

A handwritten signature in grey ink that reads "Roy H. Park". The signature is written in a cursive, flowing style. The first name "Roy" is written with a large, looped 'R'. The middle initial "H" is simple and upright. The last name "Park" is written with a long, sweeping tail that extends to the right.

ROY HAMPTON PARK

“Among North Carolina’s illustrious achievers during this half century, none stands taller than Roy Park. Always of good humor and with a generous heart, he moved among his peers sharing of himself gladly in the service of others.”

*– William C. Friday,
former president of the University of North Carolina*

Born September 15, 1910, in Dobson, NC, Roy Park led his life by a simple tenet: “Look for opportunity more than security and stability. Consider the breadth of an opportunity and do your best.” A man of tenacity, with high standards and close attention to detail, Roy’s drive led him far beyond the borders of Surry County. But his compassion kept him forever connected to his home state.

THE EARLY YEARS

Roy held his first job at age 12, working as a correspondent for two weekly newspapers in his hometown. This fledgling career was cut short by rheumatic fever at age 13, and Roy was forced to leave school to be tutored by his mother. After the illness passed, Roy returned to school — a full grade ahead of his peers.

In 1926, Roy graduated from Dobson High School at the age of 15. An eager student, his interests in business and journalism called him to higher education, but NC State offered an extra perk — Roy could drive his brother's roadster there. He turned down an acceptance from Duke University and joined the freshman class at State College. So began a lifetime affinity with NC State and with classic cars; he would one day own fourteen.

In Roy's junior year, his brother's roadster again played an important role in his life — it led him to a job with the Associated Press. After he crashed the car, Roy took a job with the AP's Raleigh bureau to pay his brother for the damages. Starting at \$18 a month, he began as an office boy and worked his way up the ladder. By graduation, he was covering stories at the Governor's office and had made valuable contacts across North Carolina.

“Roy was a special friend to me, a small town boy who achieved great things, but never forgot his roots.”

