

The Broadcast PIONEER

Official Publication of the Philadelphia Chapter of Broadcast Pioneers

P.O. Box 21534
Philadelphia, PA 19131

June 1993

First some words about the terrific "Person of the Year" banquet in honor of Dorie Lenz. The Committee, chaired by Lew Klein, and including Dave Abramson, Leila Brenner, Cissie Hurst, Lynn Lonker, Marie Pantarelli, Sam Schroeder, Jane King Hall, Jack Hyland, Al Maslin, and Gene McCurdy left no stone unturned.

Mayor Ed Rendell surprised Dorie by dropping by to present a citation on behalf of the City of Philadelphia, and the Philadelphia Electric Company surprised her by lighting up the top of its building with large letters indicating "Broadcast Pioneers Salutes Dorie Lenz". And to make sure she remembered the event, they ran a test signal in the wee hours of the night and photographed all four sides of the building, blowing up the picture for Dorie to hang. Gene McCurdy, her one-time boss, had many kind words for her, and so, too, Randy Smith, her present chief executive at channel 17. But the big surprise turned out to be Dorie's "long lost sister, Jane" to give us all the inside dirt. Actually, her sister proved to be a very funny Dennis Malloy. Larry Ferrari played the organ during cocktails and Bucky Clark played the piano during dinner. This all made for a wonderful evening.

The crowd, which filled the banquet room, made it possible for the chapter to give three \$1500 scholarships and Judy Replansky, Dorie's producer at 17, who was a tremendous help in all the planning, was able to arrange for yet another scholarship of \$1250 from the Delaware Valley Broadcasters' Association.

NEXT MEETING...NEXT MEETING...NEXT MEETING...NEXT MEETING

We will have one more meeting before summer vacation. A chapter business meeting will be held on Wednesday, June 16th at Williamson's. The usual times: cocktails at noon; lunch at 12:30 P.M. The price for lunch: \$15.00 (please pay by check if you can). Among other things we will be electing next year's officers and board members. PLEASE COME. IT'S YOUR CHAPTER AND WE WANT YOUR INPUT. For reservations please call Jane King Hall at (215) 848-7281.

And now a short reminder that you will receive your form to renew your membership sometime in August. All memberships (except for "Life" members, and those who joined very recently) will expire at the end of August. If you do not receive a renewal form then your membership is fine for our next

Now that our "Person of the Year" affair is over our Broadcast Pioneers chapter moves to the "Hall of Fame" luncheon held in cooperation with the Philadelphia Advertising Club. You may have already received your announcement for the Tuesday, June 22nd luncheon to be held at the Hotel Bellevue at twelve noon. It will be hard to top last year's Hall of Fame luncheon, but the committee under Chairman Sam Schroeder, with special help from Dorie Lenz who guided the first event last year, is certainly doing its darndest. Jack Hyland is writing the tributes for the seven inductees and Dave Abramson is putting together the video salutes. The new additions this year will include:

Stan Lee and Esther Broza, a dual selection as they were a dual team on the Horn and Hardart Children's Hour, a pioneering kid's show.

Taylor Grant (we all know him), whose outspoken newscasts made even Mayor Rizzo sit up and pay attention.

Raymond S. Green, who pioneered a classical music FM station when other station managers thought FM would not amount to much.

Lew Klein, who has done everything in television in helping to make channel six the dominant station in Philadelphia and now heads Gateway Communications.

Ragan A. Henry who created the atmosphere for blacks to own and operate stations.

Ned Rogers, who was THE name in early broadcast advertising.

By Saam, the pioneer voice for sports in Philadelphia.

These magic names will join the illustrious names of last year's inductees: Walter H. Annenberg, Dick Clark, John Facenda, Martha Gable, Ben Gimbel, Atwater Kent, Ernie Kovacs, Vince Leonard, Ike Levy, Leon Levy, Max E. Solomon, Florence Steck, Jack Steck, and Robert G. Wilder.

The large plaque which will contain all of these names, and which will be permanently on display at the Atwater Kent Museum, will be previewed at the luncheon. Each inductee will also receive a handsome broadcast tower enclosing one of history's early tubes.

All of our Broadcast Pioneers members are urged to attend.

As this is our last newsletter until September we would like to wish you all a very happy, pleasant and relaxing summer.

As usual we're always looking for items for our newsletter. Even though the next newsletter isn't until fall, you may still submit items about our members, or that would be of interest to our members, to us all summer. To do so you only need to contact Paul Norton at (215) 581-4508 or you can write to him at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131.

This issue written by Paul Norton and John Roberts
Produced by Alan M. Maslin