

The

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COMING ATTRACTIONS COMING ATTRACTIONS

NEXT MEETING

April 12th at Williamson's in the GSB Building on City Line Ave. The usual time: cocktails beginning at 12 Noon and then lunch at 12:30 P.M. This meeting will star Les Waas. Not only is Les a Pioneer, but he's also a member of the Procrastinator's Club. So this will be his promised 1987 appearance with the announcement of his Academy Awards picks for that year. He will be joined by Eric Gerstein of WCAU-AM in a program titled "Everything You Ever Wanted to Know About Radio and Les..." The cost for lunch is \$12.00. Please R.S.V.P. to Dori Lenz at 878-1700.

Last month Dori had another winner of a program in Michael O'Hara of Impact Resources. Michael is Sales Development Manager in the company which deals in information services. His well illustrated talk dealt with methods of increasing broadcast sales through new qualitative research.

Word from the Scholarship Committee that we have received some applications for this year's scholarship. The committee will meet in April to go over the applications and make a final selection. The winner will then be notified by mail. The official announcement will be made on the night of our annual Person of the Year dinner which will be held on May 23rd.

Speaking of May 23rd.....MARK YOUR CALENDAR NOW.....Pioneer member Gene McCurdy will be honored at our Person of the Year dinner which will be held at the Adam's Mark Hotel on City Line Ave. In the near future official invitations will be mailed out, so look for yours and R.S.V.P. quickly for this truly great event.

We've received a nice note from Al Alberts, one of our newest members. Al comments that he and Stella want to start attending meetings but Wednesdays are the days that they have production meetings for their Showcase taping sessions which are held the same night. Maybe we should have a Tuesday meeting one of these months.

We're delighted to be adding new members. Most recently, Nat Wright, who came to the last meeting as a guest of Herb Clarke, has joined. Nat is with Fidelity Communications in Trenton, but is probably most famous hereabouts as the all night voice of WIP radio...for 16 years. Nat was also with Channel 48 doing in-house voice overs and Channel 29 doing on-camera news capsules.

Also, Dori Lenz's guest at lunch, Lynn Lonker, has become a Pioneer. Lynn is Director of Programming for PRISM. She has been in broadcasting since 1966.

Remember to bring a friend along to a meeting. Our record of having people join after having been exposed to the group has been outstanding.

Incidentally, Nat Wright pointed out at the meeting that Bill Bransome, long time AFTRA President, KYW sports announcer, and good friend to many of our members has had open heart surgery and had a pacemaker implanted. Cards, letters, and calls would be appropriate.

Jack Steck who, with Florence, has been jetting here and there the last few months, sends along a letter from President Ronald Reagan that he received. They both had recently had the same surgery on their hands for something called Dupuytren's Contracture. In his letter Jack told the President..."At your age I was still using Clearasil for my pimples." In his response President Reagan says..."My therapist is a young woman so I'm restricted in my language and male ego keeps down the screams."

A news release from the media brokerage firm of Satterfield and Perry, Inc. states that they now have offices in Philadelphia and Denver. Both had previously been associated with Gammon and Ninowski Media Investments, Inc. of Washington. That firm has gone out of business as of the end of 1988. Jack Satterfield, of course, is a former President of the Philadelphia Chapter of Broadcast Pioneers. He was previously with the rep firms of Katz and Blair, and was General Manager of Blair Television in Philadelphia.

In the "Who's a Pioneer and an Amateur Radio Operator Department" comes a note from Rod Phillips. Rod obtained his "ham" ticket in 1964 after completing a course given at the Franklin Institute and taught by none other than our own Russ Miller. For those who would like to know, Rod's call sign is WA3ABC. One of these days we will publish a list of all of the Pioneers who are "hams"....if only Al Maslin could remember who they all are. If you would like to be included please send your name and call sign to Al at the Pioneers post office box.

And our usual reminder...if you have any news about our members or any news that our members might like to know about, please send your item to Paul Norton at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131 or you can call Paul at (215) 878-9700.