

April Newsletter



April 2007

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April Meeting
Bala Golf Club
April 18, 2007

Reservations 856-365-5600

Reception 12:00 p.m.

Lunch 12:30 p.m.

Ratecard \$25.00

or rsvp@broadcastpioneers.com

When the red, red robin comes...he's bobbin along with the April edition of Philadelphia Pioneer's luncheon. It will be held at Bala Golf Club on April 18, the third Wednesday.

This month we feature the most important thing we do annually - present 8 \$1,000 scholarships to area students of communications who are deemed by our committee to be head and shoulders above the rest of the crowd. We will only mention one name of the scholarship recipients, because the name will ring a bell with Pioneers as that of our 8th President and a legendary performer at WFIL

for many years. Kelly Moorehead is the granddaughter of **Tom Moorehead**, past Pioneers President, she is studying communications at Cabrini College. Congratulations to Kelly and all of our young scholars.

Member **Dawn Stensland**, who is co-anchor at Fox 29, will be our speaker. She will be introduced by her husband and also a member, **Larry Mendte**, no mean anchor himself, who is at CBS 3 / KYW.

A couple of other things that you should enjoy will be a duet springtime sing-a-long by **Joe**

Pellegrino and Bobby Kravitz. Then **Jo Campbell** and her husband **Bill Campbell** will talk briefly about working at WIP when **John Facenda** was there. We might mention here that in May we will have a luncheon titled "A Tribute to John Facenda." All of this plus a wonderful lunch for \$25. We will convene for the meet and greet at 12 noon, and lunch at 12:30 on April 18.

We must have your RSVP so we know how many tables we'll need. Please respond to 856-365-5600, or email rsvp@broadcastpioneers.com.

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Dawn Stensland

Larry Mendte

Bill Campbell

Jo Campbell

Joe Pellegrino

Bobby Kravitz

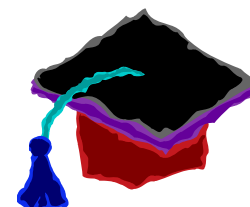
Happenings

The March luncheon was a wonderful affair, and a look back at the past with **Lew Klein**, WFIL-TV Program Director and Executive Producer of American Bandstand. **Bill Russell** and **Bud Galow** who spent their careers on the other side of the cameras talked about people they worked with. **Danny and the Juniors**

brought back memories of Bandstand with **Dick Clark** where they appeared many times, and **Ed Cunningham** talked about Channel 12's celebration of the great children's shows that were part of Philly history.

We had a lovely note, again, from one of our most senior

members, **Edna Whittington Cathcart**. She is 98, and was on the phone to the news director at WIP on Sunday, December 7, 1941, when the Japanese attacked Pearl Harbor. Edna takes no medication, 'sprints about, as always.' She says she has a big magnifying glass and enjoys reading about "all the others." Edna...a real Pioneer.



Don't forget to send information about what you are doing to Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958, phone 302-645-8910 or email: nanort@comcast.net

More Happenings

A note from **Bill McCloskey** who spent 46 years in various aspects of the business, says he is retiring. He started in 1961 as a news assistant (intern) at WIP. April 13 will be the big retirement day from AT&T (formerly Bell South). He says it's been fun, but suspects retirement will be more fun.

He became famous as "I'm **Fred Sherrmann**" on KYW for 23 years. He does six reports a day on KYW. On Sunday, he is on WPEN from 8 to 9. He has one son, a Photo Journalist in Brazil. Fred loves to read, write and travel, is divorced / now engaged. He is recovering from major surgery. He was hit by a truck 6/1/06 and as a consequence had his spine replaced.

And More

We're hearing that WPVI will soon begin construction on a new building. The old building will become a parking garage for vans, mobile equipment, etc. and the new one will rise on the present parking lot. Disney is purchasing some additional land from PECOM for parking. Drawing show it to be a thing of elegance with a lot of glass and a "knock your eye out look." It'll be quite a place, as it's always been.

Bob Perkins has spent 47 years in media, 37 of them in Philadelphia. He says his recent induction into the Pioneer's Hall of

And.....

Pioneers member **George Finkel**, former WFIL-TV, and NBC Producer/Director, and multiple Emmy winner for World series, Super Bowl, and Final Four broadcasts is now in Longs, SC. George and his wife, in addition to many other activities are now selling real estate. You can see the web page of homes and info about the Grand Strand at www.buyatthebeach.org, or contact George at gfinkel@sc.rr.com.

Member **Joe Pelletier** is in Hilton Head, SC for his granddaughter's wedding. He talked to member **Francis Davis** about his many Philadelphia friends, including **Roger Clipp's** family. Francis is doing

Please note: There's been no lack of spine in his life. He was a flier in WWII and received a number of decorations for action during 3 years in Africa, Sicily, Italy and D-Day in Europe. He is Chief Economist with Royal Bank America. Hope you get to meet Fred at lunch sometime.

Our member, **Johnny Lerro**, has been voted (Write-in-Candidate) "Sexiest TV personality in Chicago" in a contest held by the Chicago Tribune. The show runs mornings on WGN-TV. Johnny reports that every morning at 8:15 in DesPlains, IL, a suburb of Chicago at the Regency Health Club, 10-15 guys gather around the TV and they guess what topic The Green Grocer will feature that day. The winner gets a

Fame is among the most treasured occurrences of his time in the broadcast and print media in his life. The other treasure occurred on February 20 when the Philadelphia City Council, and House of Representatives in Harrisburg, each presented him with a proclamation in recognition of his long service. The proclamations were given in a ceremony at Temple University's WRTI where he's been employed as a jazz music program host for the last 10 years. There was a small celebration at the station which included family, friends, and RTI

very well in the Hilton Head community. Joe is also trying to contact **Bob Apfel**, formerly of WPVI-TV, and is remembered as a partner with Joe's son on a scuba diving boat several years ago. Both are certified as Captain for large yachts.

Welcome new members: **Bill Sample**, President and Founder of the Sunshine Foundation, frequent guest on TV and radio program; **Joe Terry**, singer with Danny and the Juniors who made many appearances on American Bandstand and other TV Programs; **William Lipp**, a principle with Norton, Lipp and Associates, Inc. Advertising and Communications who has

trophy which he keeps until dethroned. The Green Grocer is now seen on 200 TV station web sites around the country on both of the stations' food page, and the diet and fitness page. Congratulations, Johnny.

Philadelphia Magazine has scheduled an article on **John Facenda**, the great anchor of Channel 10 news. And by coincidence our May luncheon is scheduled to be A Tribute to John Facenda. Great timing. **Herb Clarke** will be Moderator with **Jack Facenda** (John's son), **Donald Barnhouse**, **Bill Baldini**, **Mel Golub** (who worked with John at WIP) and more. You won't want to miss the May luncheon.

staff members.

Member **Marciarose Shestack** (and her husband Jerome J. Shestack), will be honored with Philadelphia Corporation for Aging's M. Powell Lawton Quality of Life Award on April 11. Congratulations!

"I have taken more out of alcohol than alcohol has taken out of me."

Winston Churchill

been with many area radio and TV outlets; **Joel Gibbs**, President and Owner of Joel Gibbs Productions; **Larry Young**, who is now National Manager for CN8, the Comcast Network. Larry has a long and distinguished career in broadcasting nationally dating back to the 70's with WPVI-TV.

"Those who flee temptation generally leave a forwarding address."

Lane Olinghouse