



Breaking News For Luncheon Team - Smiles All 'Round



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Marilyn's Page

This was the first Peacock North Spring Luncheon without the physical presence of our friend and founder Pete Peterson. I want to thank Lenny Stucker for giving a touching tribute to Pete and to his family, who were in attendance. I know they appreciated the warmth and recognition given them by the entire crowd. And as it is Lenny's way (and Peter's), he gave an uplifting speech full of high notes. He knew Pete would never have wanted it any other way. And so we carried on in good spirits aware that we will miss our pal, Peter.

This luncheon was filled with firsts. Our official keynote speaker, Phil Alongi, unable to attend in person or by videophone (he was in Lebanon for the elections) asked his long-time friend and co-worker, Joe Alicastro, to fill in for him. What can I say? Joe, I think you should seriously consider joining the talk-show circuit. You were great. Your fine humor matched only by your excellent writing kept everyone jovial and entertained. I also want to point out that Joe still actually remembers most of what he did during his lengthy 30-year career at NBC. How many of us can match that??

And now, on to the rest of the magazine and those wonderful pictures of all of YOU!

PN Editor Requests Your Stories

Dear Readers,

As we've said before in these pages, this magazine is what you contribute to it. We want to bring you more news of what readers doing right now. We have several articles in that vein in the current issue, but would like to have many more for future issues.

Please take a little time right now to consider your recent activities, both family- and work-related, and create a short article describing one which will interest your colleagues. I think you'll find that once you start writing, it will soon be a question of what to leave out! We've all had very full lives, so there will be plenty of detail available.

One or two color photos, provided as full-resolution jpg files, should be attached to your MS Word "doc." file and emailed to peacocknorth@yahoo.com.

The more material we collect from our audience the higher we reach on the reader "satisfaction meter."

I would be happy to discuss this with anyone either via PN's email or by phone, at 212-371-6962.

Good writing!

Joel Spector
PN Editor

**Support Our Troops,
Our Crews
and Our Correspondents
In Harm's Way**

Current E-mail Addresses

REMINDER—When you change your e-mail address, please remember to notify us at peacocknorth@yahoo.com. This is a great way for us to help members keep in touch with each other.

Spring Luncheon Keynote Speaker Highlights

Excerpts from Joe Alicastro's remarks -

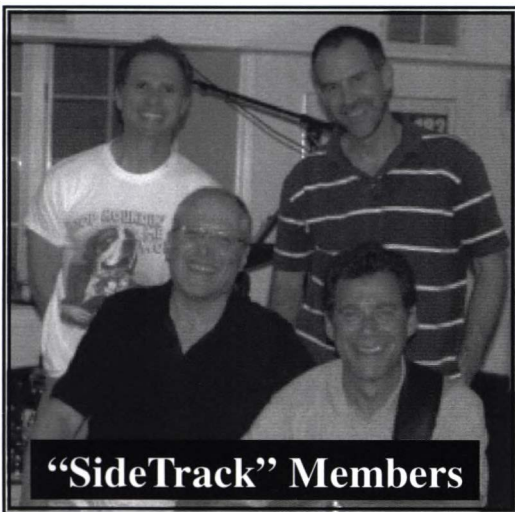
I am honored to be here especially since I am filling in for Phil Alongi, my paisano, my friend and my colleague of 30 years. His new company, Alongi Media Solutions, is now consulting with Lebanese and Afghan Television for their upcoming elections and that's why he couldn't be here today. Phil and I started working together about 29 years ago on NBC Magazine with David Brinkley. We went on to become producers and in my years overseas covering war zones and breaking news, it was often his trusted voice on the other end of the phone back at 30 Rock.

March 9, 1978, was less than one year after my graduation from Boston University. I came to 30 Rock to interview for a "Duty Operations Supervisor" position at NBC News. More like "dispatcher." I called my wife, Miki, in Boston, who replied, "Guess what? Dino De Laurentiis's office just called. They want you to be a production assistant on a movie called 'The Brinks Robbery', with Peter Falk." It was a huge fork in the road, but I know with certainty that I chose the right path.

Where else would I have received the opportunity to be a first-hand witness to history for nearly 30 years? I have traveled around the world several times for NBC News. Presidents and Popes, Senators and Stars, criminals and warlords, farmers and steel workers have all been subjects in the stories that I have been fortunate enough to be able to bring to our audience.

After leaving NBC, I have been lucky to continue with meaningful work. Last summer I taught at the New York Film Academy. In the fall I joined a wonderful organization called Vision Project. That's www.visionproject.org! In December we shot a documentary on Rural Health Care in the Mississippi Delta which I edited at home on my laptop. Modern times! Right now I'm producing a two-hour program for National Geographic Television which will take me on a great adventure to Greece this fall. Teaching has been a very rewarding experience for me and I will happily be joining Sacred Heart University as adjunct professor of journalism in the fall. My students are facing a revolution in the way news is covered today. The traditional team of professionals covering a story is gradually being replaced by a single individual --- the Digital Journalist.

