

# Broadcast PIONEERS

Of Philadelphia

## May Meeting

Date:	May 12, 1999
Time:	<b>11:00 a.m. Board Meeting</b> 12:00 Noon Cocktails 12:30 p.m. Lunch
Ratecard:	\$16.00
Place:	Bala Golf Club Belmont & Monument Philadelphia
Subject:	<b>Salute to Salespeople</b>

Get your reservations in to Jo Oristaglio at 610-642-1150 or mail your reservation today.

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Regular admonition: Don't forget to send notes to Norton. Paul Norton can be reached by mail at 205 Ocean View Blvd., Lewes, DE 19958; by e-mail at nanort@aol.com; or by phone at 302-645-8910.

Newsletter  
May 1999

A spring lunch at a beautiful golf course with a group of your buddies. What could be a better circumstance.

## SALESPERSON MONTH

This month we honor the best of the salespeople. Our panel consists of:

- "a radio sales manager who sold a tuxedo to a penguin"
- "a TV sales manager who sold a screen door to a submarine captain."
- "an FM sales person who once sold wallpaper to people who lived in glass houses."

They will be introduced by Vice President Ed Harvey who couldn't sell steak in a lifeboat. It should be another gala event and one not to be missed. Ed assures us that if you miss it you may miss the alleged door prize which he says is two weeks in downtown Belgrade, Yugoslavia. Get your reservations into Jo Oristaglio.

By The Way...

President Shelly wants as many of the Board as possible at the meeting as there will be a Board Meeting prior to the luncheon. Please **Board make every effort to attend.**

Pioneers President-nominee, Pat Delsi, is a very busy guy. He is the immediate past President and Chairman of the Board of the New Jersey Broadcasters Association. He is President of the Philadelphia Press Association and President of PDS Broadcasting.



Pat's home base for 45 years has been the former WCAM, Camden (more recently WSSJ). He was hired as a summer replacement for Tommy Roberts. But Tommy didn't come back and Pat got the job permanently. He ended up owning the place. He loved it, he says, every part of it. But the 'moving finger writes' and the time has come for Pat to sell, which he has, to Mega Communications, a broadcasting conglomerate.

The many features that Pat had on the station that were sponsored - sports, game announcements and so on - have been moved to WFIL and WZZD. Pat plans to do some free lancing, perhaps a TV interview show, travel with his wife and stay involved in broadcasting.

Pat says that Shelly Gross has done such a great job that he plans to continue what Shelly has begun. He will try to expand the club by getting more young people involved. And he is open to suggestions and encourages any members to approach him with them at meetings or call him at 215-563-1310 or 609-365-5600.

And speaking of buying and selling stations, member Jack Satterfield is staying active. His organization, Satterfield Perry, has 11 offices around the country where radio and TV stations are brokered.

**F**ormer Pioneers President, Marion Lockett-Egan, who winters in Florida has returned and was with us at the April meeting.

She enjoys playing tennis every day before starting her working day. She won the Women's Doubles Championship at her club in Vero Beach. She attended the Family Circle Cup in Hilton Head, SC. She won

first place, beating out Regis Philbin by one point. She will go to Gleneagles in Scotland in late July with a small group of tennis junkies, along with women's legend Virginia Wade, for a five day tennis break. The quote from

her is "Am I living to play tennis, or playing tennis to live! It really is my passion. Consulting allows this kind of freedom to set my own schedule."

**M**ember Leila Brenner is just back from spending time at the Chateau Frontenac in Quebec on an elder hostel tour. She and the Hank Sperka's (Helen Grekon) will spend two weeks in Hawaii on another elder hostel in September.

**I**f you are watching the kids shows on Saturday morning on ABC (of course, with your children or grandchildren), the voice you hear may be very familiar. It belongs to Sid Doherty, long-time Philadelphia voice and sports announcer at WCAU-TV.

Sid does voice over credits weekends on the network. He fills in sometimes during the week and plays golf with his daughter at Woody's Par Three Course in Plymouth Meeting, among other places.

**W**ords to ponder: "The more laws and order are made prominent, the more thieves and robbers there will be."  
Lao Tzu

**E**d Papazian says that despite a few early problems the day in New York was a huge success and everyone really enjoyed themselves. The NBC tour was spectacular, seeing the Rosie O'Donnell studio and the Saturday Night Live studio. They described the dinner at Jennifer's as wonderful. They had a great group and you can stay tuned for more spectacular trips.

**G**ene Crane describes himself as having a non-contract, contract, at WCAU-TV. After 53 years at WCAU, they just can't see him go. (Gene started in Jamestown, NY 58 years ago.) He comes back to work to do 52 old-timers (seniors reports) a year for the station. He says he's in charge of bladder control and Alzheimer's for the station. Gene spends six months of the year at his place in Mexico.



**L**ydia DeGuio is producing a female version of "The Odd Couple" and would be delighted to have Pioneers attend the show at the Old Academy Playhouse in East Falls in June. Tickets are \$9 and for further information you may call 215-843-1109.



Lydia says she thoroughly enjoyed the New York trip and getting together with former WFIL traffic directors, Grace Kenny and Jeanette Grover Holland.

**P**aul and Nancy Norton are off to Rome, Florence and Prague with daughter, Lisa, and her husband, Kevin Kerrigan. They'll be joined in Rome by son Paul, who works for the International Organization on Migration in Bishkek, Kyrgistan. (Back in time to get out the June newsletter though.)