

# December



# Newsletter

# Broadcast PIONEERS

December 2001

Issue 4

## December Meeting

**Bala Golf Club  
December 19, 2001**

**A Publicist and a Singer with a Bag Full of Fun set for December Pioneer's Meeting.**

**Sam Bushman**, perhaps Philadelphia's most venerable publicist, will be our speaker and guest at the December 19 meeting of the Philadelphia Pioneer's. Sam will point out that he is not a public relations man, he is a publicity man. There's a big difference, Sam says. Graduating from Northeast High School in 1931 Sam started as a publicity man in

**Reception 12:00 noon**  
**Lunch 12:30 pm**  
**Ratecard \$18.00 Members / \$20 Non-members**  
**Phone 215-563-1310 or 856-365-5600**

1935. There will be no photo of Sam here, because he says that's for the people he publicizes. We will honor Sam for his many years of service to our club and to the city.

We will also feature as a holiday special **Jane Norman**, perhaps better known as Pixanne, Channel 10's award winning children's performer who has just released a new CD, "Madly in Love." It is very grown up, and she is a wonderful singer.

It's sure to be a meeting not to be missed. New rate card—\$18.00 for members, \$20.00 for



**Jane Norman**

named among many others. If you missed the Hall of Fame dinner, **Gerry Wilkinson** has got it on our web page—[www.broadcastpioneers.com](http://www.broadcastpioneers.com) with audio and pictures.

Hall of Famer **Bill Webber**, who attended the dinner, says he met a friend there from some March of Dime telethons. Liz Matt (Starr), who was co-host with Wally Kennedy on AM Philadelphia some years ago and later was a host on Fox, told Bill that she was an early recipient of a Pioneer's Schol-

arship. Liz says she would like to join the Pioneers.

Bill, who is on WPEN Saturdays from 10 am to 1 pm and Monday and Tuesday from 1 pm to 3 pm, has a family following in his footsteps. His son Bill Jr. is a project manager for Selector which provides software to 5,000 radio stations. The younger Webber had previously been with WIOQ. Bill's daughter was executive director for telethons for the March of Dimes and is now married to Andy Sheid who is sales manager for WGAL-TV in Lancaster, PA.

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### BOARD MEMBERS:

**There will be a Board meeting prior to the luncheon. Please plan to arrive at Bala by 10:30 a.m. on the 19th.**

Please don't forget to send items for inclusion in the newsletter to Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958, e-mail [nanort@aol.com](mailto:nanort@aol.com), or call 1-302-645-8910.

**"Sometimes you win, sometimes you lose, sometimes you get rained out."**

**Satchel Paige**

## Happenings

If you missed our Person of the Year / Hall of Fame dinner in November, you missed a wonderful evening. Indeed, few did miss it, as there was a room filling crowd at Bala for the evenings festivities. The usual wonderful job was turned in by the people who did the planning and arrangements. We hate to name names as there are sure to be some who are left out, but **Jack Hyland, Herb Clarke, Bucky Clark, Ed Papazian, Pat Delsi, Dave Abramson, Shirley Morris, Loretta Bove Crowell, and Marie Pantarelli**, must be

## More Happenings

**Lew Klein**, who is President of NATV Program Executives Education Foundation, has been named Chairman of the School of Communications and Theater Victory Foundation at Temple University. Lew will soon celebrate his 50th year as an adjunct professor at Temple.

Member **Dave Custis**, whose library of recordings is legendary, is making cassettes for restaurants and individuals celebrating anniversaries. The cassettes carry music from their memorable, anniversary year. There is a rumor that Dave would sell his record collection for the right amount of money (a lot).

## And More

We note with sadness the passing of Pioneer **John T. Lyons, Jr.**, 84, of Berwyn, who died of respiratory failure at his home. Mr. Lyons was a marketing executive and rowing champion whose mentor was John B. Kelly of the rowing Kelly's. He worked variously for the Philadelphia Record, Gray and Rogers, and McCann Erickson. He leaves three sons, graduates of Notre Dame, three daughters and 22 grandchildren.

