

The Broadcast



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If you happened to miss our October meeting, you really missed a good one. Action News Senior Correspondent Marc Howard was our speaker and gave us an excellent talk on the elections, not only on the political aspects of the 1988 race, but Marc also talked about the technical aspects of covering a major election in this age of hi-tech. Many thanks to Marc for taking the time out of his busy schedule to be with us.

For our next meeting the Program Committee asks all members to make a special effort to attend. The subject will be "THE NEW LEAN MEAN PHILADELPHIA ADVERTISING SCENE". Featured will be Allan S. Kalish, of Kalish and Associates and Joseph F. Barone, President and CEO of SonderLevitt Advertising. This is a good meeting to bring a friend to. So put it on your calendar and support your club.

The meeting will be held at Williamson's in the GSB Building on City Line Avenue on Wednesday November 30th at 12 noon for cocktails with luncheon at 12:30 P.M. The cost \$12.00. Please R.S.V.P. by calling Kathy Rihl at WPVI-TV, (215) 878-9700 ext. 541.

We moved our meetings to Williamson's in the GSB Building on City Line Avenue because a number of our retired members don't drive and wanted a meeting location that was accessible by public transportation. So it was a pleasure to see a few people at the meeting that we haven't seen for a while. It adds to the meetings to have these people with us.

President Herb calls for all committee chairs to get their committees together. Please let him know when you do, as he would like to attend as an ex-officio member of all committees. Herb is especially interested in getting something going on membership. WE NEED NEW MEMBERS! There should be someone at each station working on this. The continued vitality and fellowship of the group is contingent upon having a constant influx of people who have, for 20 or more years, been involved in broadcasting or broadcasting related activities.

Herb also says that not all programs are set. Contact Program Committee Chair Dori Lenz if you have any hot ideas for programs.

Our Secretary, Al Maslin, reports that the membership directory for this year is now being put together and by the time you read this it may be in the printing process. Anyone who has not paid his/her dues for this year as of November 6th has been dropped from membership and hence will not be in this year's directory. We're sorry that we have to drop people, but we really need to have the directory printed earlier in the membership year. Also, it is not fair to those of us who do pay our dues on time that we have to carry those who don't. If you know anyone who has yet to pay dues, please remind them, although it will be too late for them to be included in the directory.

Jack Satterfield advises that the Atwater Kent Volunteer Corps greets people at the Atwater Kent Museum and also helps when the museum goes on the road. And, at the moment, it needs volunteers. Teddi Cunningham is the Volunteer Corps Coordinator. Call Jack for information at 525-8767.

Did you see the piece that Edgar Williams did on Jack Steck in the Inquirer a couple of weeks ago? Stecky admitted that, at 91, he no longer has time to be modest about his accomplishments.

George Pleasants, past President and now Chairman of the Board of our chapter of Broadcast Pioneers has been elected Vice Chairman of the Pennsylvania Association of Broadcasters. George is Vice President and General Manager of WBUX in Doylestown. His station won two awards for excellence recently at the PAB Awards dinner in Hershey.

We talked to Penny...Harold Pannepacker...and he's doing great, thank you. While he has two feet of additional scar as a result of having three aneurisms removed, six weeks after surgery he's walking about 4 blocks, doing lunches, and getting better daily. Come to lunch on November 30th and say hello to him. He's one of Philadelphia Pioneers' natural resources.

If you have any news about our members or any news that our members might like to know about, please send your item to Paul Norton at WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131 or you can call Paul at (215) 878-9700.