

April Meeting

Date: Wednesday, April 15, 1998

Time: 12 Noon Cocktails
12:30 p.m. Lunch

After Lunch **Board Meeting**

Ratecard: \$15.25

Place: Bala Golf Club
Belmont Avenue & Monument
Philadelphia

Subject: PAT POLILLO
WELL and TV News

Mail your reservation to Jo Oristaglio or call her at 610-642-1150. Please call ASAP – we need to have a handle on how many will be there.

PAT POLILLO NEWS DIRECTOR...STATION MANAGER...AND NOW...STATION OWNER

Yep. Pat, now 65 will be with us, and you won't want to miss this one. Pat is always interesting, and according to Gail Shister, he says, "Local TV News Stinks!!" "Local TV has a fascination for stories that affect 10 people instead of stories affecting the community at large. Somebody gets shot – a person essentially not connected to the world of anything. A building burns down. Three people are killed in a crash on the Walt Whitman bridge. It's basic police blotter stuff – of little interest to me and most viewers."

More than 13 years after leaving 5th and Market, and 30 years after leaving City Line and Monument, Pat Polillo now has his own TV station – WELL – a new low-power station that reaches about 290,000 homes in Eastern Montgomery and Lower Bucks Counties. (Channel 8 is not carried on any cable systems.) He'll tell us about the station, how he plans to impact the community, and how news could be done better.

Join us at the Bala Golf Club on Wednesday, April 15. And please call Jo Oristaglio at 610-642-1150 to make your reservations. Please call ASAP – we need to know how many tables to reserve.

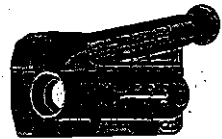
ATTENTION, BOARD MEMBERS – There will be a board meeting after the regular meeting. We need the input of the board. Please attend.



In addition to Pat Polillo, President Shelly Gross will be back. Don't ask him about the vacation, as it was not one of the happier experiences of his life. (He spent part of the time in the hospital.) He is better now.

We had a great time with Lu Ann Cahn at the luncheon at Bala Golf Club in March. She is as lovely and charming as one might expect from seeing her on Channel 10. She discussed her career and mentioned that at an early time she had been assigned to the Republican candidate who ran against Bill Clinton for Governor of Arkansas. (No! She hasn't been subpoenaed.) At the end of the campaign, she did a well documented backgrounder in which she suggested that Bill Clinton might very well lose. He called the news director calling for her dismissal since such a suggestion was out-of-bounds. Because of the documentation she had used, the news director refused, and Clinton did, indeed, lose.

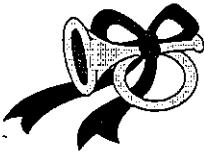
Austin Culmer, a camera enthusiast, camera club member, PIONEERS member, calls to urge all of us to process any old film that may be laying around. He had one such that was in a drawer for years (the old Kodak red film with the sticky thing to hold it together). CVS processed it and now he has a treasured picture of himself and his late wife, Ursula (passed away in 1982) taken in front of his 1958 Ford.



Gerry Wilkinson e-mails that WHY-9's fundraiser is over. And they met their goal of 1.6 million dollars. Gerry was Associate Producer working with Producer and friend of 32 years, Ed Cunningham. He notes that it was fun having two of our PIONEERS members helping raise money – Herb Clarke and Jerry Blavat.



Herb told a story of an event in 1969. He was chatting in the newsroom with one of the new Channel 10 copy persons (used to be copy-boys). On the nearby monitor they heard John Facenda say, "And now with the weather, here's Herb Clarke." Herb made it down the hall and into the studio in 20 seconds. (John was never known for his ad libs.) Herb arrived on the set and started the weather. It was, according to Herb, the only time he was ever late for a broadcast. The copy-person's name was Ed Cunningham. And now you know the rest of the story.



The Golden Slipper Camp honored PIONEERS Frank and Mary Jelinek at the annual Angels' Dinner 1998 on March 18 at the Sheraton Society Hill Hotel. The Jelineks are the hosts of "Frank and Mary Jelinek's Travel and Dine" and "Dining Around" shows on WWDB 96.5 FM. They reach more than, 600,000 people every week.

An e-mail from member Charlie Higgins notes that his last name was abbreviated to "Higgs" in the last newsletter. He suggests that it might be better in the future to use his ham call of N3NQX. Your editor called to assure him that, as with any large organization, we have gremlins.

Member John Butterworth's organization, Audio Visual Communications, Inc. of King of Prussia, PA, has been selected by the prestigious Hope Reports, Inc. as one of the top 100 independent audio visual production companies in the country. Audio Visual was selected for the achievement from among 8000 independent producers surveyed nation-wide. Audio Visual celebrates its 27th anniversary this year.

John, we hope you noticed, joined many of our members cited in the spring issue of "On The Air", the publication of the Broadcasters Foundation. Under the heading, Welcome to the 50-Year Club were members Alan Barclay, Bob Dome (with picture), Phyllis Ariano McGinnis, Dick Paisely, Sid Doherty, Les Waas, Gordon Gray and Gene Crane. (We know there are more fifty-year people in our group but these are the ones that are mentioned by the above publication.)

Past President, Dori Lenz, will be the speaker at the 109th annual meeting of the Alumnae Association of the Philadelphia High School for Girls on Saturday, April 25 at the Wyndham Franklin Plaza Hotel. (The announcement I received had June 1941 parenthetically after Dori's name...but if that's when she graduated from high school she sure does look great.) Dori, of course, is Public Affairs Director of WPHL-TV 17.

Welcome back member Bill Bransome who spent March visiting children here, there and down south.

Contact Ray Rosenberg, member and President of Yardis Advertising about Boardwalk U. Ray's number is (215) 922-0100. He points out that the Port-O-Call Hotel on the Boardwalk in Ocean City, New Jersey is sold out from mid-June to mid-September. But during the rest of the year, availability is plentiful. Last year the hotel began a program to make use of the rooms - by offering senior citizens a bargain priced vacation/education package that included accommodations, meals and use of facilities - PLUS an education program in a popular subject.



Please don't forget to keep forwarding material to Paul Norton for the Newsletter. You can call (302) 645-8910, e-mail NaNort@AOL.com, or write 205 Ocean View Blvd., Lewes, DE 19958. If you are not mentioned in the Newsletter, it's your fault. (That, after all, is our editorial policy.) We mention those who contact us.