That said, there is a journalistic standard of excellence at NBC News that must never be compromised. That is the foundation of who we are and what we do. I learned these lessons from a few giants of integrity: Gordon Manning, Bill Wheatley and Bill Chesleigh. I will always be thankful for having them as mentors.



I've enjoyed spending more time at home with my wife Miki and our two Scotties. I've been able to pursue my secret life as a musician in SideTrack, a jazz quartet that plays out a couple of nights a month. We have played together in various combinations since 1976. Jazz standards are the core of the material, with a few original tunes, blues, and funk rounding out the sets. Check us out at in the photo at left and also at www.sidetrackjazz.com.

With summer approaching I look forward to paddling my kayak in the waters of Long Island Sound. I'm a lucky guy.

I want to thank all of you for your friendship and all that you have given me over these many years. Thank you for allowing me to step in for our friend Phil Alongi. I know how much he wanted to be here today.

Be well, and I look forward to seeing you all further on down the road.



Luncheon Table Letters

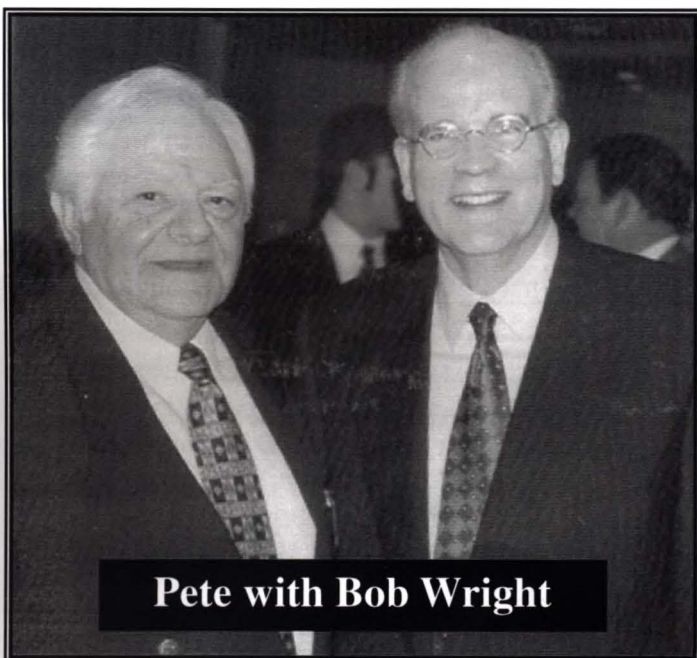
Dear Marilyn,

I cannot tell you how wonderful it is for me and my children Carol and Gary to be part of the annual PN luncheon. It was so great to be with Peter's friends and to know how happy he would be to be part of this luncheon.

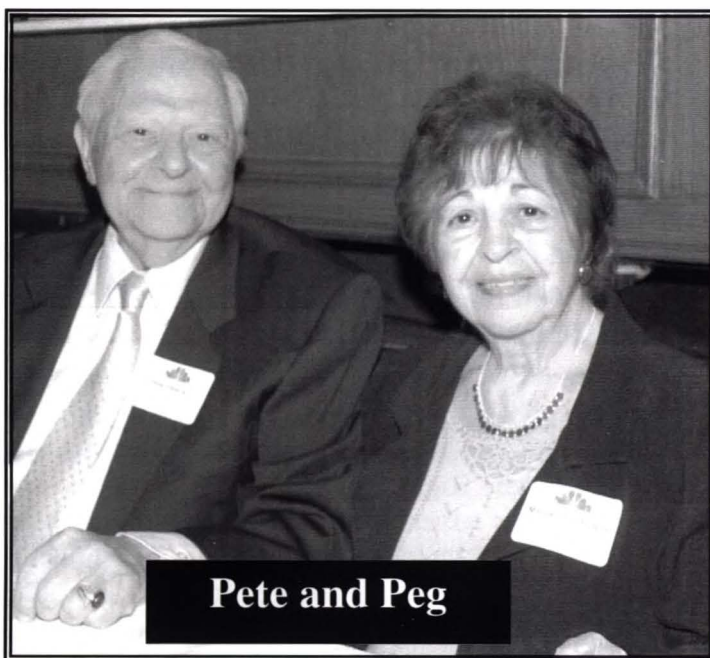
Thank you for all your kind words.

