

The Broadcast

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Congratulations to Dori Lenz for turning out another great program for the February luncheon. David Kramer of SBK Pictures in Narberth was the speaker. He went into details of how commercials are produced today. A lot of interesting facts were included. He pointed out that a commercial produced in New York costs about \$125,000 while the same commercial produced in Philadelphia costs \$75,000. Obviously this makes Philly an attractive location for producing commercials. Also, they seek to sell only one big and one little idea in any commercial. A listing of the wages for each of the participants involved in producing a commercial left the crowd gasping "I'm in the wrong business". Up to \$4,000 a day for a cameraman, for example.

There were a lot of guests. Dori brought John Cornell, Leila Brenner and Joe Winkler from Channel 17. Taylor Grant had Eydie Huggins as his guest. Dick Paisley brought his wife, Kay, and Herb Clarke had Nat Wright, long time WIP all night host as his guest.

At the luncheon Art Moore gave a report from the Scholarship Committee. New application forms and a cover letter have been mailed out to approximately 250 colleges and universities around the country. April 1st is the deadline for us to receive the applications and then the committee will select this year's scholarship winner. The announcement will be made at the Person of the Year dinner in May.

MARK IT ON YOUR CALENDAR!!!! The next Broadcast Pioneers meeting is set for March 15th at Williamson's in the GSB Building on City Line Ave. The price for the luncheon...\$12.00. The time, as usual, will be cocktails at noon and luncheon at 12:30 P.M. Our guest speaker will be Michael O'Hara and the subject will be "Challenge of Change...Increasing Broadcast Sales Through Qualitative Research" Jim DeCaro of WEAZ says he's terrific and we hope that we'll have a big turn out for him. To R.S.V.P. for the March meeting please call Dori Lenz at WPHL-TV. Her number is (215)878-1700.

We sure learn a lot of things at our meetings. Did you know that Taylor Grant and Dr. Charles Lee were in first grade together? They've known each other since they were 6 years old.

In the new member department...welcome to Dominic Quinn of WWDB Radio. Dominic has a long successful history in broadcasting in a number of areas. He began his career at WBCK in Battle Creek, MI in 1948 and worked at several other stations including KDKA, WINS, WEEI WNEW, WMCA and WCAU before starting at WWDB. He was also with the CBS Radio Network and the U.S. Department of Commerce.

Also, a "many splendored" welcome to Al Alberts of the Four Aces. Channel 6 talent and long time star performer, Al has performed all over the world in all areas of TV, radio and films. Al was recommended to us by Jack Steck.

Pioneer Charles F. Wister sends a note to say that he has sold his station, WPAS, in Zephyr Hills, Florida and has moved to Naples, Florida. His new address is Gulfside #1, Apt. #1202, 10951 Gulfshore Dr., North Naples, FL 33963.

A sad note to report...a former President of our group, Chet Cooper has died. He was a regular at our meetings until very recently and he had been a lifetime acquaintance and professional associate for many members. Chet was Production Manager for Channel 6 in the 50's and later Program Director at WNHC in New Haven. He was later Vice President of Gray and Rogers. Chet was a signal corps captain in WWII. Max Glenn notes that Chet was proud of being on the Alabama football team with the late legend "Bear" Bryant.

It's nice to note that the State of Israel bonds advertising industry division honored, among others, Harold "Penny" Pannepacker, Allen Sommers, Robert Jawer, and Frank Ford at their dinner on March 5th at the Adams Mark. The dinner dance was in honor of the State of Israel's 40th anniversary.

Bob Smith sends along a Ham Radio Magazine (World Radio) which profiles Pioneer Larry Ferrari who has been an Amateur Radio Operator since 1977. He joins a large group of Pioneers who are hams. Among our local Pioneer hams are Fred Bell, Bob Smith, Bill Garry, Russ Miller and Al Maslin, who was recently elected President of the Mid-Atlantic Amateur Radio Club, Inc. Al would still like to set up a schedule with our other ham members at some point (especially those from out of town). If you are a ham and are interested, please let Al know what times are good for you and what frequencies you can operate. He can be reached at the club address.

If you have any news about our members or any news that our members might like to know about, please send your item to Paul Norton at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131 or you can call Paul at (215) 878-9700.