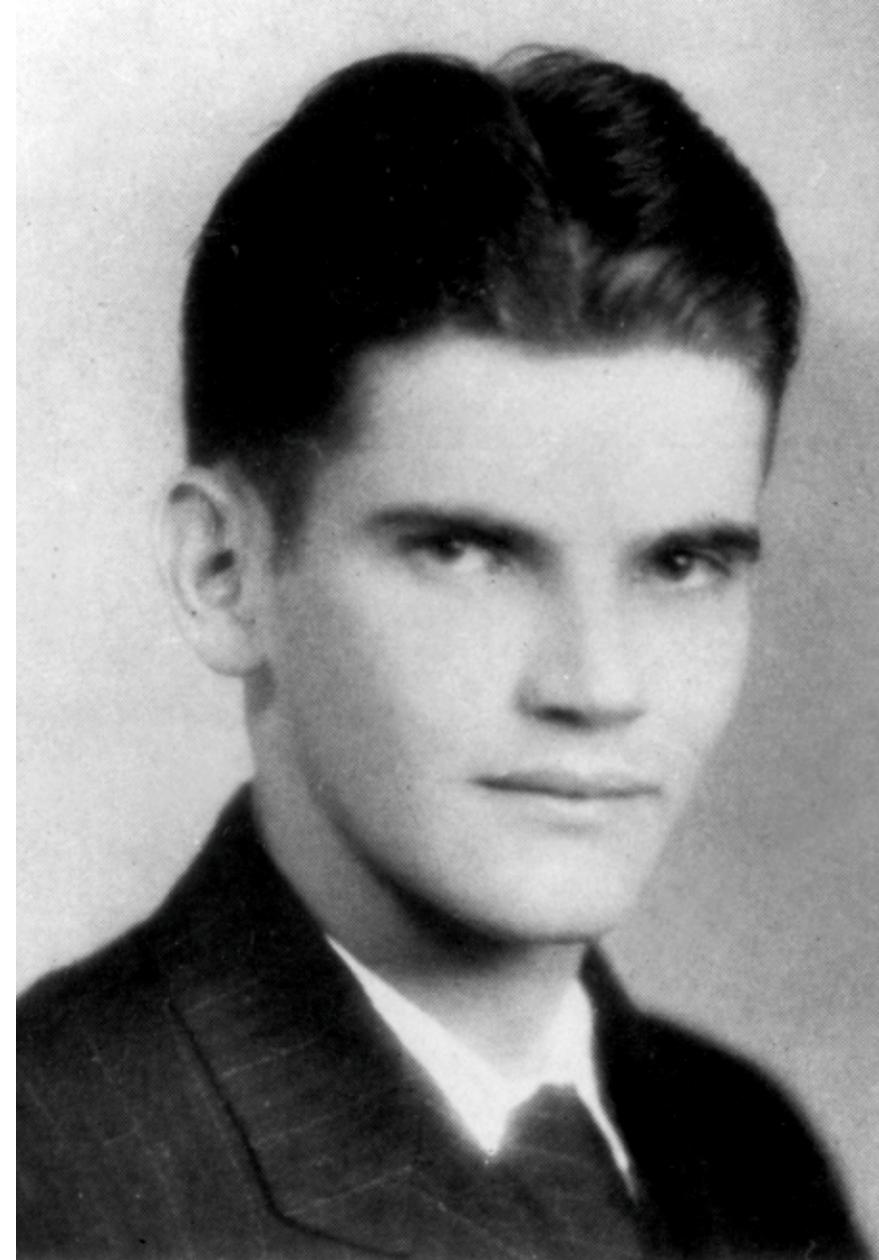
Park was equally industrious at State's campus publication, *Technician*. He began as a reporter his freshman year. After earning enough credits to graduate in 1930, he decided to enroll in graduate studies so that he could serve as *Technician's* Editor-in-chief. Jobs were scarce and the position paid \$37.50 a month, plus a quarter of the paper's profits.

Roy also helped plan dances in downtown Raleigh. One of the first people to bring well-known bands to Raleigh auditoriums, Roy exhibited an early flair for marketing and promotion. In 1931, he was honored by his fellow classmates with the superlative, 'Best Writer.' He graduated from NC State on June 9, with a bachelor's degree in Business Administration.



ROY PARK
Best Writer

— James B. Hunt, former governor of North Carolina



- 1910 Roy Hampton Park is born on September 15, in Dobson, North Carolina to I.A. and Laura France (Stone) Park
- 1922 At age 12, Park begins his career as a correspondent for two weekly newspapers in western N.C.
- 1926 At age 15, Park enrolls as a freshman at NC State University, then known as State College.
Park begins working at *Technician*, State's student-run newspaper.
- 1928 Park begins working with Raleigh's Associated Press Bureau as an office boy. He will eventually cover stories in the governor's office.
- 1931 Park is named Editor of *Technician*. He is also voted "Best Writer" by the senior class.
Park graduates from State College on June 9 with a bachelor's degree in Business Administration and a minor in Journalism.





EARLY WORK

“The Roy Park story seems straight out of Horatio Alger — he’s a self-made man.”

— Rudy Pate

After graduation, Park secured a job in public relations and advertising with the North Carolina Cotton Growers Cooperative Association. How he did it though, has become something of a legend. Current mythology holds that Park responded to a help wanted ad for an editor and public relations specialist in *The News & Observer*. Sealing his resume in a pink envelope, Roy waited by the post office box to find out who was offering the job.

Some accounts hold that the mail was picked up by the head of the Co-op, others by a courier that Park tailed, but whichever is correct, Roy did manage to schedule a meeting with U. Benton Blalock, head of the Carolina Cotton Growers. Blalock was impressed with Park’s initiative, but told him they were looking for someone with more experience. What happens next is more speculation — some say Roy offered to work for three months for free, others say that he won Blalock over with sheer charm. At the end of the day, Roy was hired with a salary of \$100 a month.

