

# Channel 36 Broadcasts From New Tower

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Alliance Staff Writer

The Charlotte-based television station WPCQ, Channel 36 recently began transmitting off its new tower and transmitter in Dallas, just north of Gastonia.

"The 2,000 foot tower allows the WPCQ signal to cover the entire Charlotte market for the first time in our 21 year history," says Glenn Nash, public relations director.

He says, "The tower operates at five million watts ERP (estimated radiated power), the maximum allowed by the FCC (Federal Communication Commission). It is only one of six 5M watt transmitters in the world." Prior to the establishment of the facility, the former tower operated at 2.1 million watts.

WPCQ, an NBC affiliate in Charlotte created a new promotional theme, "Coming In Proud and Clear."

Channel 36 is having a contest for the church choirs to sing their version of the new "News 36 theme." Nash says, "We think this will be a lot of fun for the choirs, and we will tape them and show their rendition on the air."

Finally, viewers in the Charlotte market can view WPCQ and NBC programming with a strong, clear picture.

The station now has the ability to reach Caldwell, Alexander, Davie, and Iredell counties of North Carolina, and Spartanburg and Union counties of South Carolina.

The tower is located on the Philadelphia Church Road, on the farm property of Tommie Lee Rhyne. It shares the land with Rhyne's prize herd of cows.

The expanded signal coverage enables WPCQ to produce more programming.

Less than a decade ago, NBC was third in network ratings. Today, NBC dominates the ratings with a



A construction worker looks down from the channel 36 broadcasting tower.

lineup of hit shows. This Fall NBC provided its audience with the 1988 Olympics in Seoul, Korea, and the World Series.

NBC began its fall schedule of weekly programs on October 3. Established shows such as Amen, The Golden Girls, L.A. Law, Alf, The Cosby Show, 227, and several other top ten shows were back on the air. This fall, NBC will air new shows like Dear John.

Tattingers, Empty Nest, and Baby Boom.

Channel 36 has improved its newscast. Vice President and General Manager, Jeff Davidson, says, "Our research shows Charlotte is ready for a more upbeat, brighter newscast." And we have the people to do just that."

WPCQ-36 is owned and operated by Channel 36 Partners, Channel 36, Inc., General Partner.

## Group Educates

Continued From Page 1C

cultural awareness in Gastonia. Brooks says, "Our committee is geared at providing the citizens of Gaston County with the history of our black heritage."

She is a graduate of Gaston College and Sacred Heart College, where she majored in social work. Brooks has been employed by Gaston Community Action for 18 years.

Although primary programming focuses on Black History Month, in February, the committee seeks to reach the students.

The committee has sponsored events such as African dance, poetry, storytelling, art exhibits, and lecture series.

Black History Month will feature an in-school residency program and the African Dance Ensemble with Chuck Davis. The purpose of the events is to introduce about 8,500 junior and senior high school students in the county to an educational experience with the ensemble.

The in-school residency program will provide the students with knowledge of African-American culture, music, dance, folklore, language, and tradition.

The organization was awarded "Best New Arts Organization" in 1987 by the North Carolina Association of Arts Councils.

The committee is funded by business and community contributions; the Arts fund of Gaston County and the Grassroots Arts Program of the North Carolina Arts Council, and a state agency.

Brooks says, "The committee hopes to educate the community in the understanding and appreciation of our black heritage by passing it on to our future generations. Our children are our future."

## Meetings To Be Held At County Library

The regularly scheduled meeting for the Gaston County Board of Social Services for the month of October will be held on October 19, 1988 at 1:30 p.m. The board's regularly scheduled November meeting will be held on November 16, at 1:30 p.m. The board's December meeting will be held at noon on December 21.

Each of these meetings will be held in the library of the Gaston County Department of Social Services building located at 165 South York Street in Gastonia.

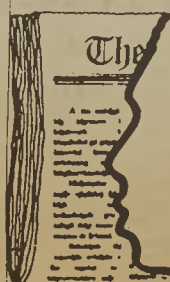


Children from the Erwin Community Center play a fun game of foosball.

Photo/CALVIN FERGUSON

## Correction

A story in last week's Post incorrectly reported that Marnite Shuford Perry was the first black female assistant district attorney of Gaston County. Perry is currently the only black female on staff.



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