We love you all,

Peg Peterson



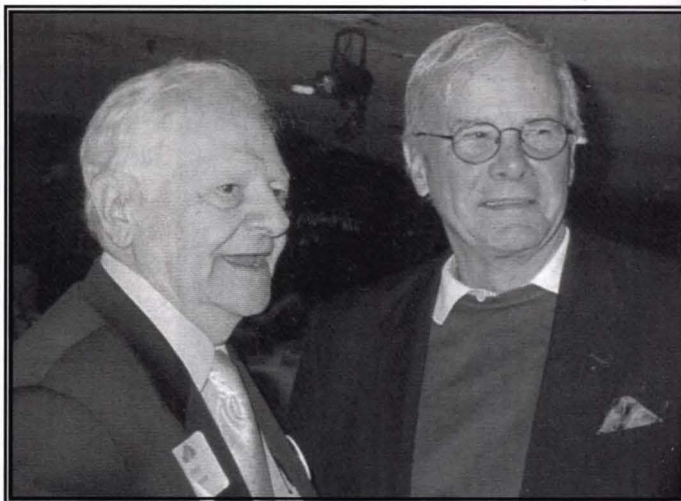
Pete with Bob Wright



Pete and Peg



PN Co-Founder Heino Ripp and Pete



Pete with Tom Brokaw

Luncheon Table Letters

I worked in the Sports Department as a unit manager for a few years. We had a Ski Jumping [remote] in Lake Placid. We boarded our Mohawk Airlines plane in New York and encountered heavy snow and wind by the time we reached Lake Placid. We were all in the back of the plane. The pilot made one pass and couldn't get in. "I'll make one more pass and if we can't make it we'll divert to another airport." At that time, Ted Nathanson, our director, got hungry. Ted always carried a Zion salami in his attaché case, so he broke it out. The wave of salami smell worked its way thru the plane. Up front was this poor passenger who was already airsick. Needless to say the poor woman started to wave her arm frantically. The poor stewardess just about made it down the aisle with an oops bag. We could count on Teddy if we were in need of food.

Jim Schaeffer

Although it is early in the proceedings, kudos to our triumvirate - a job well done. It is good to see the regulars and some new faces as well. May we all prosper.

Bob Van Ry, Class of 2000

We has a wonderful time with great old friends and a great lunch. Bob Van Ry led all the fun.
Love to all,

Randy Wands

Another day, another dollar; a million days, a million dollars; but most important, another year and I'm here with (not too many left) old friends!

Herb Oxman

Getting to see people with whom we spent more hours than the hours with our families. Tho the familiar faces are fading, it is good to be with those who are still able to make it. Thanks for the privilege to have this get-together.

Gary Iorio

It was fifty years ago that I started as a page in Guest Relations - a time that was very precious and rewarding. Then on to Net Advertising and On-Air Promotion for the balance of my stay at NBC til 1979. The in-house A&P area was a busy place and I am proud to say I enjoyed it all of those years. After that, I moved to cable TV for the next 20 years - a good time as well. Thanks to P.N. for a great lunch.

Bill McConnell

Luncheon Table Letters

Celebrated my [recent] retirement with a trip to Egypt. Still volunteering on the Orca Research Project in Puget Sound. I've had a leave of absence every year since 1994 to do video work at the Center for Whale Research - shooting video and editing pieces for the Center.

Kathy Babiak

A totally wonderful experience - seeing "old" friends and sharing memories - all good.

Stu Wolther

So glad that I am here. Great seeing everyone again. Brings back such great memories of yesteryear. It was indeed the best of times.

Gigi Harold

I'm still taking college-level courses on DVDs from the Teaching Company. I'm concentrating on ancient history so that I can learn about all those Greeks and Romans whom Shirley MacLaine remembers so well - and I have only fuzzy memories (or is it just a fantasy?) It was good to see Peg Peterson and family.

This March 24th Jack and I celebrated our 25th wedding anniversary.

Audrey Marshall

My Peacock North family is like my own family. This luncheon is one of my favorite occasions. I am trying to get some of our colleagues to show up for the day. Presently working for our competition - ABC.

Melanie Rock

And P.S. I am not living in Florida. That is Mel-o-dy!

Happily living in Australia.

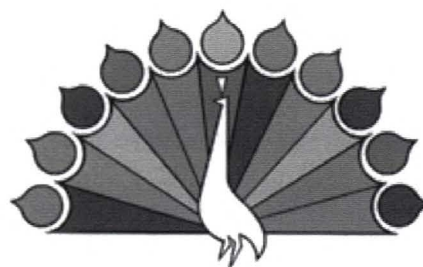
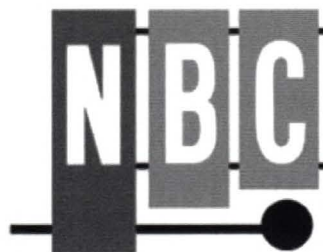
Chris Connal

As one who recently moved 200 miles north of Peacock North, it is indeed a pleasure to travel south to enjoy the wonderful Peacock North luncheon. Thank you!!

Vic Roby

The Peacock luncheon is one of the most gratifying experiences one could ever ask for. I look forward to being here with all my old friends and "new" acquaintances. Joel, Marilyn, Len and Jim - you do such a wonderful job with our "fraternity." Thanks a lot.

Stan Lee-Fat



We Get Letters

My name is Frank Hill (W4VE) . Thought this might be of interest to Joe Kolb (W4VL).

My career with NBC was from late 1947 to May of 1963. Looking over the latest edition of Peacock North I ran across your NBC Ham Radio article. My career with NBC included many, many names that showed up in that issue and I couldn't resist answering your article. I worked many of the shows mentioned including Milton Berle, Kraft Theatre, Lights Out, Lucky Strike's Hit Parade, etc. etc. on camera and audio. Had an extended period in Master Control for a number of years and finally left NBC to work in Florida for an NBC affiliate from which I retired in 1988. Am now 87 years old.

