

The Broadcast PIONEER

March 1986

The Official Publication Of The Delaware Valley Broadcast Pioneers

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

The Photogenic faces of Dick Vermeil



Vermeil in the Trenches.

Dick Vermeil, Person of the Year

Throughout the 20 years of existence of the Philadelphia chapter of the Broadcast Pioneers we have honored as Person of the Year an eclectic roster. Included are an entertainer, on-air personalities such as a sports reporter and a news anchor, an orchestra conductor, a member of the judiciary, station and group owners, a true pioneer who dated back to the genesis of commercial broadcasting, teachers and scholars and a top sales person. This year we're honoring another first, a genuine sports person who left the turmoil of the playing fields for the relative tranquility of the broadcast booth: Dick Vermeil.

On Wednesday, April 30, at the Adams Mark Hotel, we'll do honor to the former skipper of the Philadelphia Eagles, the 49-year-old California-born motivator who brought our pro football team to a state of respectability, made it a winner and then left the demanding job of coaching, suffering from "burnout." Vermeil didn't leave he game completely. He made the transition to color commentator, analyzing and evaluating pro football activities for CBS Television Sports.

Dick has remained a citizen of our community as an on-camera commercial spokesman for Cadillacs and other products consistent with his background as a class act, as well as lending his presence to many of the sports world activities that originate in our valley.

We'll be out soon with more detailed information from Susan Drake, who is in charge of the Vermeil award, about prices, times and other important details of this exciting event.

From the Prez . . .

A group concerned primarily with fellowship, celebrating the achievements of the broadcasting industry and the support of the next generation of broadcasters through a scholarship program has difficulty in making an assessment of its well-being. Nevertheless, there are a few indicators of the health of the Chapter. This is a summary of where we stand.

Fellowship: our dinner at the Valley Forge Music Theater and past Presidents' Luncheon have provided opportunities for many of us to meet and enjoy each other's company.

Celebrating achievements: the dinner to honor sportscaster Dick Vermeil on April 30 at the Adams Mark should be memorable for all who participate.

Scholarship support: Jerry Lee reports the National has contributed \$1,000 to the Walter H. Annenberg Scholarship Fund. A committee headed by Gordon Gray has other projects in the works.

In short, we're having a good year. Join us on April 30th to make it complete.

Bob Smith

A Penny in Your Thoughts

Harold J. Pannepacker, a member now, voluntarily, of the leisure class after 40 consecutive years with KYW-TV, will be honored at a luncheon sponsored by the Philadelphia chapter of the Broadcast Pioneers on Wednesday, March 12 at the Bala Golf Club. This seems the very least that we can do to pay tribute to someone who has brought so much spontaneous joy to the membership with his generous hosting of our post-Christmas parties and many other events.

The rate card, in case you haven't received the notice from secretary Grace Kenny, is \$10 and those who haven't sent their reservations to Grace may pay at the door. You might also like to make a tax-free contribution to the Pioneers Educational Foundation, possibly starting a youngster on a Penny-like career continuing to 2026.

We're looking forward to seeing you at the party for Penny.

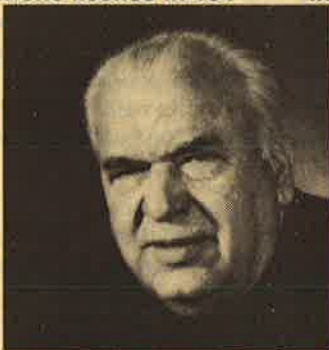
Meet the Members

In the last several newsletters we introduced a new veteran with an older (in point of membership) Pioneer. In this issue we're showcasing two of our chapter's dedicated officers. He is Bill Garry, the Commodore, the treasurer. She is Grace Kenny, the ex-nightingale, the chapter's secretary. Both are native to our market.

The Commodore

Bill Garry, president and general manager of WBCB-AM, Levittown, since 1972, truly aspired to the radio industry. As a youthful teenager, he built his first crystal set in 1925. At 18 he was a founding member of the Delaware Valley Radio Association - radio hams. Bill's call letters were W3BWF then, W20UN now.

