

# The Broadcast PIONEER

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Official Publication of the Philadelphia Chapter of Broadcast Pioneers

P.O. Box 21534  
Philadelphia, PA 19131

PHILADELPHIA BROADCAST PIONEERS TO HONOR

CHANNEL 17'S DORIE LENZ AS 'PERSON OF THE YEAR'

The Philadelphia Chapter of Broadcast Pioneers will honor Dorie Lenz, longtime Public Affairs Director of WPHL-TV (Channel 17), with the Pioneers' prestigious "Person of the Year" award for 1993.

Ms. Lenz, who is also the executive producer and host of Channel 17's "Delaware Valley Forum" and "New Jersey Forum" will be presented with the award at the Broadcast Pioneers' annual honors dinner, Wednesday evening, May 19th at the Adam's Mark Hotel, City Line Avenue and Monument Road.

In addition to honoring Dorie for her pioneering role for women in television, the proceeds from the dinner help to fund scholarships for students majoring in broadcasting at local universities. Tickets for the dinner are fifty-five dollars each for Broadcast Pioneer members, seventy-five dollars each for non members, and seven hundred and fifty dollars for tables of ten.

Tickets can be obtained by contacting the Philadelphia Broadcast Pioneers at P.O. Box 21534, Philadelphia, Pa., 19131, or by calling Gateway Communications, (215) 664-4400. (MORE)

BIO - DORIE LENZ

Dorie Lenz joined WPHL-TV, Philadelphia, as Public Affairs Director in 1970. She was previously with Channel 29 for over two years as co-host of the daily six hour, live "Stock Market Show" and with KYW Radio as talent on "Once Upon A Time," a weekly children's educational program.

Ms. Lenz is Executive Producer/Host of public affairs programs "Delaware Valley Forum", seen daily, and "New Jersey Forum".

For her efforts on behalf of women, and her direction of many long-term, full station projects including "The Displaced Homemaker", "Sexual Harassment On The Job", "How To Get Child Support", and the Emmy Award-winning "Caring For The Frail Elderly", Ms. Lenz has been honored by many organizations---among them The National Commission For Working Women, The Pennsylvania House of Representatives, Women In Communications, Women in Transition, and American Women in Radio and Television.

Ms. Lenz is a board member of Eagleville Hospital, Family Service of Philadelphia Salvation Army and Jewish Employment and Vocational Service and on the advisory boards of several organizations in the Delaware Valley.

Ms. Lenz resides in center city Philadelphia.

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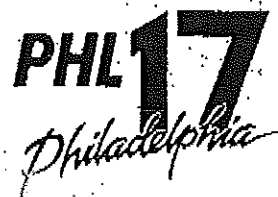
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MAJOR AWARDS (1980 - PRESENT)

- 1992 Tribute to Women and Industry Award (TWIN)  
Camden County and Vicinity YWCA  
(Past winners include Campbell Soup, IBM, GE,  
Aerospace, and RCA)
- 1991 Person of the Year  
Philadelphia Advertising Club
- 1991 Phila. Chapter Women In Communications  
(Sarah Award) - For contributions to the community  
to the advancement of women and to achievement of  
professional excellence.
- 1991 Federal Executive Board Award for major campaign -  
"Tax Breaks for The Working Poor" - (first time  
media was honored)
- 1991 Bellevue Stratford/Cunard Line Hotel  
Outstanding Community Service Award
- 1990 United Way Media Community Service Award
- 1988 Natl. Academy of Television Arts & Sciences/2  
EMMY's for "Caring For The Frail Elderly"
- 1987 Federation of Business and Professional Women
- 1986 Tri-State Black Media Coalition
- 1986 Women's Alliance For Job Equity (Tri-State)

Sexual Harassment On The Job Project - 1984-1985.

- National Commission On Working Women (National)
- American Women in Radio and Television (National)
- Pennsylvania Commission For Women (State)
- Women in Communications (Tri-State)

Displaced Homemaker Project - 1981-1982

- Broadcast Promotion Association (International)
- National Broadcast Association for (National)  
Community Affairs
- Pennsylvania House of Representatives
- Women in Communications of the Delaware Valley
- American Women in Radio & TV/Philadelphia Chapter
- American Jewish Congress, Philadelphia Chapter

Dorie Lenz works in the most powerful medium there is ... television. And she uses that power wisely. She has devoted her professional career and private life to the needs of the community. As Public Affairs Director of PHL-17 and host of DELAWARE VALLEY FORUM and NEW JERSEY FORUM, Dorie has addressed just about every local issue and concern of the people of the Delaware Valley. Long-term projects are her love.