I never joined an amateur radio net on the east coast of Florida which included members such as Hank Folkerts, etc. I still receive Peacock North and enjoy sharing the memories of my working days at NBC.

73's,
Frank Hill

Hiya Joel.

Thanks for reaching out. I hope all is well with you. I bet those audio booth days seem like ancient history!! The back deck certainly is a distant memory for me!!

Retirement has been lovely. I taught journalism, part time, for the first couple of years, serving as an adjunct professor at Howard University and then at Bloomfield College. Now...I'm completely retired, and couldn't be happier....growing flowers and sipping scotch.

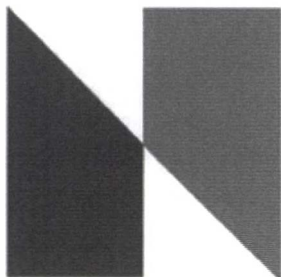
I moved to Atlanta 3 years ago, so as much as I'd love to hear Alongi's remarks and see all my old friends, a trip to NYC for lunch isn't in the cards. Actually, that particular weekend I'll be on the OTHER coast anyway. Nevertheless, please send me a copy of the magazine. I'd love to see it.

Be well...and please keep on keeping me in mind.

I can be reached at:

5035 Guilford Forest Drive
Atlanta, GA 30331
rodprince11@aol.com

ta ta for now.
Rod Prince



We Get Letters and Pictures

I was part of the first 5 year project of DTV and HDTV with NBC. I have been retired since 2001.

I installed a directional antenna about 2 years ago to test the effects of digital vs. analog transmissions at my location in Barnegat NJ, which is about 70 air miles from NYC (Empire) and 50 air miles from Philadelphia. From my vantage point I could receive all the major network affiliates from Philadelphia and most of the independents. After rotating the antenna I also could pick up NYC and a lot of the small independents. The independents were actually sharing spectrum space, probably to ensure their "must show" space on cable systems.

Well, "End of Analog TV Day" Friday June 12th comes and I notice that KYW, the CBS affiliate, is running a loop on their analog transmitter informing the public of what's happening. They also suggest running the scan feature on the DTVs and converter boxes. I ran the scan feature on one of the converters and noticed that WCAU, the NBC affiliate, had two entries! One worked the other didn't. Did they change frequency?

I also noticed that I lost all but one network, namely CBS. The converter box that got reset only had channel listings for CBS and a lot of PBS stations! The other OTA network channel entries disappeared. The converter box that didn't get reset allowed me to view the signal strengths of the lost stations. They were only reading about 10% . My guess was that perhaps the other network stations moved their antennas. I went to check alignment and that was not the case.

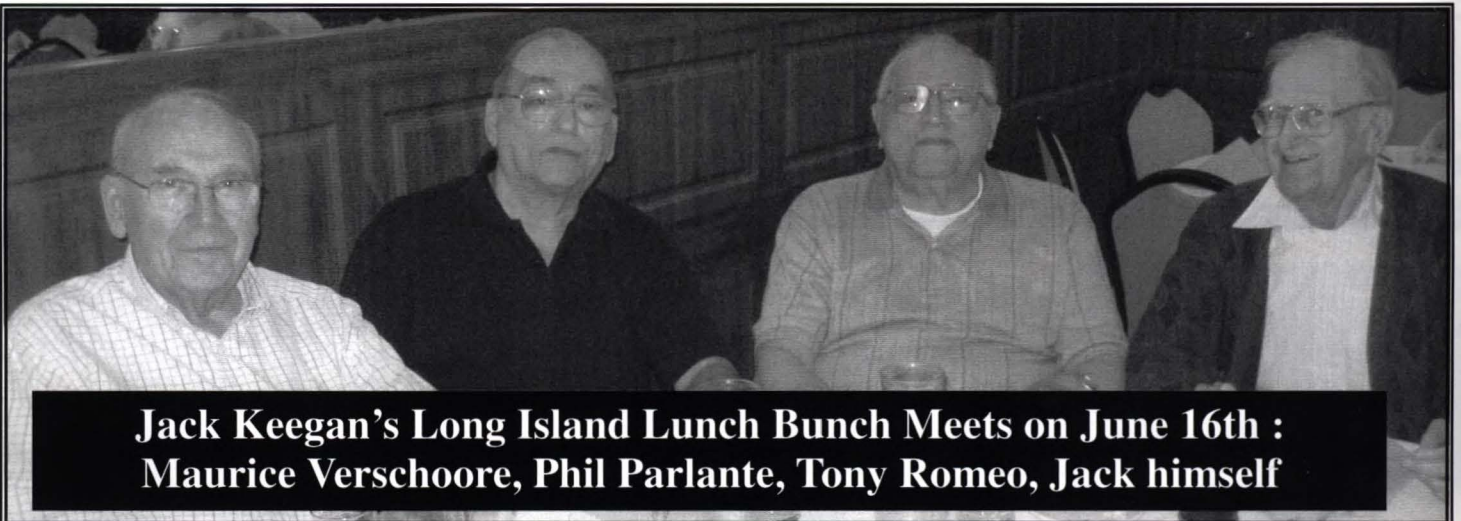
As I recall, the DTV transmitters had to run about 10% ERP of what their analog counterparts ran. I assumed that's what they were running. I remember studying/testing the waterfall effect. Little did I know it would be outside my door.

