

# The

# Broadcast



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Official Publication of the Philadelphia Chapter of Broadcast Pioneers

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You missed a really outstanding program if you were not present for the talk by Shelly Gross at the September meeting. All the way from the introduction by Taylor Grant, who explained Shelly's contribution to the title "Veep" for Alben Barkley, to Shelly's explanation of the stars who had contributed to his agonies and ecstasies over his 40 years in show business.

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### NEXT MEETING.....OCTOBER 18th

Hear Ye! Hear Ye! The Broadcast Pioneers October meeting will be held on Wednesday, October 18th at Williamson's in the GSB Building on City Line Avenue. Our guest speaker will be David Bianculli, who writes the TV Today column in the Philadelphia Inquirer. He is also the full time TV critic for the New York Post. David will speak on "TV: Threat or Menace?" Another great program at the hands of Dorie Lenz who wishes to thank one and all for their timely calling. Your R.S.V.P. is a vital part of arranging the meeting, ordering the lunches, etc. So PLEASE, PLEASE R.S.V.P. to Dorie at 215-878-1700. For the few of you who did not so respond...Dorie knows your names and where your families are. Sooooo..... don't say you weren't warned. The price for lunch: \$13.00; the time: 12 Noon for cocktails with lunch beginning at 12:30 P.M. R.S.V.P. NOW!!!!

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There are still a few of you who have not renewed your membership for this coming membership year. If you are one of these people this will probably be the last mailing you will receive unless your dues are paid. How do you know if you haven't paid as yet? Just check the mailing label on the envelope that contained this newsletter. If it says "Exp. 08/31/89" your dues have NOT been paid. If you wish to remain a member, please send in your dues to the P.O. box immediately. We'd hate to lose you.

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"Tune in: Philadelphia Radio - 1920-1950" is a display that will be presented at the Atwater Kent Museum at 15 S. 7th Street in Philadelphia. It will begin with a reception on October 25th at the museum from 5:30 P.M. to 7:30 P.M. and all Broadcast Pioneers will be receiving an invitation. Many of our members have contributed, including Taylor Grant, Ray Green, the Stecks, Jo Oristaglio, Esther Broza, Elizabeth Zindel and countless others.

This month we want you to meet our new leader, President Larry Wexler. Larry has been in communications every day of his career since he went to work as a copy boy for the New York Journal American. Until recently he was Vice President and General Manager of WPEN-AM and WMGK-FM in Philadelphia. Larry has been there since June of 1970 when he started as General Sales Manager. Six months later he became General Manager. He has held this post for the past 19 years and was the dean of general managers working at the same station. However, with his inauguration as President of the Philadelphia Chapter he has also undertaken a new job. Larry is now President and Chief Operating Officer of Waldron Broadcasting, Inc. In this job he will continue to be working in Philadelphia. Waldron Broadcasting has filed applications with the FCC to acquire radio stations KBFM-FM, Edinburg (McAllen/Brownsville), Texas; KVKI-AM/FM, Shreveport, Louisiana; and WJAD-FM/WMGR-AM in Albany, Georgia. The company is actively negotiating for the acquisition of five more stations in four more markets. Pat Swygert is Chairman of the Board and Ragan Henry is owner of the group.

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Please greet new members: David Abramson, independent producer and director, proposed by Dorie Lenz. Previously with WCEE-TV, Rockford, Illinois and WPHL-TV in Philadelphia. Dorie says that at 38 David is one of the youngest to qualify as a member. He began his career in September of 1969 as a studio cameraman in Rockford.

Also proposed by Dorie is new member Gene Shay. Gene has been in broadcasting in the Philadelphia area since 1953 at WRTI. He includes stints at WHAT, Armed Forces Net, WWDB, WDAS, WMMR, WIOQ and WHYY, the last an affiliation that continues to the present.

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Another honor for the Jack Steck collection is coming up and again all Broadcast Pioneers will be invited. This one is from the Delaware County Press Club and will benefit the Student Journalist Scholarship Fund. Dick Clark and many others will salute Jack. The date set is December 4th. More details to follow.

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Pioneer Harry Haas who, for the last 30 years was affiliated with WFLN, the area's classical music fine arts radio station, has established his own advertising, marketing and public relations firm. Creative Communications, Inc. is located in central Montgomery County. His initial concentration will be with the cultural, educational, corporate and select retail communities. Harry resides in Trappe, PA and his phone number is (215) 489-4319.

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Lee Dexter, former "Bertie the Bunyip" at Channel 3, is now a widower residing at Cape Care, Main Street in Swainton, NJ. He's eager to be in touch with old friends.

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Do you have items for the newsletter? If so, please contact Paul Norton at (215) 878-9700.

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