He received his first-class phone license in 1941 and in 1942 became a full-time studio and transmitter engineer at WTTM, Trenton. Six years later at WBUD, Morrisville Bill switched from engineer to time salesman, ultimately becoming vice president of sales. He was now and forever a full-time administrative and sales executive in the radio industry.



Bill moved to WBCB in 1962 as local sales manager, where he's spent the past 23 years of a distinguished career. He's been mulling over retirement for several years now and when he leaves broadcasting he can extend both his avocation and hobby, boating, into something very meaningful. Bill is boating columnist for the Trenton Times, the Atlantic City Press and the Bergen Record. He has served the U.S. Coast Guard Auxiliary as district commodore and national vice-commodore.

Bill Garry has retired. The man of the air, figuratively, has become the man of the sea literally. Anchors aweigh.

The Nightingale

In her very early teens she was a songbird with the Skipper Dawes choral group which appeared on a quarter-hour ABC radio show, "Melodies to Remember", featuring another South Philadelphian, Eddie Fisher. This was her swan song as an entertainer; everything thereafter for Grace Kenny was behind the camera. Later when she graduated from high school she started as production assistant with the Paul Whiteman Philadelphia-based network TV Teen Club.

Then began a 35-year association with Triangle and later with Capital Cities, the last 15 years of which were as traffic manager for WPVI-TV. (Further, her experience in radio sales prepared her to handle all radio contracts, bookings and clearing time, as well as the double bugaboos of sales discrepancies: billing problems and makegoods.)



For the benefit of the uninitiated here's what a first-class traffic manager with a major station like Channel 6 does. She supervises the processing of all commercial films, tapes, slides and cartridges. She prepares work logs for the sales department containing all program information, including segment times, for syndicated programs and programs and feature films. She also supervises the insertion of all commercial numbers on logs with correct rotation and handles final checking of each log for correct automation information.

Somewhere out in the domain of television are more than a dozen proficient traffic managers all trained by Grace Kenny. What a wonderful legacy.

Honor Thy Pioneer

The Philadelphia Chapter recently received a gift of \$100 for the scholarship fund to honor a Pioneer who is a member of the chapter. We thought you might like to know about it and put "scholarship gift" on your list of nice things that can be done for Pioneers. So, the next time you want to honor a friend, employee or boss who is a Pioneer, why not make a contribution to the scholarship fund in his or her name?

WCAU, Auld Lang Syne

WCAU's Prime Time Club was founded in 1984 by a group of alumni who had been with the station ten years or more who were anxious to retain and/or revive friendships established at WCAU. WPTC plans to meet twice in 1986, with the first fun fest scheduled for April 18th, at the Valley View Inn, 479 Domino Lane Roxborough.

This bash bids fair to be the best yet, with live dance music and door prizes to go along with the food. If this sounds like your kind of indoor sport just send a \$10 membership fee. Please make all checks payable to WCAU Prime Time Club and mail to Mary E. Eastburn, Wynnewood Park Apartments, #30-E, Wynnewood, PA 19096.

Welcome to New Members

Salutations to **Mary E. Eastburn**, Freelance Writer, Wynnewood; **W. Theodore Eldredge**, GM, WRTI, Temple University; **Dave Roberts (Dahms)**, senior staff announcer, EAZY 101; **Charles F. Wistar**, president, WPAS, Zephyr Hills, FL.; **Chet Meservey**, retired, South Gulfport, FL.; **Malcolm Poindexter**, editorial spokesman, KYW Newsradio; **Roy Shapiro**, Vice President and General manager, KYW Newsradio; **Kevin Tolan**, account executive, WBCB-AM, Levittown; **Edward Uhler**, teacher in Parkway Program of the Philadelphia Board of Education; **Larry Wexler**, Vice President and General Manager, WPEN/WMGK; **Frederic M. Bell**, engineer, WPVI-TV, and **Daniel E. Gold**, President & CEO, Knight Ridder Broadcasting, Miami, FL.