If this is the way it's to be, Philadelphia lost a piece of the OTA market. Cable is okay and I assume those living in the inner cities survived. Was the higher power a tease or was the power lowered just to maintain the "must show" requirements?

If this was my only source of entertainment, I would only have CBS with marginal reception, NBC on occasion and all the PBS stations I care to look at. ABC and FOX are gone. Very little if any signal strength. I seem to recall when Dr. Barnett Sams was working on frequency allocations there was something special about whomever had the lower analog channels.

A note of interest: I was able to receive Empire at night. UHF ducting or whatever - good for HAM radio. Actually in my experimenting I received stations as far north as Binghamton, NY, as far south as Ocean City, MD, and as far west as Lancaster, PA.

Tom Fergus



**Jack Keegan's Long Island Lunch Bunch Meets on June 16th :
Maurice Verschoore, Phil Parlante, Tony Romeo, Jack himself**

We Get Letters and Pictures

Yes, WABC, WNET, and also WPIX have all returned to their VHF frequencies for DTV. I lost them all, which is not too surprising since I have UHF antenna (feeding an all-channel amp, however.) What is interesting is that I was, and still am, receiving WNJB DTV on channel 8 over the same antenna.

Not to worry, I'll have to put up a VHF antenna if I want OTA reception of 7, 11, and 13. BUT, I have stations from Scranton, PA on 11 and 13 (and 9, too.) I will need to use an antenna with a high front-to-back ratio. I might actually build one... It might be interesting to note that, before the transition, the analog signals from Scranton prevented me from watching WNBC (DT28) and, for a long time, WABC (DT45) and WCBS (DT56.) The DTV transition essentially moved my co-channel problems from UHF to VHF.

None of this is a complaint. It's just what you have to do when you are 45 air miles from NYC and 1100 feet up. Scranton is 60 miles away, and so is Philly. Philly DTV comes in pretty well, by the way.

I will NOT be trying to get WPVI (DT6.) I think their move back to channel 6 was a poor choice, and I'm not surprised they're complaining about the DTV planning factors now. I picked up their pre-transition DTV on channel 64 just fine, but they couldn't keep that channel even if they wanted to. It's out of the 2-51 "core."

Rooftop fun and games...

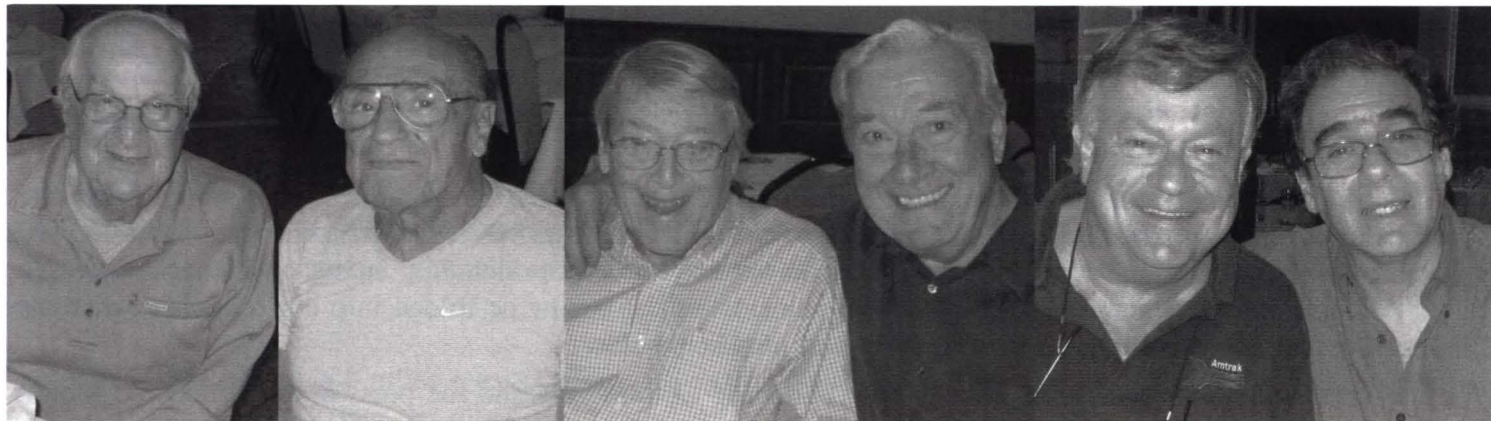
Ken Hunold
Dolby Laboratories
New York

To Our Readers

Frank Vierling received a call from a Mark Aceto. He wanted a picture of the Caddy that was in the last PN Magazine. His father (a WRC engineer) was the microwave man in the picture. Frank sent him that photo although it was not of the highest quality.

Does anyone out there anyone out in reader-land have a Cadillac picture? For that matter, any NBC pictures to add to our history, and future Looking Back features in the magazine..

