

October 1999 Newsletter

Broadcast PIONEERS

October 1999

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October Meeting

Bala Golf Club

October 13, 1999

Reservations: 215-563-1310

Lunch: 12 Noon
Cocktails: 12:30 pm
Ratecard \$16.00

Fall is here. Floyd blew away the summer season.

And it's time for the October meeting of the Broadcast Pioneers. We'll be at the Bala Golf Club once again on Wednesday, October 13.

Our speaker this month will be appropriate for the season, and the stormy late summer. Steve Butler, Director of Programming, of KYW Newsradio will speak to our group on the subject "Storm Coverage

by Radio." Once again, it should be a great meeting, and a wonderful opportunity to see your friends.

Please make it a point to call in your reservation.

PLEASE NOTE: A NEW NUMBER... 215-563-1310—the number again—215-563-1310.



October Speaker:

Steve Butler
Director of Programming
KYW Newsradio

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Jo Oristaglio

The reason we have a new number for reservations is because our wonderful secretary, and lady at the door, and the lady who took the meeting reservations, for so many years, has died. Jo died September 18 at the age of 88. That's not a misprint. She didn't want anyone to know how old she was because she didn't want anyone to cut her any slack because of her age. I think she'll forgive me now that there's no danger

of any slack.

Jo went to South Philadelphia High School and graduated in 1929. She attended Normal School and became a school teacher in the Philadelphia system for many years. Getting into radio, she managed WDAS and was instrumental in hiring Joe Niagara, among others. She worked for Pat Stanton at WJMJ Radio.

Jo worked for a number of advertising agencies including Reimel Carter, where she supervised the transition from manual paper, to computer recordkeeping.

At her memorial service, one of the eulogists was a gentleman who introduced himself as a Friendly Son of St. Patrick. He said that Jo was the only woman member, a devoted one,

of the group. And, of course, it wasn't O'Ristaglio, she was Italian.

That was Jo, and she will be missed.

Retirement Dinner

The headline in a recent Stu Bykofsky column said "Last will and toast."

It told of Captain and Mrs. Noah (Carter and Pat Merbreier) celebrating a belated retirement at Ruth's Chris Steak House, compliments of the late organ virtuoso Larry Ferrari.

Larry had promised to take them to dinner when their show retired in 1995. Larry had been organist on the show for many years. But he became ill before he could fulfill his promise. Through his illness he never forgot the dinner offer and in

his will he set aside money for that purpose.

In late August, the Merbreiers, and studio crew chief, Bill Russell, dined on Larry's bequest and remembered their old friend with a toast.

On the Move

A lot of our members are moving around.

Member Bob Humes, former account executive for WFIL and WDAS, and his wife Peg are moving to Freedom Village in the Dowingtown area, having sold

their place at the shore and in Haverstown. They will be at the new location in the middle of October.

Bob reports seeing Susan Drake several times recently while visiting the Quadrangle on Darby Road in Havertown, PA. She walks her dog every day and is doing fine. He says.

He says Kay Baltukonis is not doing so well, however. She is still recovering from a savage assault five years ago. She will be remembered by members for her time at Aitken Kynett and other agencies. Kay is living at the Bellington Apartments on Spruce Street and would love to hear from old friends at 215-546-2713.

Hall of Fame/Person of the Year

Don't forget the big meeting next month.

Our Hall of Fame/Person of the Year dinner will be held on November 18 at 7:00 p.m. at the Bala Golf Club. \$60 for members, \$80 for nonmembers.

This is the club's big fund raiser for the year and supports scholarships and other charitable activities.



In case you missed it, the Person of the Year is Don Tollefson. The Hall of Fame will include Bill Campbell, Trudi Haines, Joe McCauley and Bill Webber.

Past Person of the Year awardees, Shelly Gross, Dorie Lenz and Gene McCurdy will be added to the Hall this year.

