

April Newsletter

Broadcast **PIONEERS**

April Newsletter

Issue 2005-8

April Meeting Bala Country Club April 20, 2005

Spring has finally sprung, and April 20 also brings the Scholarship Award winners to Bala for the presentation of \$1,000 to each of these hardworking young people.

It will also bring this year **Elise Brown**, who is currently Senior Manager of Public Relations for Sirius Satellite Radio in New York City. While she is young, she has had an extensive broadcasting background for over 25 years. She has worked with **Dick Clark**, the New Jersey State Aquarium in Camden, in addition to WXPB and WMMR. She would make it a

Reception Lunch Ratecard

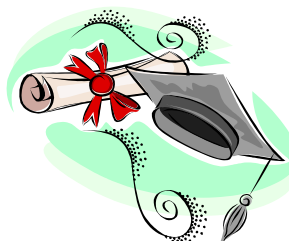
11:45 a.m.
12:15 p.m.
\$20.00

great meeting, if that was all we are offering, but it's not. We'll also have our six winners, two from LaSalle University, two from Rowan University, one each from Elizabethtown College and Temple University.

A "Don't Miss" meeting - we will gather on April 20 at Bala at 11:45 am, 12:15 lunch and the tariff is still \$20, but you must notify us that you are coming. **Phone 610-436-4217 to make reservations or e-mail morrissam6@verizon.net.**



Elise Brown



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Happenings

You missed a great meeting if you missed **Les Waas** in March. Les is always great fun, and this time he reviewed, with recordings, some of the great commercials he has done over the years. Many of them were hilarious and his stories behind them made them even better. The voices on many of the commercials included Les himself, **Mel Alpern**, **Tom Moran**, and **Bill Webber**.

It was great to see **Irv Homer** at the March meeting. Irv looked really well, and fully recovered from his recent open

heart surgery. A real pro, Irv continues his career at WBUX in Doylestown although he is now 80, and on WPVI-TV's Sunday morning "Inside Story" show. He doesn't seem to have lost a step.

A long time member, and hard working Pioneer, **Jane King Hall** has died. Many of you will remember her helping at the door for meetings until recently. She was 93. She was a member of the AWRT and joined Pioneers in the mid 1960's. She began in radio in 1933. She worked for the leg-

endary **Stan Lee Broza** among others in her long career. She recalled being paid .50 cents for her first commercial. We will miss her. See www.broadcast-pioneers.com for a more complete obituary.

Larry Brown has also died. We haven't seen Larry at meetings in recent years but he was a Pioneers member, and for many years worked as a disc jockey at WPEN. Not many details regarding his age, or the circumstances of his death are known.

Please make sure that you're up-to-date information is included in our new **Broadcast Pioneers' directory** which is now being put together. Please e-mail any changes that may have occurred since our last renewal to pioneers@broadcastpioneers.com. When the new directories become available they will be supplied to all members at no charge.

Please notify us of people you know who have died, or are living the good life, and what they're doing, by writing **Paul Norton**, 205 Ocean View Blvd., Lewes, DE 19958, e-mail nanort@comcast.net or call 302-645-8910.

More Happenings

We're also sad to note the passing of **Dr. Don Rose**, one of the original 'Boss Jocks' on WFIL in the 60's. Don was 70 years old and succumbed after months of fighting pneumonia. He had bypass surgery in June of 2001. He was named disc jockey of the year while at WFIL, and won again at KFRC-AM in San Francisco. For more details and a picture, check our website, www.broadcastpioneers.com.

We have a couple of other obituaries, sorry to report. **Annabel Wilder** has died. She worked for WCAU in the early days as secretary to the station manager on Market

And More

Do you recall **Walt McDonald** who used to work in Philadelphia? For years we counted on him for helicopter reports, and now he is doing the same thing at Channel 10 news in Miami, Florida (WPLG-TV). He is on the air throughout the day for news and traffic. You may be seeing some of Walt's memorabilia on the website www.broadcastpioneers.com as he is sending it to us. Walt checks our website regularly to keep up to date with his Philly friends.

Gerry Wilkinson's daughter Zara, 19, a student in the UK, missed the spring break this year as she had mumps and was quarantined for the last week of classes and

And...

Great to hear from new member **John Rose** who hasn't been able to attend a luncheon, but promises he will soon. John is now an assignment editor at WPHL-TV but started his career as a producer at WWDB radio. Some of the old gang from the station get together to reminisce and they include: **Paul Perrillo** and **Tom MacDonald** (Metro Traffic), former producers **Ed Palladino** (Nassau Broadcasting) and **Rhonda Hibbler** (WPEN), and ever **Irv Homer** and **Tom Moran** have made the scene. If you know of any former DB people who would

Street, and perhaps on City Line. She was the wife of **Bob Wilder** who was president of many local organizations.

And **David Them** has died. He was a joy to be around as a videotape editor at WPVI-TV. Dave was a midget only in his height, but his heart made him 10 feet tall.

Finally, although he was not in broadcasting per se, he was a frequent fixture on a number of programs. He was **Bob Vetrone**, 79, columnist, reporter, and all round good guy. Bob worked with the

spring break. Blues!

Howard Rieg, NBC's last staff announcer, has retired at 84. A gnomish figure who walked the halls at NBC New York with two hearing aids, and a pace maker, Howard has been with NBC for 62 years. From **John Chancellor**, to **Tom Brokaw** and now **Brian Williams**, he has been the one that said "This is NBC Nightly News." A high school teacher in Schenectady, he worked part time at WGY in 1943, and has been with NBC ever since. Brokaw said "When his voice came on it was a settling influence, and I said to myself, it's time to go to work." This guy is NBC's answer to WCAU's **Gene Crane**.

like to attend, contact him.

Bob Kravitz is back and singing at Franco and Luigi's in South Philadelphia most Saturday nights. Fine food, entertainment, and if you're in the mood, you may perform, with Bob's accompanist. Sometimes Bob is called to duty on Channel 3's Chopper, so to make sure that Bob will be there call him at on his cell, a week in advance because they're usually booked solid

Philadelphia Bulletin, Daily News, and the 76ers, and with Philadelphia's Big Five Basketball. For a time, he had a column called "Buck, the Bartender."

WMGK did a wonderful salute to the late **Ed Sciaky** on March 20. All of Ed's friends and fans were gratified that this legend was so eloquently remembered.

"His mother should have thrown him away and kept the stork."

Mae West

We will hold the 4th Annual Broadcast Pioneers Symposium at Channel 6 on April 9. Thanks to **Keith Brand**, WXPB Radio and Rowan University Professor, **Jim Gilbert** 6 VP of Engineering; **Lydia Han**, Action News Consumer Reporter; **Mike Monsett**, 6 VP of Creative Services; **John Morris**, 6 Executive Producer of News Technology; **Linda Munich**, 6 VP of Public Affairs; **Walter Perez**, Action News anchor and reporter; **Wee Willie Webber**, radio personality; and **Caroline Foy Welch**, 6 VP for Programming, for their participation and help in making this happen.

" i before e except in Budweiser."

Professor Irwin Corey

every Saturday night.

Pioneer's President **Frank Hogan** who also moonlights on the faculty as General Manager of WGLS-FM at Rowan University, points out that his group of outstanding youngsters continue to get awards for their efforts. The 2005 National Headliner Awards gave WGLS First Place in the Radio Public Affairs category for a documentary on the dangers of smoking, done in conjunction with the schools Center for Addiction Studies.