

# Broadcast PIONEERS

A Society of Broadcast Professionals  
Contributing to the past, present and future of broadcasting

I WILL HAVE  
UPDATED STATISTICS  
SOON.  
DH

## 1995-1996 OFFICERS

Marian Lockett-Egan  
President

David Abramson  
Vice President

Cissie Hurst  
Vice President

Sam Schroeder  
Vice President

Alan M. Maslin  
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Loretta Bove  
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Shelly Gross  
Jane King Hall  
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Les Waas  
Larry Wexler

August 12, 1996

Dear Broadcast Pioneer,

PHILADELPHIA CHAPTER  
P.O. Box 21534  
Philadelphia, PA 19131

As your new president, I have opted for this lengthy letter in lieu of a newsletter to let all of you know of the changes and directions our club must examine. Just a few opening notes on the list that follows. By my election to be the president of this wonderful organization I have been invited to sit on the board of directors of the new Broadcasters Foundation. I have accepted that invitation not because I need more things to do, but solely to observe the formation of the group and to see how it's mission fits with ours.

Without beginning a philosophical discussion of our relationship with them - that will come later - I believe that our now independent "chapter" needs to begin to examine ourselves and our organization. We are now a free-standing entity not tied to or affiliated in any way with the Broadcasters Foundation. As such, I believe it is time to consider re-inventing ourselves, our administrative functions, our by-laws, our legal status, and our vision for our future. There might be also some examination of our relationship with the three other chapters.

While some items on the list are more important than others, I believe they all need attention and spirited discussion among the members before I take the consensus to the board this fall. An Executive Committee has also been formed to make some early recommendations. Please feel free to drop me a note with your thoughts on this or any other subject you think needs attention.

Submitted for your consideration.

## OUR RELATIONSHIP WITH THE BROADCASTERS FOUNDATION

Even though we have passed a motion supporting the efforts of the Foundation and encouraging our members to join separately, our only connection with the Foundation is my membership on their board of directors. We are now on our own. Because the old National languished for several years I think we now have the opportunity to establish ourselves as our own entity and as the group to be associated with if you are a broadcaster in the Delaware Valley.

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## OUR LEGAL STATUS

If we are to reconstitute ourselves to suit our new independent status, I believe we must modernize our legal status to keep us in compliance with federal tax and charitable laws. We cannot continue unnoticed for tax purposes with the sizeable amount of funds we have. Myth has it that we operated under the umbrella of the old national group. As I understand the story, we were told years ago that we were not covered by them. It does not matter anyway, we have no official or legal connection to the Foundation. I believe we need to investigate incorporation, new bylaws, 501 C3 educational/charitable tax status, and line item accounting to begin to comply with the law.

## NEW BYLAWS

New status probably means new bylaws. I have a set of the new Foundation bylaws that with some slight changes should serve us well. Our counsel, Bob Goldy has said he will assist us in this transition. This is a matter that I suspect the Board will want to appoint a committee to investigate further.

## ORAL HISTORY PROGRAM

Besides our scholarship program, I consider this to be one of the most important functions this group preforms. With the death of Dr. Farley earlier this year, this needs priority attention. I have talked to Wallie Dunlap of the Florida chapter, and they are going to step up their efforts on the same subject. We have talked to Mike Mershon of the Pioneers Library at the University of Maryland and he has offered the assistance of his office. Apparently, the Indiana group is also hard at work in this area. I am hoping we all might be able to standardize our efforts in this area. We need to determine if we have the resources in our group to do this ourselves or if we should contract it out as before. I will also be recommending that we buy a home camcorder to record these sessions with, possibly acquiring a communications student as an intern to assist us with these productions.

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## DUES STRUCTURE

I think it is probably time to examine our dues structure now that we are on our own. I believe that the "lifetime" membership needs to be looked at closely for its impact on our income especially if we are able to attract younger members who could easily afford the amount and thus restrict our future income.

## MOVING THE MONTHLY MEETING

We are losing, albeit small amounts, money every month at the Adams Mark. I have consulted with most of the new officers and have decided to move the monthly meetings back to the Bala Country Club with a new price of \$15.25 per member and a cash bar. Dates follow.

## FUNDS INVESTMENT

I have been told that if we had invested our funds in safe instruments in the past 2 years, it would have appreciated nearly 50%. I am not advocating "playing the market" with our funds, but I would like a committee to investigate locations for our treasury that will benefit us more than the simple interest checking and savings accounts we now have.

## NEWSLETTER CHANGES

With the change of the production of the newsletter to Marian Lockett-Egan, I am proposing to begin a monthly Presidents column, a curse all future presidents must bear. In thinking about this, it seemed like a good time to graphically re-format the newsletter to give it a new look that will help our appeal to new members. This gives us an opportunity for "columnists", letters to the editor, gossip, want ads, possibly even sponsored display ads. I would like to hear from members that would be willing contributors to this effort. As before, Paul Norton will write our "gossip" column.

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## LOGO CHANGE

If we are to have a new organization, perhaps it is time to consider modernizing our logo to reflect our new status and our new standing in the Philadelphia broadcast community. This will be a decision of the Board of Directors.

## MONTHLY PROGRAMS

Shelly Gross and Neil Harvey have taken on the challenge of Program Co-chairs. From early conversations with Shelly, I feel we will be having outstanding luncheon speakers on par with any major Philadelphia club. This also marks the end of the Ed Harvey era of leadership of the programs which will be fondly remembered by our members and for which we extend our warmest thanks.

## HELP WANTED

Another veteran has asked to retire his kinescope and is asking for a volunteer to take over his duties. Our tireless secretary, Al Maslin finds himself very busy with a full plate and wishes to pass on his duties to a new trainee who would take over in Sept. 1997. Please call me if you are interested. I am also looking into a computer to be donated to the club for the use of the new secretary (and possibly another for our treasurer).

## MONTHLY MEETING DATES

Because the Bala is closed in January and February, I will propose a Board meeting only in January and another location in February, possibly a "field trip".

September 18 (Board meeting, 10am)	March 20, Noon (Thur.)
October 16, Noon	April 16, Noon
November 21, Hall of Fame luncheon	May, TBA, Person of Yr
December 18, Noon	June 18, Noon
January & February, TBA	

Thank you for your consideration of this report.

Dave Abramson



st Pioneers President  
Rd

PA 19425