At the Cooperative, Park explored ways to revitalize the public image of cotton fabrics. One idea drew from his past experiences with dance promotion. He created events called “Cotton Balls,” dances and parades where attendees dressed in cotton formal wear. Big name bands and good publicity made the balls successful for both the Cotton Growers and for Roy — one of the beautiful cotton-clad women was Miss Dorothy Goodwin Dent of Raleigh. The two were married in 1936.

While working for the Cooperative, Park also founded three publications. First came the *Carolina Cooperator*, one of the South’s leading farm magazines, for which Roy wrote editorials and features and sold advertising. The second, *Rural Electrification Guide*, was the product of his work as a promotion man for the Rural Electrification Administration in Washington, D.C. The trade magazine he created helped build a network between the New Deal’s burgeoning electric co-ops.

His third publication was *Cooperative Digest*. Drawing from his knowledge of farmer cooperatives, Park created the only magazine devoted exclusively to those groups. It caught the attention of farm leaders across the country, including H.E. Babcock, the founder of the Grange League Federation. Impressed with Park’s achievements in Raleigh and with the *Digest*, Babcock invited him to head the Federation’s founding ad agency. In addition, Babcock would help Park buy out the agency if his work proved successful.

It was an offer Roy couldn’t refuse. In 1942, he moved his family, now including a son, Roy, Jr., to New York to take the position. In less than five years, he had not only acquired the Agricultural Advertising and Research Agency, but had opened branches in other cities and oversaw 125 employees.



- 1931 Park is hired by the N.C. Cotton Growers Association. While there, he founds and edits three journals : the *Carolina Cooperator*, *Rural Electrification Guide*, and *Cooperative Digest*.
- 1934 Park plays a key role in the organization of the Farmers Cooperative Exchange.
- 1936 Park marries Miss Dorothy Goodwin Dent of Raleigh, N.C., on October 3. They have two children, Roy, Jr., and Adelaide.
- 1937 Park is appointed to the NC State Alumni Association’s publicity committee. In later years, he serves as the Association’s president and chairman of the board.
- 1942 Park and his family move to Ithaca, N.Y., where he leads the Grange League Federation’s ad agency. Park not only turns the organization around, he acquires the Agricultural Advertising and Research Agency in less than five years and goes on to set up branches in other cities.
- 1948 Park’s ad agency is retained to handle the agricultural electorate for New York State Governor Thomas E. Dewey’s presidential campaign. Park helps win the farmer vote, but Harry Truman wins the election.



THE DUNCAN HINES YEARS

In 1949, the Grange League Federation approached Park to find a trademark name under which they could sell their excess food products. Park went after the best known name in foods — Duncan Hines, whose popular restaurant guides had made his name synonymous with quality and cleanliness. His popularity among homemakers was an extra incentive; polls showed that Hines had better name-recognition than the vice president of the United States, Alben Barkley — even in Barkley’s home state.

Met with initial reluctance, Park set out to convince Hines that his was the only name worthy of a line of fine food products. With much wooing, the restaurant critic finally agreed and “Duncan Hines” was lent to a wide variety of grocery items from coffee and ice cream to canned vegetables. However, after Park secured the brand name, the farmers backed out, fearing his plans were too ambitious. Park set up Hines-Park Foods, Inc. on his own.

