

THE PHILADELPHIA CHAPTER

of

Broadcast  **PIONEERS**

NEXT MEETING

WEDNESDAY, SEPTEMBER 18TH

10:00AM	Board Meeting
12:00 Noon	Cocktails - Cash Bar
12:30PM	Luncheon - \$15.25

at the

BALA COUNTRY CLUB

Belmont & Monument Roads

Philadelphia, PA

IMPORTANT!!!

CALL JO ORSTAGLIO AT 610-642-3298 FOR RESERVATION

PRESIDENT'S GREETING

Notes from a cluttered desk.....

It is the start of the 34th season of the Philadelphia Broadcast Pioneers. Beginning with Stan Lee Broza as the First President and moving on to David Thomas Abramson as your current president. I am proud to follow in a field of large footsteps.

This season brings us changes unheard of even in my relatively short time among you. We are at a crossroads that will determine our future and our visibility for many years to come. Quite simply, we are on our own. We have to decide how to reformulate our club and our mission. And determine our relationship with The Broadcasters Foundation.

I have been a broadcaster for 27 years (a mere child among you) as a producer/director and I have put on many a show against all odds. To me, this new production is simple; we have the resources to put on this new show.

We have good help in an executive committee headed by our Dr. Neil Harvey, looking at the foundation of new bylaws to present to our Board of Directors. I will be asking our board to examine everything from our membership requirements to a modernization of our logo to appeal to new members. I am asking our board to meet at 10:00am, September 18th, prior to the luncheon meeting.

We will begin this new season with a luncheon at our new/old location of the Bala Country Club with an immediate savings of almost \$3.00 per attendee. Please call me if you need directions to The BCC.

With our own impresario, Shelly Gross, and his Program Committee Co-Chair, Neil Harvey, we will kick off this season with a barn-burner of a panel discussing the consolidation of radio station ownership in the country and the Delaware Valley. Our own "Point-Counterpoint" will be debated by Roy Shapiro, KYW Newsradio; Joanne Harmelin, Harmelin & Associates; Lonnie Strum, RGB Strum; and Kernie Anderson, WDAS. We have also invited members of the Philadelphia Ad Club to join us for lunch and discussion.

Places everyone, please stand by. Our show is about to begin.

SCHEDULE OF MEETINGS 1996-97

Wednesday, September 18	Board meeting: Luncheon	10:00AM 12:00NN
Wednesday, October 16	Luncheon	12:00NN
Thursday, November 21	Hall of Fame Luncheon	12:00NN
Wednesday, December 18	Luncheon	12:00NN
January & February		TBA
Thursday, March 20	Luncheon	12:00NN
Wednesday, April 16	Luncheon	12:00NN
May	Person of the Year	TBA
Wednesday, June 18	Luncheon	12:00NN

A reminder to call Jo Orstaglio at 610-642-3298 with your reservations for the luncheon at the Bala Country club, Wednesday, September 18.

PHILADELPHIA BROADCAST PIONEERS
OFFICERS AND BOARD 1996-1997

OFFICERS:

President	-	David Abramson
Vice President	-	Pat Delsi
Vice President	-	Shelly Gross
Vice president	-	Ed Harvey
Secretary	-	Alan M. Maslin
Treasurer	-	Lydia DeGuio
Legal Advisor	-	Robert L. Goldy, Esq.

BOARD OF GOVERNORS:

Chairman - Marian Lockett-Egan

<u>Three Year Term</u>	<u>Two Year Term</u>	<u>One Year Term</u>
Tom Brookshier	Larry Ferrari	Loretta Bove
Bob Dome	Carol Healey	Bill Bransome
Taylor Grant	Lynn Lonker	Austin Culmer
Jane King Hall	Tom Moran	Neil Harvey
Cissie Hurst	Marie Pantarelli	Jack Hyland
Charles Lee	Kal Rudman	Robert Jawer
Jo Orstaglio	Roy Shapiro	Nat Wright
Alan Tripp		

COMINGS AND GOINGS

by Paul Norton

A note from Lew Klein advises that a professor wished to publish a documented biography of Dr. Philo T. Farnsworth who worked in this area. If you know of Dr. Farnsworth and are willing to be interviewed about it, contact:

Donald G. Godfrey, Professor
Walter Cronkite School of Journalism
P.O.Box 871305
Arizona State University
Tempe, AZ 85287-1305
Phone: 602-965-8661
Fax: 602-965-7041

Former Pioneer member **Dick Mendenhall** writes from Athens, GA, where his talk radio show won the Georgia Asso. of Broadcasters Award as "Best Local Radio Program In Georgia" He says he consulted his psychic, and had a long talk with Edward R. Murrow who assured him "Dole Can't Do It". To contact Dick - write: WGAU, Athens, GA 30606-4200

Jack Creamer sends an article from a spring issue for "New Yorker" magazine that praises a nationally syndicated TV show called "Night Stand" as "the sharpest, funniest, and sanest critique of trash TV." The show stars Timothy Stack (as Dick Dietrich, who is the son of **Joan Stack**, Pioneer member.

We note, belatedly, the great sadness our members felt on the passing of member, **Dominic Quinn**. **Edna Cathcart** sent the obituary of the long time Philadelphia Talk Show Host. A frequent visitor at the Pioneer luncheons, he will be missed.

Jane King Hall says that **Jo Oristaglio** is recovering nicely after a nasty fall in the early summer.

Jane Felix and **Taylor Grant** are recovering from eye problems and hope to be at the fall meetings.

Chairman of Broadcast Pioneers, **Marian Lockett-Egan**, received Bryn Mawr Hospital's 1996 "Celebrate Life" award for being cancer-free 9 1/2 years and lending inspiration to other survivors. Her doctor, James Bond (any relation to the real one?) nominated her and now reveals he would have given her less than a 1% chance of survival. Marian attributes her success to prayer and a miracle.

Paul Norton celebrates 50 years in radio and television this fall, having begun as an announcer while in High School in Olean, N.Y. at WHDL. Note from MLE: Congratulations, Paul! And, thanks for continuing to bring us the BP news and happenings!

Selections for **The Hall of Fame** and **The Person of the Year** will be made soon. If you have a candidate for either, or an opinion on who should, or should not, be selected now is the time to speak up. This is best put in writing, and submitted to the President since verbal requests made casually at luncheons is often forgotten and not passed on to the appropriate persons.

Al Maslin after many years of service to Broadcast Pioneers as secretary, treasurer, and newsletter publisher has requested relief. Al you deserve it! Do we have a volunteer to take over???

MUSINGS from Marian.....

Yardis Advertising Co. in Ardmore, with Ray Rosenberg at the helm marks it's 50th anniversary this year. They're the small agency that crafted the radio jingle "Who's the world's smallest Chevrolet dealer" Me - Marv Pollow" which ran over 30 years! Imagine that in an era that has "Ink" in trouble before it even goes on the air.

The Philadelphia Inquirer Sunday Supplement had a nice article in June on Rose Green, Ray Green's wife. A poet, she greets Ray each morning with a new poem. She has published 10 volumes of poetry which often feature issues. The one quoted in the Inquirer was particularly fitting for the female executive of the 70's:

*America sparked sexual revolution
That left old principles darkened and bare;
Rising with right equaled by Constitution,
Women stood up with their own torch to flare.*

*Females at the frontier flashed from the underworld
With flag of liberty on lake of life unfurled.*

The ratings are in for The Summer Olympics. NBC has an increase in total and particularly for women. The credit is being given to NBC scripting the event instead of reporting it like sports.

A REMINDER - keep news items coming to Paul Norton at 215-581-4508. We can't have a news letter without NEWS!