

The Broadcast

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Official Publication of the Philadelphia Chapter of Broadcast Pioneers

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B I G E V E N T ! B I G E V E N T ! B I G E V E N T !

P E R S O N O F T H E Y E A R D I N N E R

MARK YOUR CALENDAR NOW!!!! Our biggest event of the year, and our biggest fund raiser, the Person of the Year Dinner, will be held at the Adam's Mark Hotel on City Line Ave. on May 23rd. This should prove to be a really wonderful evening offering us the opportunity to recognize one of our own and also to enjoy an evening of fellowship. Of course the honoree is Gene McCurdy, our 1971-72 President, who has been involved in every major initiative of the group almost since it's inception. His broadcast credentials are well known and need no further embellishment here.

By now you should have received your invitation, but here's the information again just in case:

Cocktails at 6:00 P.M. with dinner at 7:00 P.M. Cash bar. The price: members \$55.00; non-members \$75.00; tables for 10 are \$750.00. One point of clarification...if a member brings a guest along, the price will be \$55.00 for each whether or not the guest happens to be a member. So if you would like to bring your spouse, friend, etc., please do so.

Remember, as members, we need you to be there to lend your support to the scholarship fund and to President Herb Clarke and this year's officers.

Also, this event is not a "members only" affair. If you think that any of your friends, relatives, business acquaintances, etc. would be interested, why not give us a plug. The more the merrier.

Please R.S.V.P. to Wyatt Higginbotham, 2901 Waterford Drive, Cinnaminson, NJ 08077.

One of the benefits of this job (editing the newsletter) is that you hear from so many people you might not hear from otherwise. John and Gen Carlton drop us a note to advise that, although they have been unable to join us for a long time, they haven't gone "to that big radio station in the sky." Their Communications Farm in Schwenksville, a full service advertising agency, has been named a national finalist in the Silver Microphone Awards for 1988. The commercial for which they have been singled out was created for Clemens Markets and was written and produced by John. Their agency was also honored with a blue ribbon for a display booth at the Pottstown Home Show, held at Sunnybrook Ballroom. The display booth was created for Oehlert Bros. Inc., a Royersford fuel oil dealer.

Our April luncheon was very special. Past President Les Waas ('72-'73) was the speaker, ably assisted by Eric Gerstein. Les, of course, is President of Waas, Inc. He has written over 1000 jingles, invented the system of numbers for school closings (I knew there was something we didn't like about him), and is an accomplished nose whistler. His mission was to teach our people about radio and how to listen. Most informative and entertaining.

Dorie Lenz brought along David Smith, Chief Engineer of WPHL-TV, whom she has known in various professional capacities and Taylor Grant had as his guest Shelly Gross of the Music Fairs (and former Channel Six announcer).

The Stecks were back from their body surfing or finger popping and it's always special to have them to add to the festivities. Actually, they were "elder hostelling". Eddie, Carlotta Dale's husband was Jack's guest.

President Herb Clarke brought along Bob Kelly, of KYW (formerly of WCAU) as a guest, as well as Harriet Holland, Director of Administration of WCAU (formerly of WFIL). Hope all of our guests make us a habit.

If you haven't been to one of our meetings in a while, you really should give us a try. Our programs have been great and the time that we have to get together and socialize is also well worth the price of the luncheon.

On Wednesday and Thursday April 12th and 13th Art Moore became a "professor", returning to his alma mater, Ithaca College, to lecture classes on advertising, programming and public relations. As he said, "I guess they liked what I had to say, since no one left any of the classes before I was finished!"

The lady many of you came to know by calling in your reservations to Channel 6 over the years, Kathy Rihl, and her husband, have been blessed with a little boy. Mother and son are fine. On behalf of Pioneers she was sent a U.S. Treasury Bond for which we have received a nice note in thanks. She says she is sure that he will greatly appreciate it some day.

Sad to note that Sherry O'Brien died on April 10th at Abington Hospital. A long time member, he is in your directory under his Baptismal name, Charles Sheridan. We had a nice note some time ago from his daughter, Patricia Curcillo, detailing some of his life achievements and his going to a nursing home in Wyncote some 14 months ago. In 1944, at Shibe Park, he was the first ball park announcer ever to give the batter's first name, last name and number as he came to the plate. A dapper guy, he was a sports announcer for 40 years for Villanova, the Eagles, the Warriors, auto races and so on at various times in his career. Our sincere condolences to Pat and the family.

And our usual reminder...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.

This issue written by Paul Norton
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