

James Fletcher Goodman

Jim Goodman was just 12 years old back on December 15, 1956, when his grandfather, A.J. Fletcher, flipped the switch introducing WRAL-TV to the capital city of Raleigh and the rest of central and eastern North Carolina. He's been a broadcaster ever since.

Broadcast localism and technological advancement have been the defining goals for Goodman during his nearly three decades of leadership as President of Capitol Broadcasting Company in Raleigh. During that time CBC has remained on the forefront of broadcast innovation and committed service to the community.

Just in the last decade, WRAL-TV/Raleigh, CBC's flagship television station, became the first station to broadcast a DTV signal and the first to convert its local news operations to high-definition. WRAL has been a leader in DTV multicasting and datacasting services as well. The wral.com website, one of the first television websites in the country, has been honored and recognized nationally.

Under this third-generation broadcaster's leadership, CBC and its broadcast holdings have matched their technological innovation with far-reaching community service. As a champion of localism and the public-interest standard in broadcasting, Jim has served on the Gore Commission and has been outspoken in his opposition to media consolidation. For several years, Jim has proposed that the FCC should establish minimum public-interest standards for the new digital stations and provide multicast must-carry.

Jim's commitment to innovation and service has resulted in numerous awards and recognitions. His peers have hon-

ored him with the Broadcasting & Cable DTV Pioneer Award, places in the North Carolina Broadcasters Hall of Fame and the University of North Carolina Journalism School Hall of Fame, and a Governor's Award for Lifetime Achievement from the Mid-South Chapter of Television Arts and Sciences.

Goodman's honors have not been limited to the world of broadcasting. In 2000, he received the North Carolina Award, the highest honor the state can bestow, and in 2002 he was given the Citation for Distinguished Citizen Award by North Carolina Citizens for Business and Industry. In 2003, he received the Tar Heel of the Year Award from the News & Observer of Raleigh.

Jim is proud of his broadcasting roots; when WRAL-TV went on the air, his grandfather was President and his uncle Fred Fletcher was General Manager. Another uncle, Frank Fletcher, had a distinguished career as a communications lawyer in Washington, DC, and yet another, Floyd Fletcher, founded WTVD-TV/Durham, NC.

Jim is married to Barbara Lyons Goodman, and they have three children and two grandchildren. Both of Jim's sons work with CBC, and his daughter is a teacher in Oriental, NC.

Under Jim's leadership CBC has become a diverse media and entertainment company. Besides WRAL-TV, CBC owns WRAL-FM/Raleigh, WRAZ-TV/Raleigh, WJZY-TV and WWWB-TV in Charlotte, NC and CBS affiliate WILM-TV/Wilmington, NC. Other CBC holdings include the famed Durham Bulls baseball team in Durham, NC, as well as the Myrtle Beach, SC Pelicans baseball team.

