

The Broadcast

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Isn't it great that Herb Clarke is to be our 1990 Person of the Year? Who better? Herb's long and productive career in Philadelphia broadcasting has included more than usual public service with special dedication to the Horticultural Society and to the Broadcast Pioneers. The date for the dinner at the Adam's Mark Hotel is May 23rd. There will be a reception at 6:00 P.M. with dinner at 7:00 P.M. Lew Klein, Al Maslin, Gene McCurdy, Jack Satterfield, Larry Wexler, and President Harry Haas will serve as the committee for the affair. The tab will be \$55.00 for members, \$75.00 for non-members, and \$750.00 for a table of 10. Larry Ferrari will provide music before dinner with Bucky Clark doing the honors during the meal. Mark your calendars NOW. You will be receiving an official invitation in the mail sometime in April.

NEXT MEETING...NEXT MEETING...NEXT MEETING...NEXT MEETING

The March meeting of the Philadelphia Chapter of Broadcast Pioneers will be held on Wednesday, March 20th at Williamson's Restaurant in the GSB Building on City Line Avenue. As usual cocktails at 12 noon and luncheon at 12:30 P.M. Our speaker will be Aaron Ezekiel, General Manager of WYBE, Channel 35, a Public Broadcasting station. Taylor Grant, who made the arrangements for Mr. Ezekiel to appear, will introduce him. He will speak on "Why a New Public TV Station in Philadelphia?" and he will also tell us what it takes to put one on the air. Mr. Ezekiel has been working for four years on this project and before that was, for seven years, in documentary production in southwestern Ohio. He has also spent time in higher education. WYBE is located in downtown Roxborough on Ridge Avenue. As usual, please call Dorie Lenz with your reservations. Again our usual reminder: your R.S.V.P. is VERY IMPORTANT!! We really need to know how many will attend. Please give Dorie Lenz a call at (215) 878-1700 and let her know that you will be attending. Please pay by check, if you can. It makes life much easier for those checking people in at the door. ADVANCE NOTICE IS A MUST. DON'T FORGET TO R.S.V.P.!!!!!!

Our congratulations go to Philadelphia Chapter member Dorie Lenz for being selected Person of the Month for March by the Hotel Atop the Bellvue. Dorie will be honored at a tea which will be held at the hotel where she will receive an inscribed clock from Caldwell's.

Each month we have been highlighting one of our committees. This month, instead of a committee, we would like to tell you about a new venture that our chapter is undertaking. This month we feature the Oral History Project.

The Philadelphia Chapter of Broadcast Pioneers has commissioned Dr. Marguerite Farley to initiate the development of an oral history of broadcasting in Philadelphia.

The project is divided into three phases. The first phase involves the identification of those individuals who have been part of, or made a significant contribution to, the development of broadcasting in the Philadelphia area. During the second phase, those individuals previously identified will engage in taped interviews which will be transcribed. In the final phase, the transcripts, together with other research materials, will be compiled and a book-length manuscript will be completed.

The first two phases should be completed by September, 1991. The book should be ready for publication sometime in the latter part of 1992.

John Mayer, of the Atwater Kent Museum, and Josephine Oristaglio will assist Marguerite in the project. Jack Satterfield has been appointed Chapter Liaison.

Anyone who wishes to recommend individuals for inclusion in the oral history, or who possesses historical information, memorabilia, photographs or other artifacts dealing with Philadelphia broadcasting history, please contact Marguerite Farley at the Communication Arts Department, Villanova University, Villanova, PA 19085, (215) 645-4750.

More member notes:

Pioneers member Stanley Elkman, Chairman of Elkman Advertising, will be the guest of honor at the Trades and Professions Gala on behalf of the Communications Division of the 1991 Federation Allied Jewish Appeal at the Adam's Mark Hotel on Sunday, March 24th. The guest star that day will be Joan Rivers.

Pioneer John Beaty hardly looks old enough but he is the grandfather of a boy named after him. On February 6th his oldest daughter gave birth to John Vincent Salvino, 7 lbs. 12 ozs., 20 inches. Keep up the good work, John.

Roy Shapiro, VP/GM of KYW Radio, is interested in buying antique radios and paraphernalia. If you own such items, and are interested in selling, contact Roy about that possibility at (215) 238-4969.

Welcome new member Eugene R. Myers. Gene is President of Devon Furniture and was with NBC, Cleveland in Sales and Sales Manager spots from 1949 to 1953. He was then with CBS Radio Spot and Network Sales from 1953 to 1972 in Chicago, New York, and Philadelphia.

Member Buzz Allen notes that the new address for the North Penn Chamber of Commerce is 512 Stump Rd., Box 97, Montgomeryville, PA 18936. Buzz is the Executive Director at the Chamber.

A note from Grace Kenny indicates that her stay in Florida could be going better. She has been down with a cold which developed into pneumonia, so she hasn't been playing much golf.

Wyatt Higginbotham is recovering from recent open heart surgery, Ted Vawter headed for warmer climes to recover from recent pneumonia, and Ed Hurst is recovering from knee surgery at the shore. All have been sent appropriate felicitations by the Good and Welfare Committee.

We're still looking for more news for the newsletter. If you have anything that you think would be appropriate for the newsletter please let us know. Contact Paul Norton at WPVI-TV. His number: (215) 878-9700.

This issue written by Paul Norton
Produced by Alan M. Maslin