Mark told me he had recently purchased an NBC chimes machine on E-Bay and would like to add the Spring 2009 issue to his request as it has a chimes machine article. He can be contacted at markaceto@fcpt.edu. Please send Cadillac photos directly to Mark as well as to us here at PN (peacocknorth@yahoo.com).



**Rounding out The Bunch are Hank Huestis, Murray Vecchio,
Leon Dobbin, Frank Gaeta, Jan Kasoff and Joel Spector**

What's Now!

Einhorns' Life in the Theater Continues



I am writing to share the exciting news that we will be changing the name of Primary Stages School of Theater here in New York City to the **Primary Stages Marvin and Anne Einhorn School of Drama**.

I can think of no better way to honor these two extraordinary individuals who for the past 25 years have been such a major force behind our success than to name our school after them. We hope the school will forever reflect the same generosity of spirit, passion for the arts and love of learning that we know to be Marvin and Anne.

Following Marvin's many years as a director at NBC he continued a long and prolific career as an actor in major productions throughout the nation. Anne had much experience in the public relations field as a press executive with several theater companies. In the mid-1980's, they were both instrumental in acquiring our first theater space.

Our theater school has been in operation for two successful years. And, in the current economy, the income it generates for our company is essential in helping us pursue our mission to develop new plays by new playwrights. We have over 475 students enrolled in 65 different classes this year.

The school is in the midst of a large fundraising effort to help us increase the school's staff, commit to additional space, offer scholarships and financial aid to students who are in need, and effectively market the school to a wider and more diverse demographic. Our entire education outreach program, including artists' visits to the New York Public Schools and free matinees for high school students will also now be folded into our school programming. Interested readers may learn the particulars at the website listed below.

We are tentatively planning a kick-off event for Founding Contributors and the press at our offices on Monday, September 14th at 6 pm to announce the name change.

Casey Childs, Founder and Executive Producer of Primary Stages
info@primarystages.org

What's Now!

Grabels Go For Gold



Pat and Dan Grabel are competing in a gold rush of sorts – competing for gold medals in bicycle events at Senior Games in Connecticut, Rhode Island and Long Island. This past summer Pat, 75, won eight medals in those three states and Dan, 88, won two gold for his efforts in Connecticut and Long Island.

The games actually include many sports and surprisingly there are avid seniors who are perennial competitors in cycling, running, field events, swimming and basketball. They race in five year age categories, so sometimes, as in Dan's case, (85 to 89) showing up and completing the 5 kilometer events has guaranteed him the gold.

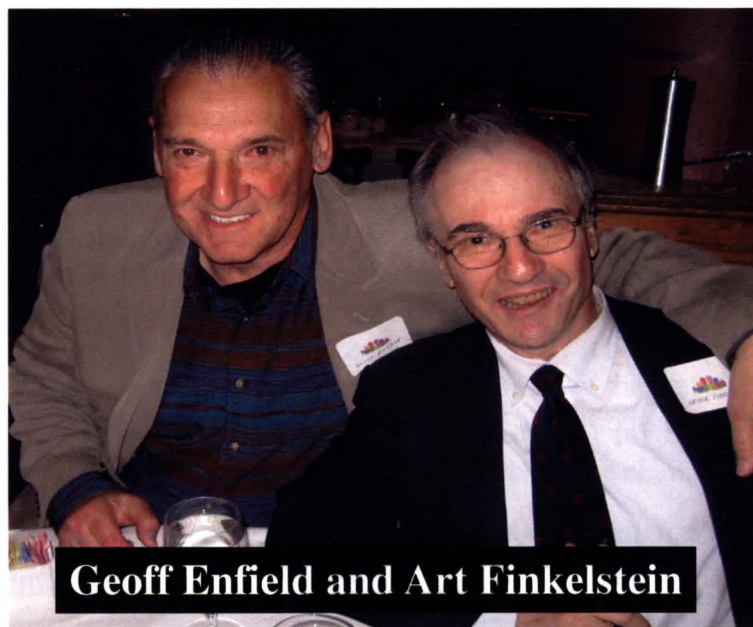
Pat won her gold in 5 K (3 miles), 10 K and 20 K events.

Pat used to compete in long distance events such as New York's Five Boro Ride, (45 miles) starting in mid-Manhattan and ending in Staten Island, and the Long Island Century, a 100 mile event starting in Babylon and ending in Montauk. That one took her ten hours. With spine problems and a back operation, she's switched from endurance to speed.

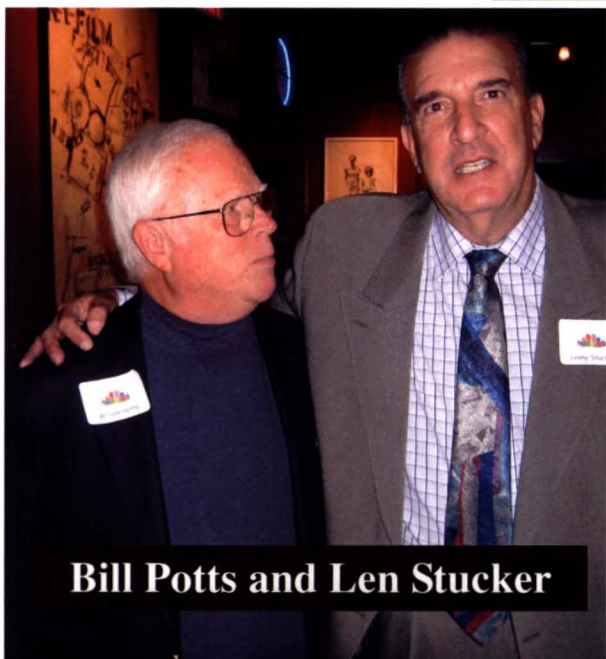
In past years she cycled 300 miles across Cuba (with a British passport), and about the same distance across part of South Africa near Cape Town.