Trip to New York

Lydia DeGuio informs us that the World Affairs Council is sponsoring a trip to New York City to the Museum of Television and Radio on October 19.

Charles Osgood of CBS will discuss radio and his new book at lunch which is included in the 60 or 70 dol-

lar price. For information call 215-731-1100.

The group will leave from the Adam's Mark at 7:45 a.m.

News!

If you have any information for the archives, anything appropriate for a history of broadcasting here, contact Ed Papazian who is collecting such material.

And don't forget. Paul Norton needs your items to do the Newsletter. You can call 1-302-645-8910, or write him at 205 Ocean View Blvd., Lewes, DE 19958, or e-mail him at nanort@aol.com.

September Meeting

If you were not there for last month's Pioneers meeting, you missed a good one with a very large attendance. The usual numbers of Pioneers were buttressed by a large turnout of Philadelphia Ad Club members.

Brian Hurst explained what will be happening as TV, Radio and the Internet shape a new future. Ed and Cissie Hurst were justifiably proud of the way their son explained things to the gathering.

Incidentally, Ed and Cissie have sold their place here, and moved to Margate, NJ. But we're sure that we'll be seeing and hearing a lot from them.

Francis Davis

Board Chairman Shelly Gross e-mails that he has just spoken to Francis Davis, veteran Channel 6 weathercaster. He has come out of retirement to teach meteorology and physics at Hilton Head High. The physics is a college prep subject open to seniors only. Dr. Davis was formerly Dean of the Physics Department at Drexel University.

Carefully monitoring the course of Hurricane Floyd, he avoided the terrible traffic the first day of warnings, and evacuated the day after, before the storm hit, and with the roads uncongested.

Herb Clarke

Past President Herb Clarke is keeping busy. John Roberts reports having heard him do a new series of commercials for PECO.

Robert E. Klose

We note with sadness the passing of Robert E. "Bob" Klose (Kloff). Bob was a disc jockey, and program director, at WFIL-560 in the sixties. He had continued with Triangle Broadcasting, later Gateway, as Manager at WNBF Radio in Binghamton. In the Army Infantry Band in the Second World War, he got his Masters in Finance from Ohio State, where he was also in the band. He loved music and his mid-day show in Philadelphia was very popular. He later owned WAZR-WATS in Sayr, PA.

Bob died June 26 in Sequesta, Fl.. He leaves two daughters and two grandchildren.

Paul Norton

Also in the education department is Newsletter Editor Paul Norton, who used to fill in for Francis on weekends and vacations.

Paul is now teaching Telecommunications at Delaware Technical and Community College in Georgetown, DE. Details are being worked out so that Channel 6 Anchor Marc Howard can speak to the class.

"When small men begin to cast big shadows, it means the sun is about to set."

Lin Yutang

Pat Delsi

President Pat Delsi is also keeping his hand in with a TV show on WB-17.

It's called "Philly Connection" and in addition to Pat, who does sports, it includes Stu Bykovsky, Trudy Haines, Bob Pantano, Jim Corea.

Vince Gasbarro

Vince Gasbarro, whose illness was reported in the last letter, has died.

Vince was a long-time member of the crew, and cameraman at WFIL-WPVI TV and had recently retired. He appreciated the many calls, cards and flowers that the club sent.

Larry Kane

Gleanings...Gail Shister says that member Larry Kane is writing a book. "Larry Kane's Philadelphia" will be published by Temple University Press in the fall of 2000. According to Gail, Larry says "It's the toughest thing I've every done. For TV you write in two-minute bursts."

Larry says that after beginning at WFIL-TV with Action News in 1966 he has worked with 35 anchors, 25 general managers, and 19 news directors. We believe that he is the only anchor who has worked at all three VHF stations as a featured anchor.

Billy Penn Awards

Pat Delsi says that Alan Tripp is well along with his plans for next year's Billy Penn Awards.

It will be bigger and better than ever.