

# The Broadcast



Official Publication of the Philadelphia Chapter of Broadcast Pioneers

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More than 200 people associated with the broadcasting industry were on hand when our chapter of Broadcast Pioneers held its third annual Hall of Fame luncheon at the Adam's Mark Hotel. The inductees this year were Herb Clarke, veteran weathercaster at WCAU-TV; Larry Kane, KYW-TV news anchor; Allen S. Kalish, Chairman of AC Publishers; and George A. Koehler, Vice Chairman and founder of Gateway Communications. Our president, Marian Lockett-Egan, presided at the ceremonies. Videotaped highlights of each recipient's career were shown preceding the presentation of awards. Also, the names of the 1994 Hall of Fame awardees will be added to the permanent display at the Atwater Kent Museum. A very successful event for our chapter. Many thanks to all who lent a hand with this event.

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## NEXT MEETING...NEXT MEETING...NEXT MEETING...NEXT MEETING

October's program will feature speakers from three local stations addressing changes in the marketplace and how they affect us as advertisers, programmers, and viewers. Panelists are: Gene Lothery, General Manager of WCAU-TV; Tony Vinciquerra, General Manager of KYW-TV; and Carol Healy, Station Manager of WGBS-TV. Mark your calendars and plan to attend to "get the scoop" on changes as they are happening. The meeting date is Wednesday, October 26 and the meeting will be held at the Adam's Mark Hotel on City Line Ave. The times are noon for cocktails and 12:30 P.M. for lunch. The tariff is \$15.00 per person for the lunch. When you arrive at the Adam's Mark please check in the lobby for the exact room where we will meet. **VERY IMPORTANT:** please R.S.V.P. for this meeting (as we ask you to do for all of our events). It will only take you a moment to give Jo Oristaglio a call and let her know that you will be attending. Your R.S.V.P. makes life a lot easier for us and also for the hotel. It's important that they know how many people to expect that day. So, please call Jo (610) 642-3298.

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There are still some of you who have not renewed your membership in our chapter. The 1994-1995 membership year is now under way and we sure would like to have you as a member for the entire year. How do you know if you have not paid your dues? Just check the address label on the envelope in which this newsletter arrived. If it says "EXP. 08/31/94" on the first line, your dues have not yet been paid. Please send your dues, \$35.00 or \$10.00 if you are retired, to the P.O. box as soon as possible.

Both Jane King Hall and Bob Humes have called to inform us that Florence Steck has had a bad September and has been in and out of the hospital for various complaints. She is, for the time being, staying with her brother and if you'd like to drop her a line you may do so to:

Florence Steck  
c/o Walter Bendon  
34 Angola Beach  
Lewes, DE 19958

Incidentally, if you know of anyone who is ill please inform Jane King Hall, Chairperson of the Hospitality Committee at (215) 848-7281. Jane and her committee are the folks who take care of sending cards, flowers, or whatever may be appropriate.

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Member Buzz Allen, retired vice president of the North Penn Chamber of Commerce, will be living in Pompano Beach, Florida for the next year. Buzz says the home in Florida is a one year rental and they will continue to maintain their residence in Harleysville, PA.

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Congratulations to Lydia DeGuio, who is appearing as "Mrs. Alexander Spencer" in "Anne of Green Gables" which was presented by the Old Academy Players at their theater on Indian Queen Lane in Philadelphia.

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Raymond Rosenberg, president of Yardis Advertising, has put out a booklet titled "33 Ways to Downsize Your Advertising Budget without Downsizing the Results." Written in easy to understand non-technical language, the new Yardis booklet is offered to advertisers free on request by calling (215) 563-7676.

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A note from Gwyn Wallis informs us that member G. Edward Wallis died in July. He was born November 25, 1915 and retired from Westinghouse Broadcasting in 1978. He had been vice chairman of the company. As a civic and industry leader and a 32nd degree Mason, he had been voted Man of the Year in Pittsburgh, PA and Fort Wayne, Indiana, and was recipient of over 30 industry awards for excellence and achievement in his field. Since his retirement he had been residing in Santa Fe, New Mexico.

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Our newsletter is always in need of information. If you have any information which may be of interest to our members please contact Paul Norton. You can contact Paul at (215) 581-4508 or you can write to him at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131.

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This issue written by Paul Norton  
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