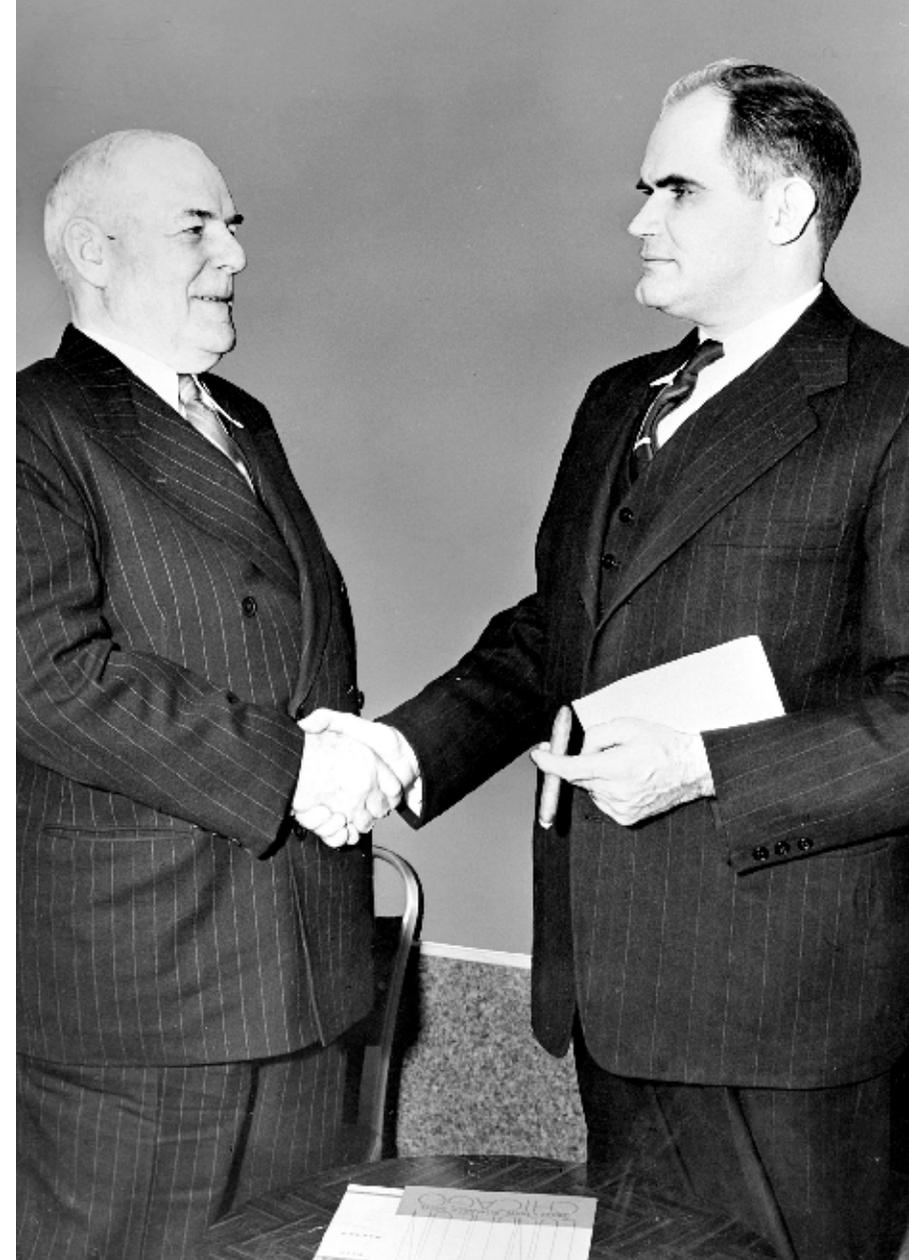
In the early stages of the company, Park was interested in learning whether housewives would pay premium prices for a premium brand. To test his theory, he bought canned goods from the S.S. Pierce Company in Boston and substituted the original labels for ones featuring the name Duncan Hines. The “Duncan Hines” products were placed on the



shelves of upstate New York grocers, but keeping them there was another matter. With radio and newspaper promotions, the shelves were quickly emptied — and for the premium prices Park had planned.

Hines-Park Food released their first products in 1951. Among the kidney beans and tomato juice was a product that would revolutionize the food industry — Duncan Hines Cake Mix. An instant best seller, it’s been credited with liberating America’s homemakers from the drudgery of the kitchen. The overall venture was so successful that within three weeks of introducing the brand, Hines-Park Foods had swallowed up 48% of the national market.

