

**Foyce Sherlock**

**From:** Beth Worsham [BWorsham@wxlv.sbgnet.com]  
**Sent:** Thursday, October 16, 2003 9:05 AM  
**To:** Localism  
**Subject:** Re: is this the correct email address



DixieClassicFairLetter.pdf (1 ...

Here is a letter received this week from a local event. I would like to submit it as part of the hearings that will take place in Charlotte next week. Thank you.

Localism wrote:

- > Yes this is the correct email address. Thank you.
- >
- > -----Original Message-----
- > From: Beth Worsham [mailto:BWorsham@wxlv.sbgnet.com]
- > Sent: Tuesday, October 14, 2003 8:48 AM
- > To: Localism
- > Subject: is this the correct email address
- >
- > Is this the correct email address for comments on local tv stations
- > for the hearings that begin next week in Charlotte?

Paragon

October 14, 2003

Ms. Pam Cook  
WUPN Television  
3500 Myer-Lee Drive  
Winston-Salem, NC 27101

Dear Pam:

Thank you for all the coverage the Dixie Classic Fair received from WUPN. As you are well aware, your manpower resources, when compared to the other stations, are limited, but the attitude and effort displayed by the reporters on site reflected nothing but journalistic professionalism. Frankly, I was pleasantly surprised, given the newness of the news department.

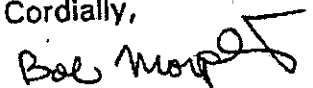
All the increased media coverage the Fair has received in recent years has played a big part in the continued success and growth of the event. As it is with any organization, we want all the coverage and publicity we can get. What I find gratifying is that we get so much. I don't know of any other Triad event that gets a fraction of what is given the Fair.

I think you should feel very good about what your station personnel did at the Fair and what it is doing in general.

I look forward to working with WUPN next year and want you to know I will add any support you need in lining up any stories or interviews. All your reporters have to do is ask.

Please tell everyone who had anything to do with the coverage the Fair received we appreciate what they did and how they did it. That includes the reports as well as the personal appearances in the grandstand.

Cordially,



Bob Morphis

Advertising Strategy Consultancy

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