

March Newsletter



March 2006

Issue 6

March Meeting
Bala Golf Club
March 15, 2006
Reservations 856-365-5600 or **rsvp@broadcastpioneers.com**

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

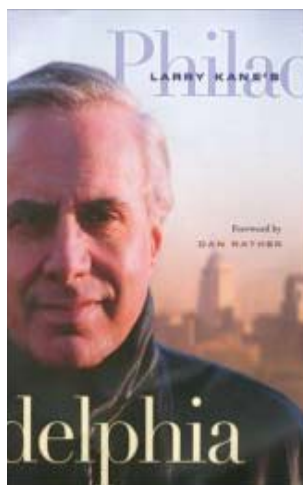
In spring an Old Broadcasters' fancy turns to thoughts of...The Pioneer's March meeting??...At least, we hope so.

It should be a great meeting on March 15, the third Wednesday, at Bala Golf Club, with **Larry Kane** as our speaker. Larry has written a new book titled "Lennon Revealed", a New York Times and LA Times best seller. Kane spent a year with the Beatles in the 60's when they first came to this coun-

try. He was the only journalist allowed for that year, so he knows whereof he speaks.

The Tariff will be the same, \$25, and we will meet at 11:45, and lunch will be served at 12:15. Please make your reservations by calling: 856-365-5600, or e-mail rsvp@broadcastpioneers.com.

Please note - we are back at the old stand at Bala Golf Club.



Larry Kane

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"Most Texans still think Hanukkah is some kind of duck call."

Richard Lewis

Happenings

Channel 3 CBS Investigative Reporter **Walt Hunter** provided the very appreciative crowd there to hear him with an entertaining and interesting program for our February meeting. You miss a lot when you miss the meeting.

Long time Pioneer member **Harry Harris** has died at age 87. Harry wrote television columns for the Inquirer, TV Guide, and Variety among others and, when called, Harry always had an item for this newsletter. He had a

1937 Journalism degree from Temple and rose to the rank of Major in WWII. He will be missed.

Our condolences are extended to Pioneers' Vice president **Gerry Wilkinson** on the loss of his mother Virginia of cancer at 79. Virginia appeared on many shows over the years and was a singer on the Uncle WIP show in the 30's. She lived with Gerry's family the last weeks of her life.

You can't keep **Irv Homer** down. At 81, he is now celebrating 5 years at WBCB in Doylestown. As controversial as ever, the former (and maybe present) "Evil Irving" has expanded his audience world wide. Present day technology finds him on the internet at the Irv Homer and the WBCB websites doing his show for a fan club at the University of Hawaii (among others), and Irv says he gets emails from all over the world. He's an exemplar for all Pioneers.

Attention

This newsletter depends on you for its existence and timeliness. Send items to Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958, email -

nanort@comcast.net

or call

302-645-8910

More Happenings

President **Frank Hogan** announces the 6th annual Broadcast Pioneers Symposium to be held at Channel 6 studios on April 1. As was the case previously, students from area colleges will receive tips on resume writing, broadcast opportunities and interviewing. Broadcast professionals from our club, and Channel 6, will provide their expertise. A popular event, which had 55 attendees last year, will be limited to 3 from each school with the rest put on a waiting list. Check the website for more information - www.broadcastpioneers.com.

And More

Could you believe, in 1946 **Ray Rosenberg** wore his WWII air corps uniform to solicit an advertising account? It led to the longest running ad agency in Philadelphia history, of the 200 + ad agencies listed in 1946, all would vanish except Ray's Yardis Corporation. The agency had the longest running radio commercial in Philadelphia history (25 + years for Marv Pollow, "the world's smallest Chevrolet dealer.") He also had the first infomercial (Renaire). Congratulations to Ray: The 23 year old kid who outlasted them all, and is still at the same old stand.

And.....

Members please note: If you have any information about the 1950's radio series "This I Believe" with **Ed Murrow**, which first aired on WCAU, and then nationally, please contact **John Gregory**, This I Believe, Inc. 2424 Frankfort Avenue #1, Louisville, KY 40206, or phone 502-529-9889. They are seeking radio or paper files or anything relating to it for an NPR series. The show was the brainchild of **Donald Thornburgh** and **Ward Wheelock** of WCAU.

Frank is also proud of his award winning station WGLS-FM, Rowan University, which has won the Gracie Allen Award in a competition with CBS, ABC, NBC and CNBC. They won it for "The Women's Room" with Host Kelly King, who interviewed a breast cancer survivor. The Award will be presented in New York in June at the National Gracie Allen Awards Gala.

Welcome new member! **Dave Coskey** is Executive Producer of the Philadelphia

Member **Richard Gideon**, 77, has died. He worked at the WFIL stations for **Roger Clipp** as Research Director. The Penn Wharton School graduate later worked for Station Rep **John Blair**, in New York, and as a consultant. His unexpected death, of a stroke, canceled plans for a luncheon reunion with **Marie Pantarelli** and **Eleanor Faragalli**, long-time friends. He will be missed by two sons, Michael and Richard, and many long time friends in the Pioneers.

Member **Matt McGuigan** has died. He

Dave Klahr has retired to real estate in Florida, and would love to have any Pioneers that might be looking for a place there to email him. No cost or consideration he says, just drop a line and he'll be happy to help: dklahr@earthlink.net.

Bob Kravitz has put out the "full time job wanted" sign. Most of us know Bob very well and we know that he is a photographer without peer, sings, does voice-overs, gift of gab, and lots of stuff. If you know of anybody looking for a

76er's broadcasts on WIP radio. Dave began his career in 1981 as an Account Executive at WAYV in Atlantic City. Since 1986 his focus has been on sports, mostly 76er's, but some talk radio with **Jeff Asch** and **Howard Eskin**.

A call to new Hall of Fame member **Bill Wright Sr.** reveals that he is now out of the hospital in Alabama after post-surgical rehabilitation. He is in great spirits, but appears to be giving serious consideration to returning to Philadelphia after giving life in Florida a try. Stay tuned on this one!

was 75. Matt spent 50 years in the business at WIBF in Jenkintown, and with WBYN in Boyertown where he retired in 1995. A graduate of Bob Jones University, Matt was in the army in the Philippines after WWII. He lost his wife in 2002. More details at www.broadcastpioneers.com

"Many a man has fallen in love with a girl in a light so dim he would not have chosen a suit by it."

Maurice Chevalier, 1955

valuable guy, Bob will do he rest. He's number one in our book.

Another new member has joined our group and we hope to be seeing **Steve Moss** soon. Steve is the Director of Photography at FMP Media Solutions and has worked at WCAU TV from 1985 to 1998. Welcome aboard.