Park went on to pioneer more than 100 additional products before selling the company to Proctor & Gamble in 1956. He continued to serve as a senior executive with Proctor & Gamble until 1962. He was also head of the Duncan Hines Foundation.



- 1949 The Grange League approaches Park about finding a trademark name under which they can sell their excess food products. Park begins communications with Duncan Hines that will lead to the development of the Duncan Hines food brand.
- 1951 Hines-Park Foods, Inc. launches its first products, including Duncan Hines Cake Mix. It’s an immediate success. The company eventually lends its name to over 250 products.

Park plays a key role in the creation and promotion of the “Nickels for Know-How” program, which allows N.C. farmers to contribute five cents on each ton of feed and fertilizer purchased to support agricultural research and education at NC State.
- 1956 Proctor & Gamble purchases Hines-Park Foods, Inc. Park serves as a senior P&G executive until 1962.
- 1961 Park initiates the Chancellor’s Circle of donors at NC State with the first contribution of \$1000.



“Yours is the greatness of the self-made man who has made of himself more than most men dare to attempt.”

*— James J. Whalen,
President, Ithaca College
awarding Park with an
Honorary Degree*

ANOTHER CAREER

Although Park would never disclose the amount he received for the sale of Hines-Park Foods, he was fond of saying that it was enough to help finance his next career in the broadcasting business. In 1962, Park Communications, Inc. was begun with the acquisition of WNCT-TV and a related AM and FM station in Greenville, NC. Over the next few years, he continued to buy stations, many of which came with radio stations attached. By 1977, he became the first broadcaster to acquire the then legal limit of seven television stations, seven AM radio stations and seven FM radio stations.

