



Piedmont's Up-And-Coming Actors

Another winning team has joined the ACC this year and its players can be seen during every televised game.

Piedmont employees are playing throughout the Atlantic Coast Conference basketball season on television advertisements for the airline. It's all part of Marketing's new ad campaign designed especially for the Chesley Sports Network.

The nine 30-second ads and one 60-second ad were made last fall during a four-day filming in Winston-Salem. They are also being aired in selected markets and have run as regular commercials featur-

ing specific destinations.

In addition to the televised games, Piedmont is also sponsoring a promotional called "The ACC I.Q. Test." The grand prize winner will receive four books of tickets to the ACC Tournament, four round-trip plane tickets to Washington, D.C., from any Piedmont scheduled departure point, and two hotel rooms for four nights (March 4 - 7). Ten first prize winners will each receive a regulation college basketball, and 49 second prize winners will be awarded a Piedmont flight bag. Entry blanks are located at airports in ACC cities.



John Pogue, ROA, and April Brown

One of the celebrities in Piedmont's new ads is Flight Attendant John Pogue.

"Lots of my buddies have seen the ads," Pogue, a Winston-Salem native now stationed in Roanoke, said, "and I've gotten good comments from people from my hometown."

"The production company people were just super to work with."

Pogue, who has been an attendant for one year, is the third member of his family to fly with Piedmont. His father, now an executive with McLean Trucking Company, was a purser (flight attendant) from 1949-57. His sister, Nancy Pogue Livengood, is a flight attendant stationed in Winston-Salem.

The young girl who appears in the ads with Pogue is April Brown, niece of CRO Supervisor Linda Wilhelm.



Top: Phillip Hale, Avionics, with cameraman. Left: Riley Carpenter, Line Maintenance. Above: Keith Varner and Ed Rucinski, both in Sheet Metal.



a feather in Piedmont's cap

The film is now part of the official U.S. entry in foreign film festivals this year.

Stars of the film made at Grandfather Mountain (North Carolina) are hang-glider pilot John McNeely and his red-tailed hawk. Portions of the film have been shown on the television shows "Good Morning America," "David Brinkley: NBC Magazine," and "PM Magazine" nationally. *Smithsonian Magazine* will feature McNeely in an upcoming issue, and the January issue of *PACE Magazine* also has a story on McNeely's accomplishments with the hawk.

The film "The Hawk and John McNeely," sponsored by Piedmont, has been awarded the CINE Golden Eagle, the highest honor to be given to a non-theatrical motion picture in the United States.

The hawk, who lived with McNeely and flew with him when he hang-glided, reverted to the wild shortly after the film was completed. McNeely now has another red-tailed hawk he has named "Piedmont," in honor of our airline, and may train him for hang-gliding this summer. A teenager found the new hawk near his parents' chicken coop, weak and injured. He brought the young bird to McNeely who has been nursing him back to health. He plans to use Piedmont in lectures to try and give people an appreciation for the bird.