

June Newsletter



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Issue 2005-10

**June Meeting
Bala Country Club
June 15, 2005**

Reservations 610-436-4217 or

**Reception 11:45 a.m.
Lunch 12:15 p.m.
Ratecard \$20.00
morrissam6@verizon.net**

Last meeting of the year, and a June day to boot, we should have a bonus group of members at Bala Golf Club on Wednesday, June 15 at 11:45 am reception, and 12:15 pm lunch. The tariff is the usual \$20. You don't want to miss it. In August Channel 3 will celebrate 40 years with the Eyewitness News format and our speaker will be **Larry Mendte**, anchor of CBS 3's Eyewitness News at 6 and 11. He's a hometown boy who delivered the Philadelphia Bulletin, and he takes de-

light that he is still delivering the evening news. Mendte has earned 19 regional Emmy Awards since returning to the Delaware Valley, three of which were in the Best Anchor category. Mendte and his wife, Fox 29 Anchor **Dawn Stensland**, make their home in Philadelphia with their three children.

You must call for reservations 610-436-4217 or email morrissam6@verizon.net.



Larry Mendte



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"The fickleness of the women I love is only equaled by the constancy of the women who love me."

George Bernard Shaw

Happenings

Last month we featured **Monica Malpass** as our speaker at the luncheon and boy did the members turn out for this one. She was wonderful and justified the large group that were there. We were joined by bright young people from area colleges who received scholarships totaling \$6,000 for their continuing education in communications. Everyone had a great time. Be sure to join the festivities in June.

The selections have been made for this year's Hall of Fame. Our person of the Year is **Merrill Reese**, Station Owner and Eagles Announcer, about

whom you will be hearing much in coming months. The Hall of Fame honorees are **Diane Allen, Jane Norman, Scott Palmer, Les Waas, Georgie Woods, and Bill Wright, Sr.** Selected for post-humorous entrance was **Ed Sciaky**. Congratulations to all who will be installed at the Pioneers dinner at Bala in November.

In our small world department, **Bill McCloskey**, who now lives in Bethesda, MD, was with WIP News from 1961 to 1968. He e-mails that he attended the TRNDA/NAB show in Las Vegas recently, and, being a sporting fellow he went

to the sports book cage at the Vegas Hilton to put a wager on Villanova in next year's NCAA Basketball Tournament - they're 16 - 1 odds, the fourth shortest. The man taking the bet asked him if he was from Pennsylvania, one thing led to another and it turned out they worked together at WIP in 1961. He is **Ernie Ravert** and he was assistant business manager under **Joe Brooks**. Ernie (eravert@hotmail.com) went on to work for **Dick Clark** in New York. Bill was news assistant under **Paul Rust**, who is still playing golf in St. Augustine, FL, says Bill.

Please Note:

There will be a Board of Directors meeting at 10:00 am on June 15, this will be immediately prior to the luncheon meeting at Bala.

There will be no newsletter until September, but we'll be delighted to have you in that letter if you send items during the summer. Write Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958, phone 302-645-8910, or e-mail nanort@comcast.net.

More Happenings

We lament the loss of **Ned Armsby** at age 79 who died of lung cancer. Ned, a Lt. JG, was in the Navy from 1943 to 1945, was an advertising, promotion, and publishing executive in Philadelphia with Channels 6 and 10. Armsby was the author of two books, a bridge master and an amateur water colorist. He will be missed by those who had the pleasure of knowing him.

We're informed that Pioneers member **Ron Joseph** hosts Disco USA every Friday night from 7 to 9 pm on WVLT Radio, 92.1. The program is broadcast nationally, Ron informs us. His old disco show "RJ and Company" is in reruns on television

And More

Member **Scott Bomboy** has won a regional **Edward R. Murrow** award for his features on **John Facenda** and the early history of WCAU-TV on NBC10.com. Scott, who is managing editor of the website, has been there since 2002. He oversees all news and editorial operations for the site, which has now caught up with Philly.com as the local news website with the most monthly viewers in the area. It's come a long way in Scott's three years there. He has a long career in doing this kind of work having been with CNBC, Dow Jones, Ziff Davis and others.

Speaking of WCAU history, member **Ed Harvey**, in going through a dusty file,

And.....

At a recent luncheon, **Ed Harvey**, quoted above, listening to his fellow diners complain about their aches and pains, operations and doctors, revealed that he takes no pills and sees no doctors. Asked to what he attributes his good health and longevity to, he coolly replied...."I have designer genes."

Tommy McCarthy teamed up with **Pat Ciarrocchi** to coordinate the music for a "Stroll Through the Decades Fashion

stations around the country. The show was originally seen on Channel 17 in Philadelphia.

Bill Wright, Sr. has done it. Thrilled that he will be installed in the Pioneers Hall of Fame, he says he is moving to "The Villages" in North Central Florida. Bill says they have a big band nostalgia station, and he just may try to hook up with it. If you're looking for him, he'll be found at 624 Jennifer Drive, Lady Lake, FL 32159. "See you in November at the Hall of Fame dinner", says Bill.

Pioneers President **Frank Hogan** has been

came across a speech **Bill Paley**, chairman of the board of CBS, gave at the dedication of the WCAU building on City Avenue, May 27, 1952. Mr. Paley was founder of CBS network. The only other building in the area then was the Presidential, Ed says. All the rest was woods and meadows. Ed who became morning man of 'CAU radio about that time can't believe it has been 53 years. All his early morning contemporaries have long since left this mortal soil...**Joe McCauley, Jack Pyle, Mac McGuire** and **Doug Arthur**.

The Paley speech: "It was 25 years ago in 1927, when a WCAU salesman came to call on me at the Congress Cigar Company

Show" at the Hyatt on Columbus Blvd. for Easter Seals. He says that Pat did such a great job that it was a tremendous success. Tommy also appears on QVC from time to time as their music authority when they're selling music packages. Every Saturday night he has the Treasure Chest of Oldies on QBC-TV in Cumberland County in South Jersey, and since 1990 he's been an on-air personality and Music Director for WOGL. In June, he hosts the annual din-

ner for the Sons of Italy with special guest, South Philly native **James Darren**.

notified that Rowan University's WGLS-FM has won three major Philadelphia Press Association Awards. First Place in Radio Public Service for Tobacco: "Filtering out the Truth, the documentary was also named Grand Award Winner of Public Service. The station also snared First Place in the category Best Radio Feature for the documentary "Childhood Memories, As Seen on TV." This production has won many awards previously. A complete list of winners can be found at www.geocities.com/phillyppa/awards4/html. Congratulations to all the people at the station for their efforts receiving deserved recognition.

here in Philadelphia. The station was then located in West Philadelphia. It had one studio—not a very large one—and its organization was housed in a few small rooms. I didn't learn about this until the salesman sold me a 'bill of goods.' The goods consisted of a 24 piece orchestra, a choral group, a male singer, a girl singer, a master of ceremonies, a guest artist, plus the time period—one hour once a week—and the bill for the whole package came to exactly \$50. They didn't give discounts in those days." You may recall the Levy brothers started WCAU, which became a charter member of CBS network. In 1952 the Philadelphia Bulletin owned the station. Great story, Ed.

ner for the Sons of Italy with special guest, South Philly native **James Darren**.

Pioneers VP **Gerry Wilkinson's** oldest daughter, Maya, won a "Teaching Award" from Temple University. The award was presented at Maya's university graduation.

"No man's life, liberty, or property are safe while the legislature is in session."

Mark Twain (1866)