

May Newsletter



Broadcast **PIONEERS**

May 2003

Issue 9

**May Meeting
Bala Golf Club
May 21, 2003**

**Reception 12:00 noon
Lunch 12:30 pm
Ratecard \$18 Members / \$18 Non-members
Phone 610-436-4217**

What a spring! What happened to Global Warming? What happened to the drought? We're up to here in water! Maybe **Glenn "Hurricane" Schwartz** can straighten it all out for us.

A new member of Philadelphia Pioneers, Schwartz was nicknamed "hurricane" at WNYW-TV (1986-1990) by an anchorman watching him being blown around in one. He was also the hurricane specialist for the

Weather Channel (1983-1984). The Philadelphia native was named NBC 10's Chief Meteorologist November 28, 2002 and will be our speaker on May 21.

We gather at noon at Bala Golf Club. Don't forget we have to notify the club in advance how many will be there for set-up. PLEASE! PLEASE! Don't fail to call your reservation to 610-436-4217 or e-mail morris-sam6@aol.com. We have all



kinds of problems when you don't reserve.

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Happenings

Our annual scholarship meeting was a great, well attended, meeting in April with a lot of your friends there wondering where you were. **Dr. Neil Harvey** presented the winners the 6 one thousand dollar awards. He and his committee (**John Roberts, Gordon Gray, Gerry Wilkinson**) have done yeoman service in this job. The thanks of all Pioneer members goes out to them. The winners are from LaSalle, Temple, two from Villanova, Ithaca (student lives in Glenside), and Rowan. There was also a speech by **LTC Danny Shupe**, USA Ret, who is now President of the USO, and who detailed their

activities.

The **Phillie Phanatic** has been around for 25 years. It made it's debut on The Captain Noah Show on Channel 6 in April of 1978, and on the 25th birthday of the Phanatic a parade was held at Veterans Stadium honoring the event. Still fitting in their uniforms, looking great, and leading the parade were **Captain and Mrs. Noah (Carter and Pat Merbreier)**, Pioneer members, now retired from the local ABC affiliate. Carter says he thought then that "The Phillies wasted a lot of money on the Phanatic." He's changed his opinion.

Larry Litwin has been named Anthony J. Fulginiti Educator of the Year by the Philadelphia Chapter of the Public Relations Society of America. Larry is an assistant professor in the College of Communication at Rowan University. He has also been appointed by NJ Gov. James McGreevy to their Privacy Study Commission, which is examining privacy issues raised by the enactment of the new state open public records law.

Please don't forget to send your items for the newsletter to Paul Norton at 203 Ocean View Blvd., Lewes, DE 19958, e-mail n a n o r t@aol.com. Phone 302-645-8910, or fax to that number but call first.

"A new manager would sweep up with a clean broom."

Howard Cossell

More Happenings

Sometimes things get lost then found. Here's one that popped up. **John Carlton** was pre-empted on Baseball Opening Day 2003 on his record show aired on Friday's on 9:50 WPEN AM. John recalled when he dropped the ball for Opening Day from his Go Patrol Helicopter for the 1978 season. John and his lovely wife Gen will be taking a cruise to Alaska with a lot of the WPEN friends. John says that **Herb Clarke** on September 7 and **Bill Campbell** on September 14 will take off with WPEN fans of sports and weather on cruises on the Horizon, a five-star cruise ship leaving from the Philadelphia Navy Yard to Bermuda. Tough life!

Incidentally, our website,

And More

The Pioneers second annual broadcast symposium was held on Saturday, April 12 for area college students. Almost 50 students from various local colleges participated at the studios of KYW-TV, CBS 3 in Center City. President **Bill Webber** welcomed the group, and a behind the scenes look was provided by news anchors **Robin Rieger**, **Tom Lamaine** and **Carol Erickson** who answered many questions posed by the students. **Pat Delsi** moderated a panel that included **Lew Klein**, **Larry Litwin**, **Dave Madden**, **Matt Pitzer** and **Joanne Calabria**. The main speaker, Pioneers member **Marc Howard**, had lunch with the students and was offered tips on developing their career path. It was a great success which was cosponsored by Rowan Univer-

And...

