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Letter



WRAL - TV

ABC

RALEIGH, N.C.

REPRESENTED BY KATZ

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After The Fair

The people came - then came the rain - but, the people continued, even while the skies poured forth! A summation of this year's State Fair! TV 5's booth attracted more people than ever this year - in spite of the wet weather. In fact, an estimated 35,000 people (a record number) registered at our booth for the 19-inch color television set.

By Monday, October 21, the rains had disappeared - and so had the Fair - with only the drawing for the color set left as a souvenir. This last Fair duty was taken care of by Bette Elliott on DATELINE: NOON (12:00 - 1:00 PM). When the week-long anticipated moment arrived and Bette's hand emerged from deep within the drawing basket, the winner was Mrs. Charlotte Morgan, Winston Salem. Mrs. Morgan, who did not already own a color set, was ecstatic over her luck. Joy is written all over her face, as shown in the photograph taken as Fred Fletcher, President and General Manager of WRAL-TV, presented the prize. Mr. and Mrs. Morgan plan to erect an antenna in order to pull in TV 5 - over 100 miles away!

TV 5 Receives Award

WRAL-TV was the recipient of the 1968 North Carolina Associated Press Broadcasters award for, "Excellent Editorials." The thought-provoking editorial expression of the station, VIEWPOINT, with Executive Vice President, Jesse Helms is seen three times each weekday, 7:00 AM; in DATELINE: NOON 12:00 - 1:00 PM and DATELINE, 6:00 - 6:30 PM.

International Flavor

TV 5's Farm Editor, Verne Strickland, has added even more of an international flavor to our almost "jet-set" farm reporting department. Last month Strickland and staff cameraman, Dave Conley, did a series of exclusive reports from abroad. While in Munich, West Germany, a German photographer caught this shot of Verne (at left) and Dave.

For 16 days the duo toured Europe, reporting on agricultural export potentials. Their on-the-scene coverage included Denmark, West Germany, Italy and the United Kingdom, making up a special color series which was shown daily on DATELINE: NOON and DAYBREAK (weekdays, 6 AM).

