

The Broadcast

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Brian Gail of Lewis and Gilman spoke at our last outing and pointed out in his introductory comments that he was the one that came up with the lasting advertising phrase "Good to the Last Drop." Unfortunately, he came up with it for Otis Elevator. It was used later to great success by another advertiser. His speech was both interesting and informative. Hope you didn't miss it.

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

Don't miss the March meeting. It should be a great one. Wear your green as it will be held on St. Patrick's Day, March 17th. Our speaker will be JOANNE HARMELIN. Joanne started 10 years ago in a one woman office. She now has 30 employees billing \$45 million a year, about \$20 million of that in the Philadelphia Radio-TV market. A number of Philadelphia broadcasting executives have said, "She is so powerful no one will criticize her." There is no need to, as she is outstanding both professionally and personally. She also has a unique employer-employee program. She is too interesting a person to miss...so don't!! The usual place, time, and price for lunch. For those who need the details: the place: Williamson's in the GSB building on City Line Avenue. The times: cocktails at noon; lunch at 12:30 P.M. The price for lunch: \$15.00. Remember, if you pay by check, please make the check payable to Broadcast Pioneers. Remember the date: THURSDAY, MARCH 17th. CALL IN YOUR R.S.V.P. NOW!!!! it is very important that you R.S.V.P. by calling Jo Oristaglio at (215) 642-3298. Let her know that you are attending and whether or not you are bringing along any guests.

Plans for the Person of the Year dinner were announced at the February luncheon. This year's honoree will be Pioneers member Roy Shapiro, Vice President and General Manager of KYW radio. A special President's Award will also be presented at this year's dinner in May to Channel 6's Captain and Mrs. Noah (Pioneers members Carter and Pat Merbreier), and Larry Ferrari, for their long time contributions to children's programming in Philadelphia. Congratulations to the recipients on their selection and to the committee for finding such worthy people to represent the club. More details about the dinner will follow in a future issue. Stay tuned.

The Hall of Fame Committee met on February 19th at Channel 17. Chairperson Marian Lockett-Egan and members Dave Abramson, Herb Clarke, Cissie Hurst, Lew Klein, Dorie Lenz, Paul Norton, and John Roberts attended. Dorie reported that the Philadelphia Ad Club will not accommodate the Hall of Fame program at their June meeting. There is a possibility that they would be interested in the Hall of Fame program at their September meeting. More on this in the near future. Incidentally, the criteria for selection to the Pioneers Hall of Fame is: "Not a single event; accomplishment must have been Philadelphia based and sustained contribution; uniqueness, impact/effect, longevity, lasting value to industry and public; inspiration/example for those who follow." While these criteria remain in effect, also some prominence within the market will be given appropriate weight in selection. Selections will be announced later. A number of deserving candidates are under consideration. If a member wishes to recommend someone, speak to a member of the committee.

Note from Grace Kenny from Sarasota, FL. She has to rub it in by pointing out that she and Al's favorite channel has been the weather channel, noting our unfortunate return to the Ice Age. She confides that her golf is doing fine, and recently she got together with Frank Mack (formerly with WPVI-TV) and his wife for dinner and cards.

Condolences from all Pioneers go to Sid Doherty on the loss of his wife in January.

Harold Pannepacker notes that member Wyatt Higginbotham hasn't been at meetings for several months, so he called him. Wyatt has had Pancreatic surgery in New York and is on the mend. He hopes to be at the next meeting.

Our congratulations go to Jack Creamer and his wife, Anne, as they, along with New Hope Mayor James Magill and retired Solebury Supervisor Charles Mardigian, will be the honorees at the fourth annual Community Service Salute dinner presented by the New Hope-Solebury Free Library on Friday, March 25th. Jack promoted the New Hope-Solebury area with his daily radio interview-talk program on WBUX for 12 years. His wife was a volunteer guide at the Parry Mansion and the James A. Michener Museum, and both Creamers have served four-year terms on the board of the New Hope-Solebury Free Library, where Anne now volunteers at the circulation desk and works on children's projects.

News is wanted for our newsletter. So if you have any items for the newsletter please contact Paul Norton and give him the information. To do so you only need to contact Paul 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
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