month.

GEORGE HALL DAY IN RALEIGH

Program Director George Hall was honored recently at the Raleigh Little Theater when three of his one-act plays were produced by Little Theater members. Several Channel Five-ites, including Liz Dixon and Alec Dantre were included in the staff and production crew. The reviews were most complimentary.