

The Broadcast PIONEER

Official Publication of the Philadelphia Chapter of Broadcast Pioneers

P.O. Box 21534
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March 1996

From the winter that will never end, to all Pioneers who wondered what it was like to live in Buffalo, welcome to the spring!!! Kick-off of the Philadelphia Chapter's 1996 season.

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

"The" Ed Harvey has done it again! Another outstanding program which he has promised to introduce personally. The program will answer the question "Can a radio intern from Temple University turn a not-for-profit network into a profitable one?" Our speaker this month did it. He is **Phil Shuman**, once a Temple intern at WCAU-AM, now president of Shuman Communications, who has carved out a niche for himself by showing companies how they can profit from public radio and television. Some of his current clients include General Electric, American Express, CIT Group, Dannon Yogurt, and Disney Institute. Come hear how a John Roberts student actually succeeded. The meeting will be held on **Thursday, March 21**. Please note the Thursday meeting this month. The meeting will be held at the Adam's Mark Hotel on City Line Ave. The usual times are in order: noon for cocktails and 12:30 P.M. for lunch. The tariff for a complete lunch is \$18.00 per person. When you arrive at the Adam's Mark please check in the lobby for the exact room where we will meet. **VERY IMPORTANT:** our usual reminder of the importance of having you RSVP for our meetings. It is important that you RSVP for this meeting, as well as for all of our meetings, as we must give a guarantee to the hotel on the Monday preceding the meeting. Please call Jo Oristaglio with reservations **no later than the Monday prior to the meeting**. Just give Jo a call and let her know that you will be attending. Your RSVP really does make life a lot easier for us and also for the hotel. Please call Jo at (610) 642-3298.

A note from Jo Oristaglio to members who wish to honor the memory of Dr. Marguerite Farley, our former president, who died early last month, indicates that donations may be made to the Dr. Marguerite Farley Scholarship Fund. Checks should be made out to "The Dr. Marguerite Farley Scholarship Fund" and may be sent to:

Ms. Janet Duffy
Development Office
Villanova University
800 Lancaster Ave.
Villanova, PA 19085

Larry Ferrari, back from another of his frequent concerts in Florida, reports that the Captain Noah's (**Carter and Pat Merbreier**) have been wintering in the Sunshine State and are enjoying their new found life of leisure.

On the other hand **Grace Kenny**, former WFIL-TV Traffic Director, says she and Al spent this winter in Philadelphia eschewing the usual trip and didn't mind the snow. They are, however, ready for the golf season to begin.

At the opening of "She Stoops to Conquer" at the Walnut Street Theater, **Dr. Charles Lee**, critic and arts commentator for WFLN, was heard to observe at the end of the first act when asked how he liked the play that "I'm glad it is only two acts." (He liked the second act better.) Charles will have an exhibition of his art in the fall. More later.

Ed and Cissie Hurst are deeply tanned from their recent trip to the eastern Caribbean and Florida where they were guests at a party at the Palm Beach estate of Marjorie Merriweather Post.

The **George Koehler's** report that they are on the mend after a summer and fall of surgical adventures which appear to have had the desired result. Spinal stenosis and lumbar laminectomy both sound as though they hurt and we're glad to hear that they are in the past. Otherwise, the former general manager of WFIL-AM-FM-TV and his wife, Jane, report that retirement is busy with trips to China, Africa, India, Pakistan, and Europe, and between times enjoying life on their farm near Woodstown, New Jersey. George and Lew Klein, of course, formed Gateway Broadcasting from parts of the old Triangle chain, from which both are now retired.

We're always looking for news about our Pioneers members for our newsletter. If you have any articles or information that would be of interest to our members please let us know by contacting **Paul Norton**. You can reach Paul at (215) 581-4508 or you can write to him at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131.

This issue written by Paul Norton
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