Please welcome our new members: **Merrill Reese**, The Voice of the Eagles for the past 25 years. Merrill has a one-year guest membership he received as a result of being the speaker at the February meeting. Henceforth speakers who are not members will receive a guest membership as a thank you from the club. (Members who speak get lunch. That's life!) **Wally Kennedy** who has been a TV talk show host on WPVI since 1984, and was on WCAU AM, 1981 to 84, has joined our group. **Wally** has been in broadcasting since 1969. **Keith**

www.broadcastpioneers.com, registered a milestone with a grand total of a million and half 'hits' last month. Congratulations to **Gerry Wilkinson** for the great job he has done in building our internet location. We recently got a letter to our website from an over-the-road driver named Jim Smith who thinks Don Lancer of KYW is the greatest thing since sliced bread. Says he's been listening to him since he was "that high" and is comforted hearing his voice all the way to Georgia and to Chicago and elsewhere. His voice is just like Harry Kalas to Jim Smith. It's home to him.

A call from **Austin Culmer**, who broke his hip in a fall at a hardware store where he hit a 'dip in the floor and fell backwards',

sity College of Communication. The Pioneers thank **Frank Hogan** for putting it all together.

Interesting statistics on Radio TV newsroom size. TV newsroom employment decreased last year about 15%, and 55% of all TV stations reported that their news staff size decreased and their budgets decreased. The average size of a TV newsroom...31 full-time staffers. The range for average size is 54 staffers in the top 25 markets, down to 18 staffers for markets 150 and beyond. For radio the news remains the same as it has for a decade or more. The average staff size for radio station newsroom is...one person. In major markets the average size staff is 2 people

Brand a Professor at Rowan University got his application for membership at our own line site...www.broadcastpioneers.com and has been on air on WXPB since 1986. **Lou Costello** began in the industry in 1988 and is now an air personality/DJ at WVLT 92.1 FM in Vineland, NJ. Also from WVLT is **Bill Marshall**, on-air talent, Program Director/Operations Manager for Clear Channel Communications. He has been in the business since 1971.

reveals that he's as chipper as ever. He is recovering at his niece Terry's house. She is a nurse and is a great help. If you would like to say hello you may call his cell phone at 215-407-1093.

Long time kids idol on Channel 6, **Chief Halftown** has not been doing too well physically lately. He has dialysis three days a week and several other problems. Some of our members have requested his address so they might send cards. He is at Absecon Nursing Home, Atlantic City Medical Center, 1925 Pacific Avenue, Room 758, Atlantic City, NJ 08401.

"Altho we've sold six million others, We can't sell those cough drop brothers."

Burma Shave

and in all other markets, large medium and small, it's one. The largest news staff reported by any station was 21. (RTNDA Magazine, October 2002.)

The nominations for officers for the 2003-2004 year for Broadcast Pioneers of Philadelphia have been announced. They include: **Bill Webber**, President; **Frank Hogan**, **Gerry Wilkinson** and **Barry Reisman**, Vice Presidents; **Pat Delsi**, Chairman of the Board; **Shirley Morris**, Secretary / Treasurer, and Legal Advisor, **Robert I. Goldy**. The complete list of the Board will be announced by Chair **Dorie Lenz** at the May meeting. Additional nominations may be made by petition to the secretary, signed by not less than five members of the organization entitled to vote, at least 10 days prior to the May meeting.

Irv Homer is about to get another award. The venerable, outrageous, talk show host now worries that liberals in Bucks County don't have enough of a voice, so he'll provide it. He continues his labors on WBCB and WNWR, simulcast, and is seen with **Wally Kennedy** (or **Monica Malpass**) on Inside Story, a staple on Channel 6 on Sunday mornings. Irv will receive an Achievement in Radio Award for his longevity from the March of Dimes on November 13 at the Adams Mark.