



tele•news Letter



WRAL - TV

NBC
REPRESENTED BY H-R

RALEIGH, N.C.

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MARCH, 1960



WRAL-TV TAKES OPERA TO WASHINGTON

A demonstration of what can be done on television on the local program level was made by this station in Washington, D. C. on February 15.

By the use of video tape, a group of 75 saw a closed circuit program in the ball room of the Hotel Raleigh after a buffet dinner.

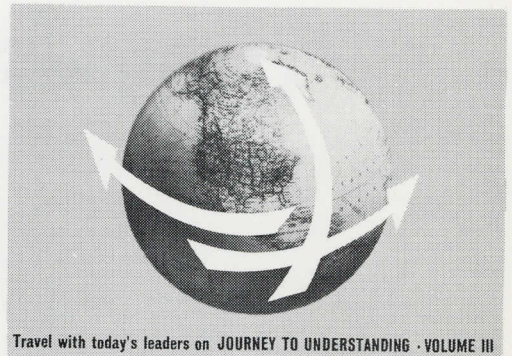
Included in the taped program were excerpts of Channel Five's band and vocal music programs and a performance of Donizetti's DON PASQUALE, which was telecast last January.

The guests included four Federal Communications Commissioners, the majority of the North Carolina Congressional delegation, members of the trade press and others.

The station group was headed by A. J. Fletcher, President and Founder of the National Grass Roots Opera that performed DON PASQUALE; Fred Fletcher, Vice President and General Manager; Virgil Duncan, Chief Engineer; David Witherspoon, Director of Promotion & Public Relations and Bernie Whitaker, Regional Sales Manager. Frank Fletcher, the station's Washington attorney, coordinated the arrangements.

JOURNEY TO UNDERSTANDING

Channel Five will carry two special programs of world wide interest in March. On March 5, 9:30-10:30 PM, an hour colorcast will summarize President Eisenhower's visit to Brazil, Argentina, Chile and Uruguay. On March 26, 9:30-10:30 PM, a telecast covering Russia's Premier Khrushchev's visit to France will be aired, from the Eiffel Tower to the provinces.



Travel with today's leaders on JOURNEY TO UNDERSTANDING - VOLUME III

SEE PROGRAM INSIDE



CAP'N FIVE'S PUPPET FRIENDS

Cap'n Five's youthful daily visitors are much intrigued with his puppet companions. Rowdy, the garrulous Irishman, was named in a contest that swamped Cap'n Five with suggestions.

NEW FACES AT CHANNEL FIVE

Art Anderson, New Bern native, replaced Earline Pryor in the Art Department in February. Anderson formerly worked at WSOC-TV, Charlotte.

Dianne Bedell, formerly of WRAL Radio, more lately of WFMY-TV, Greensboro, and Radio Station WBIG, rejoined the Company as Continuity writer.

Virginia Cofield recently joined the Accounting Department after working as bookkeeper for the Baptist Book Store.

MARCH PROGRAM HIGHLIGHTS

- March 1 –
MOREHEAD SCHOLARSHIP AWARDS to outstanding North Carolina high school students, 10:30–11 p. m.
- March 4 –
ART CARNEY, "The Best of Anything" (color), 8:30–9:30 p. m.
- March 6 –
ANNUAL DUCKPIN ALL-STAR TOURNAMENT, 10:30–11:30 p. m.
- March 11 –
BELL TELEPHONE HOUR, "Main Street U. S. A." (color), 8:30–9:30 p. m.
- March 12 and 19 –
NATIONAL INVITATIONAL TOURNAMENT (basketball), 4 p. m. to conclusion.
- March 18 –
PONTIAC STAR PARADE, Victor Borge, 8:30–9:30 p. m.
- March 19 –
ENDS OF THE LIGHT, first in a new educational series on alcoholism, 9:30–10 a. m.
- March 25 –
TV GUIDE AWARD SHOW, 8:30–9:30 p. m.
- March 31 –
DOW HOUR OF GREAT MYSTERIES, first in a series of mystery classic specials, 9–10 p. m.