

## **CIVIC HONOR AWARD**

### **James Fletcher Goodman**

Communities across the United States are fortunate to have strong leaders, individuals committed to improving the community. Some communities also have visionaries, people who see what others may not see, people who look across the horizon and identify "what could be."

Far less often do a community and a region have both a leader and a visionary. Durham and the Triangle Region have just that in James F. Goodman.

A man who learned the broadcasting industry from the ground up as the grandson of A.J. Fletcher, founder of one of Raleigh's first radio stations, Jim Goodman has led Capitol Broadcasting Company as its President since 1975, growing the company to include an array of television and radio stations, two baseball clubs, and innovative businesses like high definition television, high definition radio, satellite communications and the Internet.

These achievements alone would distinguish Jim Goodman among his peers, and have. But what Jim Goodman sees as the future of the Triangle Region and the communities in which he lives and does business, and how he brings his vision to reality, is what we also celebrate and recognize today.

In the Durham community, where others saw a small baseball park continually in need of repair, Jim Goodman saw a sparkling new athletic park and an exemplary Triple A baseball team. Where many saw a dilapidated cigarette factory in clear view of tens of thousands of drivers every day on Highway 147, Jim Goodman saw a dynamic complex of nearly a million square feet of retail, office and commercial space with a spectacular waterfall and park-like area for families and friends to gather.

Where some saw a community with an important array of arts and cultural organizations that distinguish Durham from other similar-sized cities, Jim Goodman shared the vision of the late Terry Sanford, Sr. and saw a performing arts center that could serve as a focal point that would draw even more people to experience and enjoy the arts and cultural assets in Durham. The beautiful courtyard of what will be a stellar new Durham Performing Arts Center will display the name of Capitol Broadcasting. At the dedication of the

new center, Goodmon shared his enthusiasm for Durham, its progress and its potential.

The footprint of his leadership covers the Triangle Region. Where some saw children living in poverty with no hope for the future, Jim Goodmon saw the need to create opportunity. He joined then-Governor James Hunt's vision to found the North Carolina Partnership for Children and served as the first president of its board of directors. This program became the catalyst for what has become the national model Smart Start program. Where some complained about student drop out rates and academic performance, Jim Goodmon worked with corporate leaders to create the High Five Partnership that brings public school leaders in five school districts in Durham, Wake and Orange Counties together with business to help ensure high academic performance and reduce the drop out rate. Where some people see children whose parents home lives work against their ability to be successful in school, Jim Goodmon sees opportunity for Communities in Schools to have a strong presence in important neighborhoods and provide tutoring and mentoring to children in need and engagement with their families. Where some people see childcare as simply babysitting, Jim Goodmon believes childcare "is a critical part of our Region's infrastructure...like schools, roads and housing." Then he follows up that statement by challenging the community to raise needed funds to build the new \$3.5 million Jim & Carolyn Hunt Child Care Resource Center in Durham and operate it debt free – and pledged his company would contribute \$1 for every \$2 raised, up to \$200,000.

Jim Goodmon has been described in many ways by many people, and nearly every description includes the word *visionary*. At this, the 2007 Annual Meeting of the Chamber, we publicly recognize and honor him as that visionary, an individual who sees what could be, then follows through by providing the leadership to get it done. He does not have to invest in helping Durham be all it can be; he chooses to share his vision with us and partners with us to enhance Durham, to help make it a place where people gather as friends and colleagues working on common goals and taking pride in our accomplishments.

As the Chamber begins its second century serving and positively impacting the community and region, we again recognize an individual who is leaving his footprint on Durham and the Triangle Region. It is with great pride that the Greater Durham Chamber of Commerce presents the 2007 Civic Honor Award to James Fletcher Goodmon.