

# March Newsletter

Broadcast PIONEERS

March Newsletter

Issue 7

**March Meeting  
Bala Country Club  
March 16, 2005**

**Reception  
Lunch  
Ratecard**

**11:45 a.m.  
12:15 p.m.  
\$20.00**

We'll come on like a lion to start March with an old friend, and regular attendee at Broadcast Pioneer functions, **Les Waas** will be our speaker as we return to Bala on March 16. Les, President of Waas, Inc., an advertising agency that has been around for 45 years, will tell Pioneers tales of his 973 jingles for the *Inquirer*, Mr. Softee played on the thousands of

trucks going through the neighborhood, the US Coast Guard, and the longest running jingle in the country for the Melrose Diner and many others. He has been heard on voices for hundreds of commercials for radio and television, and has been a winner of most major creative awards.

**Join us for the festivities on the third Wednesday,**

**but please call first 610-436-4217 or e-mail [morrissam6@verizon.net](mailto:morrissam6@verizon.net). It will be \$20 and we will gather at 11:45 for fellowship and at 12:15 lunch.**



## Happenings

What wonderful entertainment **James Rosin** provided those assembled at the last meeting. His talk about his book "Rock, Rhythm and Blues: A Look at the National Recording Artists from the City of Brotherly Love." A lot of his old friends showed up including **Charlie Gracie** who is on the cover, **Bill Wright, Sr.** and **Hy Lit**, whom we haven't seen too much lately.

In the small world department, at the meeting **Pat Delsi** introduced **James Rosin** and mentioned that

**Charlie Gracie** who was also at the meeting and is on the cover of the Rosin Book is much bigger in England than in the U.S. **Gerry Wilkinson** and his wife were taking their daughter Michelle to a college in England and saw Gracie was appearing at a concert nearby so they went to the concert. Delsi told the story at the meeting, and **Jay Lloyd**, recently retired KYW suburban Bureau Chief, told Gerry after the meeting that he and his wife were in England on the same mission, & were on the same plane flight to the UK.

The Broadcast Pioneers Fourth Annual Symposium for area college students will be held on April 9 at Channel 6. We'll have more on this later. Also, if you have a nominee for the Hall of Fame / Person of the Year selections, send your suggestions to President **Frank Hogan** by e-mail at [Hogan@rowan.edu](mailto:Hogan@rowan.edu).

Tom Monaghan's 12th Annual Philly Chili Cook-off will be at the Manayunk Brewery Restaurant, 4120 Main Street, Manayunk from 5:30 to 8:00 pm on March 23.

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Fifteen restaurants compete, and when the competition is over, you get to help eat the leftovers.

"Until I was 13, I thought my name was 'shut up'."

Joe Namath

## More Happenings

While we're speaking of Rowan, Rowan Radio recently won two international awards. They got first place for a documentary, "Making the Team the Hard Way", which examines the growing problem of hazing in high school athletics. They were awarded second place victory for the documentary "Childhood Memories: As Seen on TV." It takes you back to the time when children's shows dominated the Philadelphia area. **Sally Starr** (and the Three Stooges), **Gene London** with his storytelling, and interviews with Emmy winner **Jane Norman (Pixanne)**, **Carter and Pat Merbreier (Captain and Mrs. Noah)**, **Bill "Wee Willie" Webber**, and Emmy winner, **Joe Earley**

## And more

**Ralph DiCocco** has been retired since 1993 and he loves it. The former WFIL and KYW studio engineer spends a lot of time with the 13 grandchildren and travels to Burbank, CA to see some of them. His son-in-law is a writer for Disney. Ralph should do a book about his adventures in TV with the **Dick Clark American Banstand** show, and his work with **Mike Douglas** at KYW, **Sally Starr**, **Happy the Clown** and on and on. He really enjoyed getting together recently with Bill Russell, Marv Brooks, Hank Latvin and Ed Yates of the Bandstand days. He gets to meetings periodically, and had to be there for the

## And...

Great to talk to **Tony Oscapinski** who is making a remarkable recovery from the stroke he suffered some time back. Most all of the problems associated with it are considerably better because of his diligent efforts at therapy.

We've heard great news from former WIP boss **Dick Carr**. His Dick Carr Big Bands and Blues show, which has

(**Mr. Rivets**).

We recently had **Bill Matter** as on the air at WOGL, but in real life you can find him doing swing guy duties at 950 WPEN. That is, filling in for sick days, off days, what have you. He was doing 7 to 9 pm but that is being filled by **Jerry Blavat**. Meantime, at WOGL, **Bob Charger** is doing 9 to midnight. Bob was recently awarded the March of Dimes Air Award as "Best Night Time Radio Personality in Philly." Bob has been around as a weatherman, actor, game show host, and tours at WIP, WFIL, and on WIBBAGE. He'll have 37 years in the business in July.

entry of his brother-in-law, **John Carlton**, into the Pioneers Hall of Fame.

**Lloyd Roach**, who was there at the beginning of Boss Radio on WFIL, is now President and CEO of Route 81 Radio. These are 12 stations mostly along Pennsylvania's Route 81. Lloyd deplores the conglomerate radio operators' juke box approach to the business and says WAZL in Hazleton features talk and news and community formats. His original purchase was WCOJ from **Gerry Lenfest**, and now the group includes stations in Carbondale and Elmira, NY. He recalls working with

I hope you noticed but on February 16 member **Pat Delsi** was given the South Jersey Basketball Hall of Fame's Distinguished Service Award. Pat, who has done everything in our organization and is one of our hardest working members, has done over 4000 basketball games in a 51 year career. He has also introduced over one million records. Pat and Marj recently celebrated their 49th wedding anniversary. They have 8 children and 19 grandchildren. Pat graduated from Camden Catholic High School. Thanks to **Tom Moran** for the help with this one.

**John Butterworth** at Educasting, a Triangle effort that many will remember.

"Don't worry about avoiding temptation...As you grow older it will avoid you."

Winston Churchill

**Don't forget that you are a necessary part of the operation of getting the newsletter to the members. They want to know what you're up to. Let Paul Norton know by writing him at 205 Ocean View Blvd., Lewes, DE 19958, or call 302-645-8910, or e-mail nanort@comcast.net.**