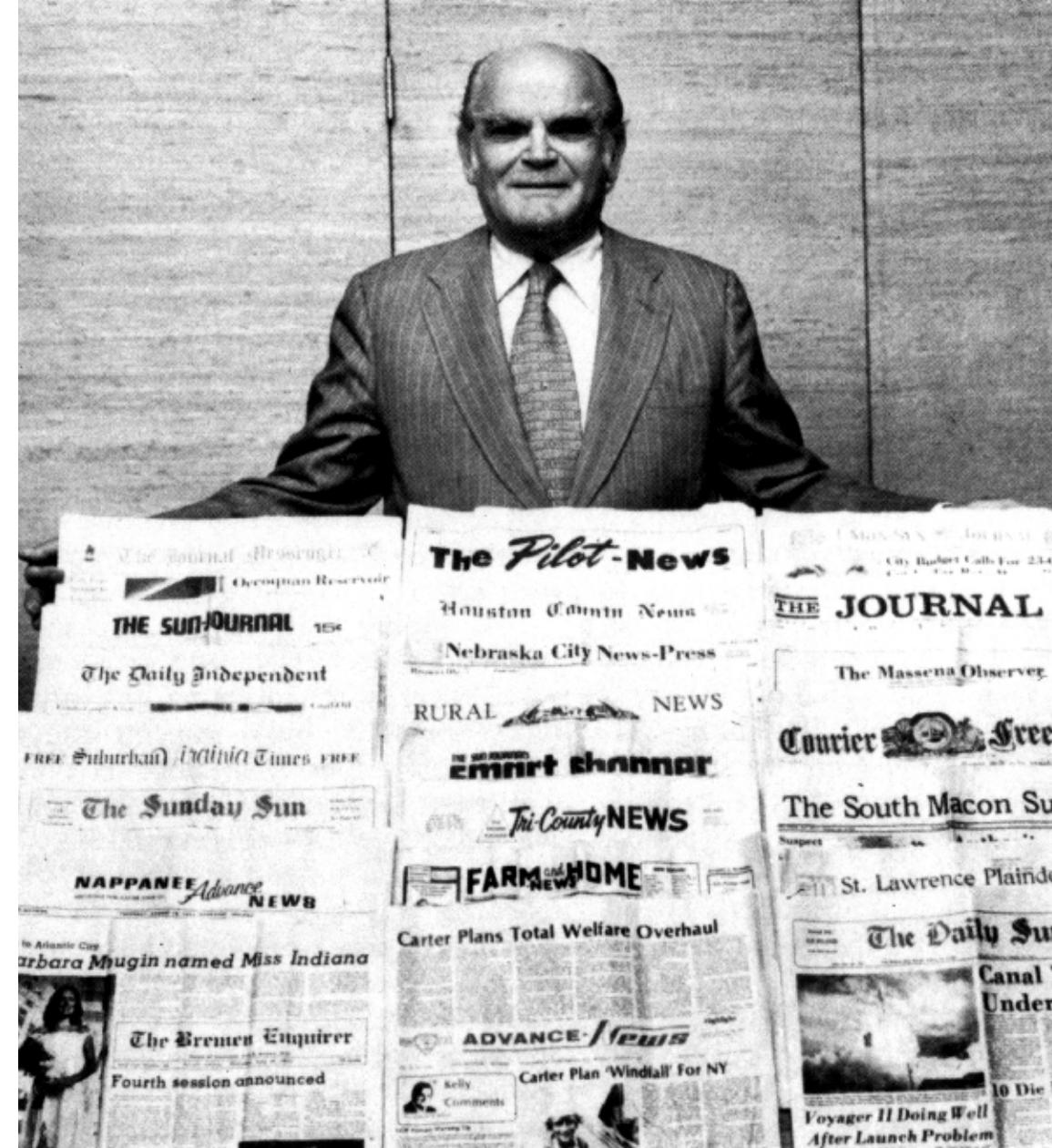


“If reverse logic can be applied to the maxim that idle hands are the devil’s tools, then Roy H. Park is one of the purest men beneath the firmament.”

— *Broadcasting Magazine*

But Park Communications wasn’t limited to just television and radio stations. In 1972, Park purchased his first newspaper, *The Daily Sun*, out of Warner Robins, Georgia. It was followed by several other dailies and weeklies that eventually stretched across 24 states. While it was a collection of hometown papers where the front page might feature who came to dinner, Park preferred it that way. Never losing touch with his rural upbringing, all of Park’s papers had a circulation smaller than 20,000 and his TV and radio properties catered to medium-size markets.

Still, the small town focus does not discount Park Communications’ scope. By 1993, Park had acquired or built 22 radio stations, 11 television stations and 144 publications and his media properties reached nearly one-fourth of all American households.



1962 Park Communications, Inc. is begun with the acquisition of WNCT-TV in Greenville, N.C.

Park is named as Chairman of the NC State Development Council, a position he holds until 1966.

1971 Park receives the Abe Lincoln Award from the Southern Baptist’s Radio and Television Commission.

1972 Park buys his first newspaper, *The Daily Sun*, in Warner Robins, Georgia. Park Communications will go on to acquire 144 publications, 41 of them daily newspapers in 24 states.

1977 Park becomes the first broadcaster to own the then legal limit of seven television stations, seven AM radio stations and seven FM radio stations. Eventually, Park Communications controls 22 radio stations and 11 television stations.

1979 Park purchases his first newspapers in North Carolina: the *Statesville Record & Landmark*, the *Morganton News-Herald* and the *Newton Observer News Enterprise*.

1982 Park is inducted into the North Carolina Broadcasting Hall of Fame.

1983 Park Communications, Inc. becomes a public company.

1984 Park is recognized by the American Academy of Achievement with the Giants of Accomplishment Golden Plate Award.

Left page: a Park Communications, Inc., station;
This page: Park poses with several of his newspapers.