Dan gave up Alpine skiing after his 87th year because of concern that he might get bowled over by a careless skier or snowboarder.

Luncheon Pictures



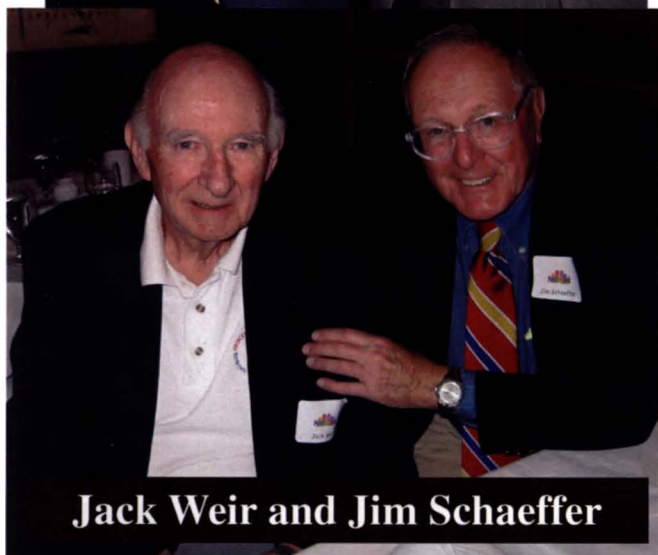
Luncheon Pictures



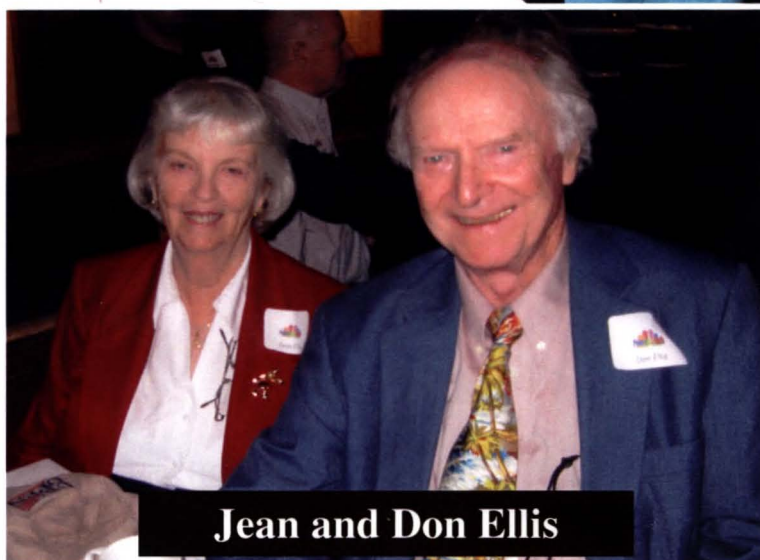
Bill Potts and Len Stucker



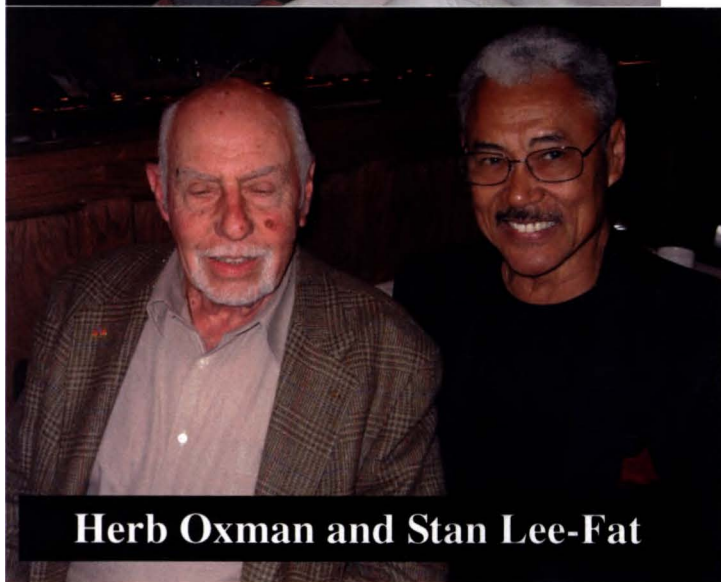
Jim and Mary Marshall