**Les Waas** says that he's writing and doing stuff that he doesn't talk about until he's finished. The "stuff" he's doing is what he's always wanted to do and couldn't until

### 'CAU - Florida

**Eddie Bloch** sounds as great as ever. The former 'CAU engineer lives in a small apartment in North Miami and loves it. As he did when with 'CAU, he still has a late night shift, not as a television engineer, but as a security guard nearby. He and **Lynn Barrett**, who lives in Surfside, FL, have been divorced for some time now but are better friends than when they were married. Lynn is married to **Moon Mullen**, another former 'CAU engineer, and says Eddie frequently comes by for breakfast with she

Member **George Finkel** spends his free time feeding animals at the Red Lion Wildlife Refuge. He says he cleans the cage for the raccoons and feeds them (don't they do this for themselves). Actually, this is a long way from George's days with NBC. He boasts three Emmy's among his collection of awards. He produced and directed the Super Bowl (7 times) and won an Emmy for Super Bowl 13. His other awards were for the World Series and the Olympics. He was with NBC for 19 years. His list of other accomplishments is a long one including hockey finals, basketball final fours, etc. He now enjoys lecturing occasionally for the students at LaSalle University's Communications School when

he retired. He goes to Virginia to see his daughter and her twins, age 13, and another boy, 11. All the grandchildren are published poets in various venues. But then, so too, is his daughter who is a published poet. His son Murray Waas is also a published poet and an investigative reporter in Washington for major metropolitan dailies and magazines. He has been nominated for a Pulitzer.

We keep receiving wonderful letters in response to our **postings on the website**. The most recent was to the "Action in the Afternoon" posting from the cast member who played the part of Ben Johnson, Black-

and Moon after his shift. A large contingent of retired 'CAU people get together regularly, and this month they will help **Eddie**, 79, and **Jay Mathis**, celebrate their birthdays. Free dinner for the birthday boys. Eddie indulges his lifetime passion for playing the harmonica with the South Florida Harmonica Club which did six shows this month at various retirement homes. With 35 members they enjoy entertaining themselves, and others.

invited by member **Brother Gerry Molyneux**. Those raccoons have no idea what an accomplished feeder they have.

Last year in these precincts we told you that **Gene Shay** was working on an enhanced 4-CD set which will capture the feel of the Philadelphia Folk Festival. The "Philadelphia Folk Festival 40th Anniversary" collection is now available at \$55 for the set. In the collection you will find Steve Goodman, John Hartford, Pete Seeger, Mississippi John Hurt and Phil Ochs, among others. It will induce thousands of laid back folkies to raise their voices in song. "Philadelphia Folk Festival 40th Anniversary" is available at Borders, Barnes and Noble and [www.slicedbread.com](http://www.slicedbread.com).

smith, on all of the 250 segments. He says the WCAU TV show was an experience that none of the people involved will ever forget, and he was lucky enough to have been involved 5 days a week for 52 weeks. He says they got their scripts the day before, memorized the lines and the cues, and had to be ready for rehearsal on the set next morning at 0800. Mornings were set for 'blocking,' one run through, and then a 'dry run' with cameras. A short break, then air time. Not only were local (Philadelphia) actors hired, but occasionally a few from New York, Los Angeles, and Chicago. **C h e c k   t h e   w e b s i t e —** [www.broadcastpioneers.com](http://www.broadcastpioneers.com). It's memory

**"And now, the sequence of events, in no particular order."**

**Dan Rather**

**Lynn** will be remembered as the top commercial spokesperson in Philadelphia from the 40's to the 60's. In 1949, Lynn was the "Girl Next Door" on Channel 3, a job she got when vocalist June Christy didn't show up. She did the most expensive commercial in town, at the time, for Whitman's Chocolates, which ran before the Ed Sullivan Show on Channel 10, and did RCA commercials on the early and late news on Channel 6 for five years.