GIVING BACK

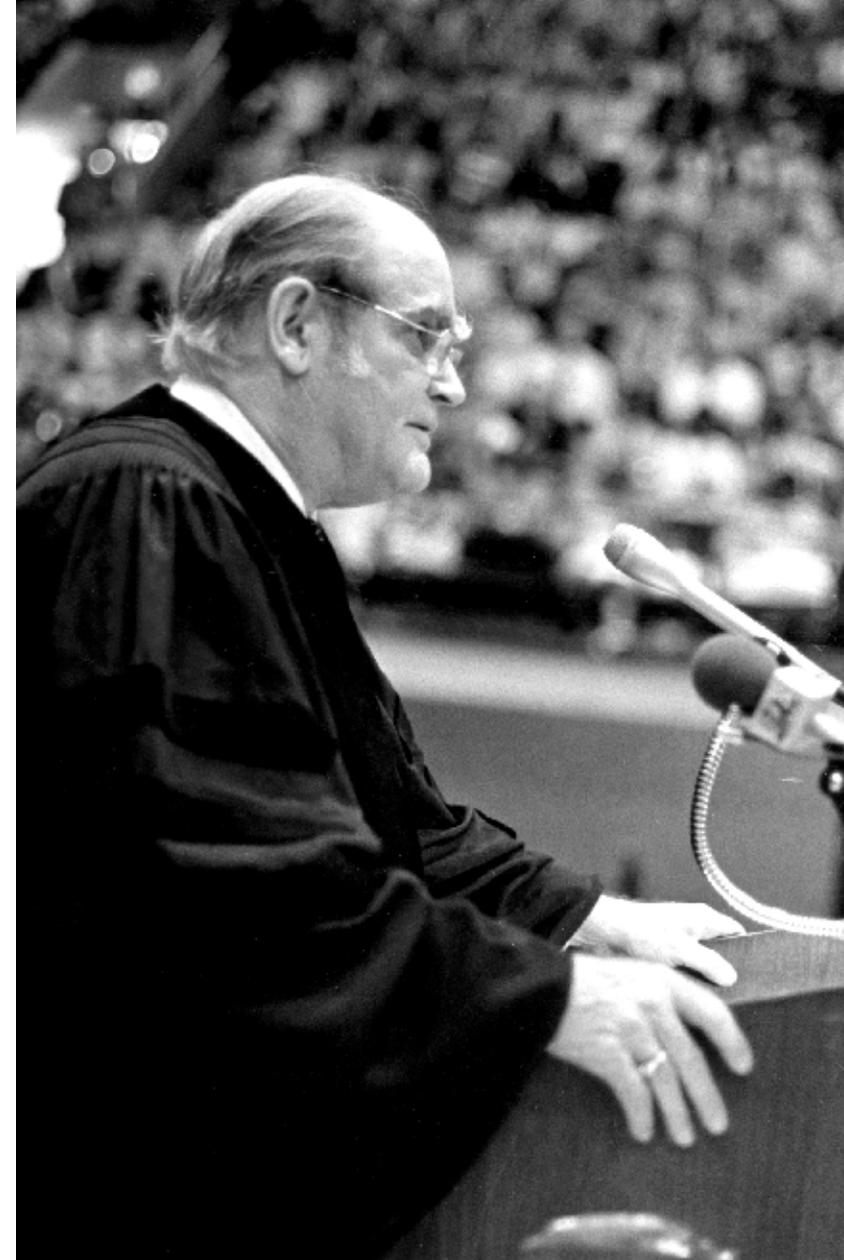
While Park's media influence was felt across the nation, his personal influence was always felt in North Carolina and at NC State. In addition to leading a number of charitable causes, he worked closely with the North Carolina Commission on Literacy and served on the Advisory Board of the North Carolina Zoological Park.

“Park is one of the finest human beings the good Lord ever created... and he has one of the most important characteristics of all — an understanding heart.”

