

Pitt named *Chronicle* circulation manager

Michael Pitt has been named *Chronicle's* circulation manager. His appointment became effective Jan. 9.

He joins the staff after being employed for two years as a circulation auditor for Audit Bureau of Circulation, a publications auditing firm.

While employed with ABC, Pitt traveled extensively throughout the U.S. and Canada, auditing daily and weekly newspapers for circulation count.

As circulation manager, Pitt will have numerous responsibilities, which include promotions, coordinating circulation, ensuring proper auditing records, telephone development and recruiting news carriers.

He will also head circulation and promotions of the *Black College Sports Review*, which has a present circulation of 75,000. The publication is also distributed to 28 black col-

leges throughout the South and Southeast, and is inserted into 13 of the nation's black weeklies.

"He really has a big and important job," says Ernest Pitt, publisher of the *Chronicle*, "and he is the missing link to our overall growing plan."

"Mike comes to us with the kind of experience to reach our subscription goals," he says. "His experience with ABC will allow him the opportunity to maintain our auditing records, while maintaining our street and subscription sales."

Pitt also says that the award-winning weekly's success is in part due to an effortless and tremendous amount of support from the community, but with the new addition to the staff, the *Chronicle* now has the opportunity to make a serious effort to increase circulation and subscriptions.



Michael Pitt was named Circulation Manager in January (photo by James Parker).

The new circulation manager says he hopes to increase the *Chronicle's* circulation in Winston-Salem to 7,000 subscribers within the next three years.

"I feel like I have all the good essentials to do it,"

says Pitt. "This paper has a good product and that's complementing the newsroom, advertising and production departments."

Pitt, 30, is a native of Greensboro and a 1975 graduate of North Carolina A&T State University.

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illness. He was a native of Kingstree, South Carolina and had resided in this city for 60 years.

He was a faithful member of Emmanuel Baptist Church where he had served as a member of the Trustee Board and as an Usher. He was a retired employee of the City of Winston-Salem.

Surviving relatives include two daughters, Mrs. Viola Thomas of the home and Mrs. Edna Noble of this city; one son Mr. Willie Maybery of the home; two brothers, Mr. Selvin Davis of the city and Mr. James Davis of

Kingstree, S.C.; two sisters, Miss Janie Davis of Kingstree and Miss Liza David of Baltimore, Md., nine grandchildren, eight great-grandchildren, two great great-grandchildren, one daughter-in-law, one son-in-law and other relatives and friends.

The family will meet friends at Emmanuel Baptist Church Feb. 6 at 7:00 p.m. Interment will be held in the Evergreen Cemetery.

Forsyth Funeral Directors are in charge of services and arrangement.

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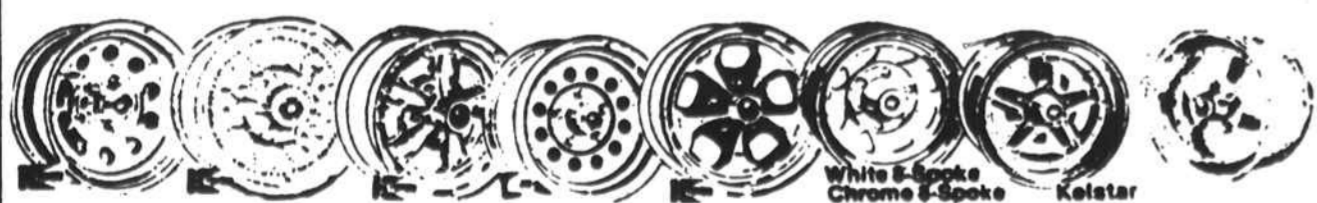
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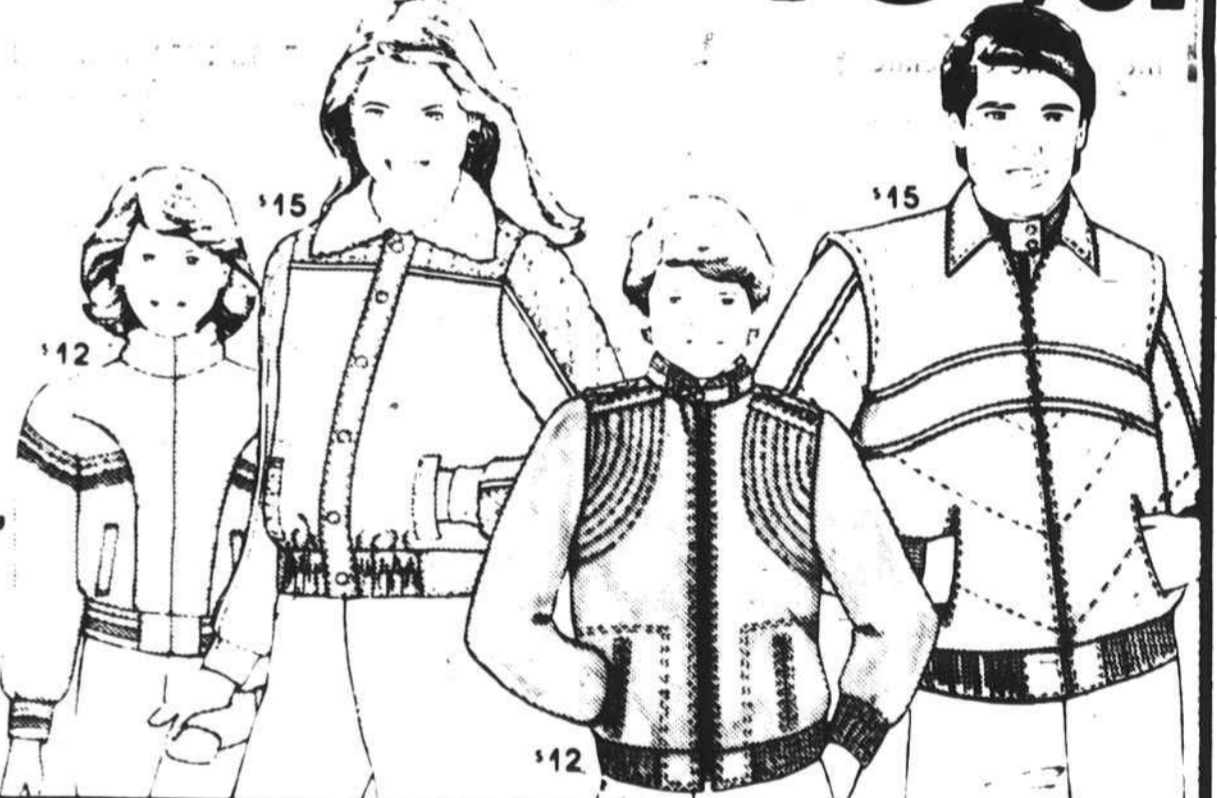
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