Her first 18 month project dealt with the "Displaced Homemaker," when no one quite knew what that term meant. It was a time when women traditionally stayed home and took care of the children, a husband and the house. Dorie clearly defined what happens when women suddenly must function independently, after the end of a marriage ... through separation, or divorce or death of a spouse. Relying on her first-hand experience, the death of her own spouse, Dorie created the first local resource guide for these women, so they could seek the help they need.

In 1983 came a two-year project "Sexual Harassment on the Job." Most people did not understand the concept. Dorie learned about the issues and discussed them openly. Through her efforts, women learned how to raise their voices so they would be heard and how to advocate for themselves. She developed a booklet that explained what women could do if they were victims of sexual harassment. Dorie testified at City Hall on the issues. She also produced a training videotape for Women's Alliance for Job Equity (WAJE) to show to businesses and corporations. The goal? To sensitize employers, managers and employees about what sexual harassment is, how to prevent it, and how to deal with it should such harassment occur.

"Caring For the Frail Elderly" was next. Who are the caregivers? Mostly women, either a daughter or daughter-in-law, often employed full-time and managing a household that can include a husband and children as well. Women in the middle. The sandwich generation. Once again Dorie built on her own experiences. A devoted daughter, she cared for her frail, elderly mother. Dorie understood the torment people experience while watching the decline of a loved one. She was consumed by caregiving in her professional and private lives simultaneously, yet she rose about her own problems. Dorie saw the need to develop and distribute a free comprehensive resource guide outlining concerns and listing available options. She did countless TV interviews explaining the issues and providing some of the answers, created public service announcements, spoke to many non-profit groups about caregiving, presented TV specials on the emotional impact of caring for the frail and elderly and how to deal with it. Dorie brought together caregivers, support group leaders, professionals and legislators. The result? These legislators gained new understanding and advocated for additional funding and programs for caregivers and

the frail elderly.

Afterwards came a project about "Child Support." Working with the Philadelphia Child Support Project and the Women's Law Project, Dorie created an awareness about how women struggle when they do not receive support for their children. Again Dorie wanted women to empower themselves, to learn how they could file for and receive child support without incurring additional legal expenses. Public service announcements were created, regular programming and SPECIALS aired, and a free brochure was underwritten. Dorie helped the public know how the system works. She made it easier for women to advocate for their rights and those of their children.

"HOW TO GET ON TV: A Guide For Non-Profits" answers another pressing need. Over the years, Dorie has helped thousands of non-profit organizations communicate with the public. But with fewer funds available and the demand for services ever increasing, these groups must learn how to get their message out effectively. Television can serve as an important tool. In countless interviews and speeches, and in workshops where she has even brought fellow broadcasters together from other stations, Dorie has worked to teach non-profits how to better their chances for getting on air. Who are the most likely to benefit? Both professionals and volunteers, who can work for their programs and causes more successfully.

The next project focused on low income families with children. Working poor families may be eligible to receive funds from the U.S. Internal Revenue Service through an Earned Income Tax Credit. The goal was to get the word out to offer help to those in financial need, especially in the current depressed economy. Flyers were distributed widely throughout the community. WPHL created PSAs that aired on all TV stations in the metropolitan area. Dorie appeared at shopping centers with the IRS and she hosted public affairs programming on the subject.

"Register and Vote" was a project designed to encourage young adults to participate in the political process, to motivate politically uninvolved 18 to 25 year olds to register and to vote in the fall election, 1992. Focus groups were held to determine the issues most important to this age group. Public affairs programming and PSAs and promotions were created. Registration forms were distributed through voter registration offices and PHL-17 at movie theaters throughout the 5 county metropolitan area.

With concern and understanding, Dorie Lenz currently is involved, not passively, but with a significant commitment of time and effort as a board member in the following organizations:

Family Service of Philadelphia  
Eagleville Hospital  
J.E.V.S.  
Lupus Foundation of Philadelphia - Honorary Trustee

Her Advisory Board commitments include:  
People to People Committee, Resources for Human Development  
Scleroderma Association of the Delaware Valley  
Success By 6 Project, United Way of Southeastern Pennsylvania  
The Salvation Army  
Communications Committee for  
Edison/Fareira High School  
School District of Philadelphia

Over the last 23 years, Dorie has been Public Affairs Director for WPHL-TV 17. It takes someone special just to survive that long in television. She is a pioneer in the industry, one of a very few women able to use the power of television for the benefit of others. She is a fascinating role model who is never too busy for those struggling with their lives. She generously does career counseling for hundreds who are seeking their future. She mentors many others, taking them under her wing with the same love and concern that a mother shows her children.

Through it all, Dorie has never lost her enthusiasm or her drive because she believes in people and in the future.

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