

April Newsletter



April 2006

Issue 8

April Meeting
Bala Golf Club
April 19, 2006
Reservations 856-365-5600 or rsvp@broadcastpioneers.com

Reception 11:45 a.m.
Lunch 12:15 p.m.
Ratecard \$25.00

April brings us portents of summer's coming with flowers blooming, birds chirping and at Bala Golf Club, on the 19th of April, Pioneers get to meet with old friends from radio and television.

This month we'll get to know a little better **Caroline Foy Welch**, who was teased as a child because she read TV Guide cover-to-cover. Now that she is Vice President of Programming at 6 ABC, she's

getting the last laugh. She majored in religious studies at the University of Virginia, and came to Philadelphia in the promotion department. In 2004 she got her present position which includes executive producing all non-news local specials, including Boscov's Thanksgiving Day Parade.

Again, it's \$25 for lunch, we will meet at 11:45, lunch at 12:15. Make reservations by calling 856-365-5600 or email rsvp@broadcastpioneers.com.

Don't miss it.



Caroline Foy Welch



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Happenings

In addition to hearing the redoubtable Ms. Welch at the April meeting, you will also meet the winners of this year's scholarships. The communications majors who will receive the \$1,500 scholarships are from LaSalle University, Rowan, Temple, University of Delaware and Cabrini College. Congratulations to them all. They had to beat a record number of applicants.

The Person of the Year and Hall of Fame inductees for the year have been picked. **Bill Webber**, our Chairman of the Board, the peripatetic **Wee Willie**, has been chosen as Person of the Year. For Hall of

Fame, **Bill Baldini** of WCAU, **Monica Malpass** of WPVI-TV and **Larry Mendte** of KYW-TV are the selected, along with **Alan Stone** who labored for many years doing the news at WFIL during Phil Sheridan's morning show.

Wonderful meeting last month with many members enjoying the fellowship and food and hearing **Larry Kane**. Larry was very generous with his time talking over an hour to the group about his views on political subjects and recounting his current activities. Make sure you don't miss the next meeting the details of which we have above, as it will include our scholarship winners.

Nominees for Broadcast Pioneers' officers for the upcoming term:

Pres. Gerry Wilkinson
VP Barry Reismam
VP Jerry Klein
Sec. Shirley Morris
Treas. Pat Delsi

One new member will be added to the Board of Directors; **Carol W. Leebron**, of the Greater Philadelphia Radio Group.

Congratulations to the nominees and to **Dorie Lenz** and her committee for their work in getting this together.

"I don't want to achieve immortality through my work. I want to achieve immortality through not dying."

Woody Allen



Please send items for the newsletter to **Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958**, or call **1-302-645-8910**, or

Email nanort@comcast.net

More Happenings

VP **Gerry Wilkinson** advises that our website is over 1 gig in size (1000 megs). That's a lot of material, for us non-technical people. The average business or organization has 47 megs. We're over 20 times as large, which means all luncheon speakers, and Hall of Fame / Person of the Year banquets have been archived on the site (audio or video) for the last 6 years. 5,000,000 visitors have checked the site.

Last month we chronicled **Ray Rosenberg's**, Yardis Corporation, firsts, so this month we'll check **Bob Jawer's** firsts. Produced the first TV beauty contest in

And More

Frank Jelinek has died at 86. He used to attend our meetings regularly with his wife. He was host of "Dining Around" for more than three decades on WWDB, WCAU (AM) and WPEN. The program originated from over 220 locations which may have been a record for this type of program. Frank was taught cooking by James Beard. The Jelinek's flew on the Concorde to Europe, sailed on dozens of cruises, traveled by hot air balloon, sailboat, private yacht, and by camel. More details on our website. Frank will be missed by his many friends in and out of Pioneers.

And.....

Traffic and weather maven **John Brown** will be out for six weeks while he has knee replacement surgery May 2 at Bryn Mawr. He hopes to be back in six weeks. John's thinking about selling his place in the Pocono's after enjoying Key West recently. He has also grown his hair long, well below the shoulders, to donate to locks of love which will make a fine wig for someone.

Some of you may remember **Roy Atkins**. He was an engineer for WFIL radio (1964-71). Roy left WFIL to teach broadcasting

Philadelphia from Channel 3's studio in the Architect's Building. Later helped produce Florence Hanford's TV Kitchen, a first in Philadelphia, and maybe in the country. Florence, incidentally, is still alive and well. Bob was, at \$100 a week, the first TV salesman in the market. He sold the first TV commercial shortly after starting at Channel 3. It was a 4 slide 20 second spot for his dad's Jawer Auto Supply and aired Friday at 10:00 pm preceding the Gillette fights. He thinks he got 200 bucks commission. Would you believe?

Our friend **Ed Harvey** has been checking

Thanks to **Mel Klawansky** who points out that **Merrill Reese's** radio station, WBCB, where **Irv Homer** works, is in Levittown, not Doylestown. Seems to me we made this mistake before.

Walt Erickson, Jr. visited our website and saw his dad's photo, and loved reading about people who were part of his life when he was a kid growing up in Philly. **Walt Sr.** is near 90 years old, and he and Betty, married 56 years, live in Williston, VT. He has Alzheimer's but still remem-

bered family and friends. Walt Jr's email is pewe@sover.net.

at Adirondack Community College in New York and taught there for 4 years, then produced travel and tourism for New York State 1976 to 2005. Now, he has been elected Mayor of the City of Glens Falls, NY. He sends greetings to **John Roberts**, **Paul Norton** and others he knew during his time at WFIL.

Jane Norman (aka Pixanne) has just returned to Palm Springs, CA from doing a very successful show in Las Vegas. She and husband **Frank Beazley** met with

up on **Frank Ford** who is coming along great from his stroke in September. He expects to discard his walker shortly, and is now in therapy only twice a week. Ed says that **Shelly Gross** has a few physical ailments, but plays chess on the computer with people all over the world. Shelly and Joanie attend opera and symphonies regularly, and have just completed a course in psychology at Florida Atlantic University. Ed, of course, continues his writing for the Advertising / Communications Times. Here we have three Pioneers from the very early days of TV and radio in Philadelphia.



It is scarcely possible to content the French, because their self-appreciation knows no reasonable limits."
Prince Bismarck 6/11/1890

Gene Crane and his wife, up from Mexico, and Pat and **Jack Whittaker** in the desert.

Member **Jonathon P. Casey** of WSNJ 1240 / WMVB 1440 continues doing his Legends programs which will be added to the Pioneers Museum at Rowan University. Jon, who recently underwent lung surgery, is back at work sounding great. He's doing his part to keep memories alive of about 20 Legends from **Dick Clark** to **Al Alberts**. He does a one hour on-air interview with each of the Legends and then gives a copy to the Museum.