— Sam Ervin, former NC Senator

He served his alma mater in a myriad of ways. In 1951, he helped create and promote the “Nickels for Know-How” program which allowed North Carolina farmers to donate 5 cents on each ton of feed and fertilizer purchased to support the college of Agriculture and Life Sciences. He went on to work closely with the Alumni Association from 1957 to 1962, holding the offices of president and chairman of their board of directors and creating new avenues for the University to raise donor funds. In 1961, he initiated the Chancellor's Circle of donors, making the first donation of \$1,000 himself. From 1962 to 1966, he was named chairman of the NC State Development Council, where his efforts helped propel the institution into the Top Ten for corporate support. He also served as a Trustee for the University from 1977-1985.

Roy Park's tremendous service did not go unnoticed. NC State bestowed its two highest honors upon him — the Watauga Medal in 1975, and an Honorary Doctor of Humanities degree in 1978. In 1989, he received equal attention from the state of North Carolina when it honored him with its highest civilian honor, the North Carolina Award. That same year, Ithaca College dedicated its \$12 million communications building in his name.

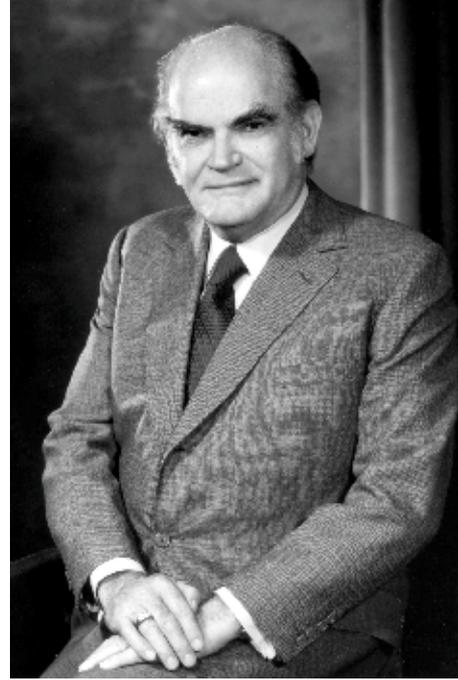


- 1970 Park is awarded the NC State Alumni Association Meritorious Service Award.
- 1973 Park becomes a member of the Ithaca College Board of Trustees. In 1982, he becomes chairman, a position he holds for 11 years.
- 1975 Park receives the Watauga Medal, NC State's highest honor, on March 13.
- 1977 Park sits on the NC State Board of Trustees, a position he holds until 1985.
- 1978 NC State honors Park with an Honorary Doctor of Humanities degree on May 13. He also delivers the spring commencement address.
- 1989 Ithaca College in New York dedicates its communications building in his honor on September 15.
Park receives the North Carolina Award, the state's highest civilian honor, on October 1989.
- 1990 Park is inducted into the University of North Carolina School of Journalism Hall of Fame.
- 1992 Park receives the NC State University Centennial Award.
- 1993 Roy Park dies on October 25. He bequeaths more than 70 percent of his holdings for the creation of the charitable Park Foundation, Inc.
- 1996 The Park Scholarships are established at NC State.

“Roy has added to the great strengths and excellence of all functions of the University ... He was an advisor to four chancellors, a leader and was prominent in advancing his alma mater, North Carolina State University.

He was a friend and benefactor who will be missed deeply.”

— Past Chancellor Larry Monteith



THE PARK SCHOLARSHIPS

Roy Park died on October 25, 1993. He bequeathed more than 70 percent of his holdings for the creation of the charitable Park Foundation, Inc. The Foundation is dedicated to education, environment and other selected interests.

In 1996, the Park Scholarships were established at NC State with a generous grant from the Foundation. Since the inaugural class of 25 Scholars, the number of Park Scholars has grown to over 200 on campus. The Program has established a legacy of leadership and service in the spirit of the Park name.