

Broadcast PIONEERS

of Philadelphia

September Meeting

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| Date: | September 8, 1999 |
| Time: | 12:00 Noon Cocktails 12:30 p.m. Lunch |
| Ratecard: | \$16.00 |
| Place: | Bala Golf Club Belmont & Monument Philadelphia |
| Subject: | Brian Seth Hurst Managing Director Convergent Media |

Please call Jo Oristaglio at 610-642-1150
or mail your reservation today.

Don't forget, we always can use news items.
Please call Paul Norton at 302-645-8910, e-mail nanort@aol.com, or write to Paul at 205 Ocean View Blvd., Lewes, DE 19958.

September Newsletter

Can it be? The summer has slipped away...and time for a new beginning of the Broadcast Pioneers' fall season.

And what a beginning it will be! Brian Seth Hurst, Managing Director of Convergent Media, Worldwide, a branch of Pittard Sullivan, will be our first speaker. Alan Tripp, Program Chairman, has arranged for Mr. Hurst to be flown round trip coach to Philadelphia from California at the club's expense to speak on the subject "convergency, and how it will change our world." The thrust of the presentation is that TV, telecom, Internet, data and motion pictures, etc., are all rapidly intermixing - and broadcasting and advertising, as we have known it, will never be the same.



Son of our own Ed and Cissie, Brian is co-author with Olivia Newton-John of Simon and Shuster's best selling children's book, "A Pig Tale." He is also creator of Porchlight Entertainment's coming animated series, "Sad Sam and Friends." Mr. Hurst has overseen Convergent Media projects for such top clients as TV Guide, TiVo, Columbia Tri-Star, and others. He is responsible for keeping Pittard Sullivan international clients informed on the latest developments regarding issues of convergence in their markets and is a highly sought after speaker.

It should be a memorable kickoff for our millennium year, and we look forward to seeing one and all on Wednesday, September 8, at the Bala Golf Club. Call your reservations to Jo Oristaglio at 610-642-1150.

Incidentally, said Jo Oristaglio will probably not be answering the phone as she continues to be ailing, but the material will be collected from her machine. We all hope that Jo is back at the door soon.

Vince Gasbarro, retired Channel 6 engineer, who also frequently attended our luncheons, continues to be under the weather. He has spent the summer at Delaware County Memorial Hospital, Room 359, Lansdowne Avenue, Drexel Hill, PA 19026. Dick Clark recently called, and Marc Howard has been a visitor to wish their old pal a speedy recovery. His number is 610-284-8808. Vince has sent his thanks to the club for the flowers which he said are beautiful.

And speaking of retirement, Joe Niagara has decided not to retire. Instead, he has taken a "hiatus" from his duties at WPEN, but we hear that he's still doing stuff. You can't keep a good man down. Congratulations, and thanks, Joe, for many years of entertainment.

Person of the Year/Hall of Fame

Nominess as suggested by the Committee:

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| Person of the Year | Don Tollefson |
| Hall of Fame | Bill Campbell Trudi Haines Joe McCauley Bill Webber |



Also, since it was decided to enter in the Hall of Fame all previous recipients of the Person of the Year Award, this year Shelly Gross, Dorie Lenz, and Gene McCurdy will be added. Any remaining Person of the Year awardees will be informally added from time to time.

Date: Thursday, November 18, 1999
Time: 7:00 p.m.
Place: Bala Golf Club
Cost: \$60 members
\$80 non-members
Speaker: To be determined

Ilan Tripp is at work also on the Billy Penn Award, and there may be big new developments. Various criteria are being explored for making the award by focusing on a different area of broadcasting coverage. Staytuned.



Tentative schedule for meetings this year:

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| October 13 | Bala Golf Club |
| November 18 | Person of the Year Dinner Bala Golf Club |
| December 15 | Holiday Meeting |

The remainder of the schedule will be published later.

Membership campaign - Austin Culmer has suggested that we renew efforts to involve younger people and minorities. Various methods for accomplishing this are being explored, and you'll be hearing more about it in coming days.

Neil Harvey, Marie Pantarelli and Lydia DeGuio are looking into the possibility of having another meeting at Atwater Kent Museum. If you have any ideas or suggestions, contact Pat Delsi at (H) 856-546-5889, or (B) 856-365-5600.

The Pennsylvania Association of Broadcasters Hall of Fame now includes several also in our Hall of Fame. Lew Klein, Harry Haas, Past Presidents, and Malcolm Poindexter, and Roy Shapiro have been inducted to the PAB group which will be located on the campus of Penn State.

If you see news of our upcoming meetings in area papers, be advised that Loretta Bove Crowell and Sam Bushman are sending material to advertise what we're doing.



President Pat Delsi advises that you will shortly have your new member roster.



HAPPY

LABOR

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