

# Broadcast PIONEERS

A Society of Broadcast, Communications and Advertising Professionals  
Contributing to the past, present and future of broadcasting

## NEWSLETTER SEPTEMBER 1997

It won't be long before Labor Day, and because the PIONEERS face a busy year, we decided to get the September Newsletter to you a little early.

To begin, the September meeting will be the biggest we have had in a number of years. We encourage you to mark this on your calendar now. It will be an occasion "not to miss."

**Channel 6  
50<sup>th</sup> Anniversary Celebration**

**Bala Country Club  
Belmont Avenue and Monument Road, Phila.**

**September 17, 1997**

<b>Coctails:</b>	<b>11:30 a.m.</b>
<b>Luncheon:</b>	<b>12:00 noon</b>
<b>Rate Card:</b>	<b>\$15.25 Members</b>
	<b>\$16.00 Non-Members</b>

See the enclosed flier for further details and please mail your reservation to Jo Oristaglio or call her at 610-642-1150.

We have contacted a number of people to participate in the program that were important to the history of Channel 6. Among them: George Koehler, long time General Manager, and today's President and General Manager, Dave Davis. Both have promised to reflect on their roles in the station's history. Marc Howard will act as emcee. Look for some surprise guests.

Please make your reservations early. This will be a big one.

If you have anything that might add to the program on the history of Channel 6, pictures or newspaper articles, please contact Marie Pantarelli. She is getting together a large volume of material that everyone will be able to review at the luncheon

*The other meeting dates for PIONEERS this year will be:*

<b>October 22, 1997</b>	<b>April 15, 1998</b>
<b>December 17, 1997</b>	<b>May 20, 1998</b>
<b>March 19, 1998</b>	<b>June 17, 1998</b>

Please mark your calendars. You will receive a Newsletter approximately two weeks prior to each meeting with details of the meeting program.

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Planning ahead: Dr. Frederick Breitenfeld, Jr., retiring President of WHYY, will be the speaker at our October meeting. In December, we will honor those frequently unsung in broadcasting – THE ENGINEERS. Irv Ross, long-time Chief Engineer of Channel 6, will host that meeting. Al Maslin is gathering a large group of engineers to participate.

During the summer you received letters from President Shelly Gross indicating the initiatives that he has undertaken for the upcoming year. He needs the help of the entire membership. In his words, "This is a pivotal year in the history of the Broadcast PIONEERS of Philadelphia." Pat Delsi will undertake the job of finding new members, contacting every station in the market, and Alan Tripp will head a committee with the ambitious goal of improving broadcast quality.

A note from Phyllis Ariano McGinnis expresses regrets that she has missed so many meetings in the past two years due to family obligations. She got away for a trip to Rome and its environs that she says is just what the doctor should have ordered. She wants to be remembered to all her PIONEER friends from WIP, WPTZ and WPEN.

*Over for more.....*

Ed Harvey was saluted in the July issue of the "Philadelphia Exclusive" publication for his interview with Joseph H. Ball, founder and president of the Philadelphia Advertising and Business Show. Ed's show is heard Sunday and Monday evenings on 1540 AM.

Lydia DeGuio sent along a clipping that indicated the first commercial ever broadcast on TV aired on July 1, 1941 over WNBT, New York. The camera focused on a wristwatch and the announcer said it was 10 minutes after 10, Bulova watch time. The commercial cost \$9.

We also noticed that Francis Davis, weatherman for Channel 6 in its earliest days, got an honorary doctorate at Drexel University's 110<sup>th</sup> commencement. For 17 years, Davis, now 85, was Dean of the school's College of Science.

Member Edna Whittington Cathcart notes that WIP Program Director in the 1930's, Johnny Hayes, is mentioned on nine different pages in the recent Kathryn Graham autobiography.

Jack Hyland is staying very busy in retirement. He has undertaken to handle part of the promotion for the upcoming Channel 6 50<sup>th</sup> Anniversary Luncheon (with Sam Bushman). He also does promotional work for the WWII "Battle of the Bulge" veterans group, of which he is a member. Unfortunately, the latter will find him away at a veteran's event on the day of the luncheon. Among his many other accomplishments, Jack served as a promotion director of Channel 6.

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Please don't forget to send items for the Newsletter to Paul Norton. Anything that you may be doing professionally, or otherwise, is grist for the mill. Call 302-645-8910, leave a message or write to Paul at 205 Ocean View Boulevard, Lewes, DE 19958 or e-mail to nanort@aol.com.

## **SPECIAL NOTICE**

**Be sure to hold November 19**

**for the**

**Person of the Year/Hall of Fame**

**Banquet**

**at the**

**Adam's Mark**