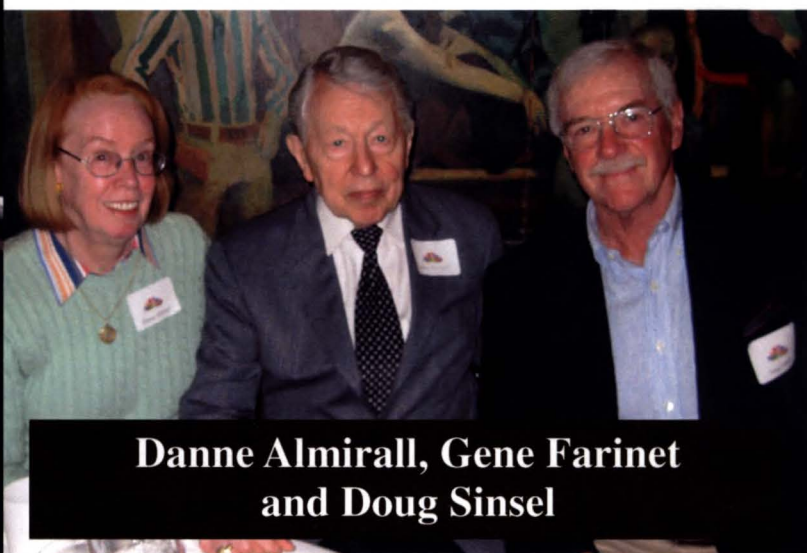
Jack Weir and Jim Schaeffer



Jean and Don Ellis

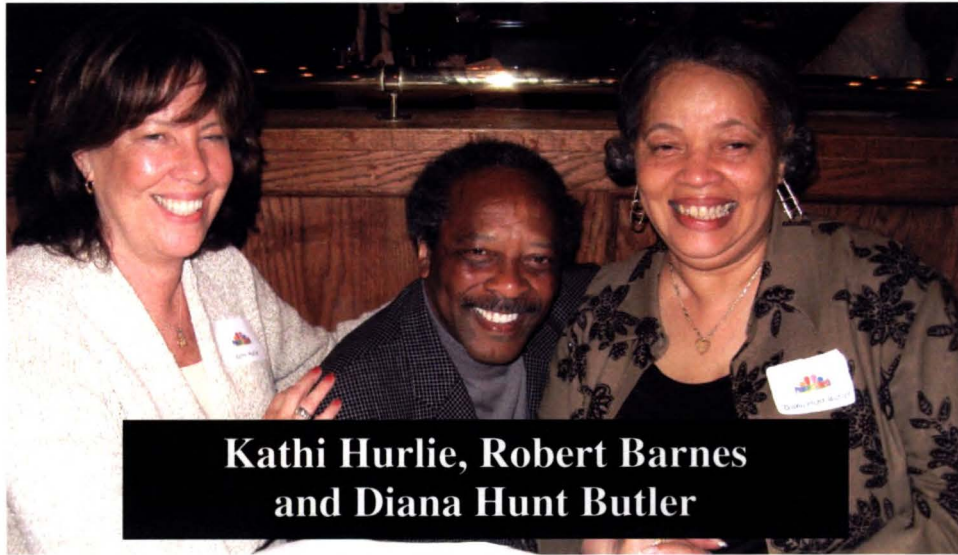


Herb Oxman and Stan Lee-Fat



**Danne Almirall, Gene Farinet
and Doug Sinsel**

Luncheon Pictures



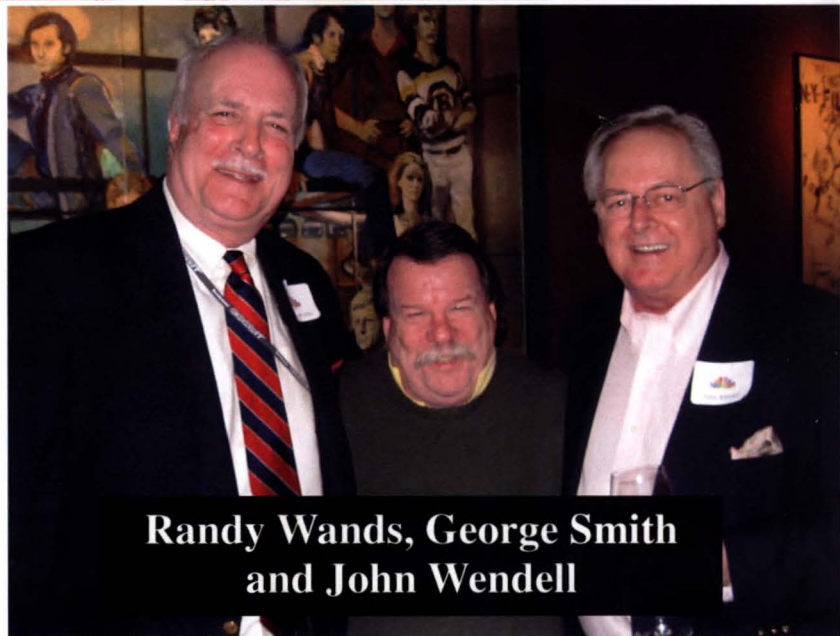
**Kathi Hurlie, Robert Barnes
and Diana Hunt Butler**



Sunny Carmell, Ethel and George Corrado

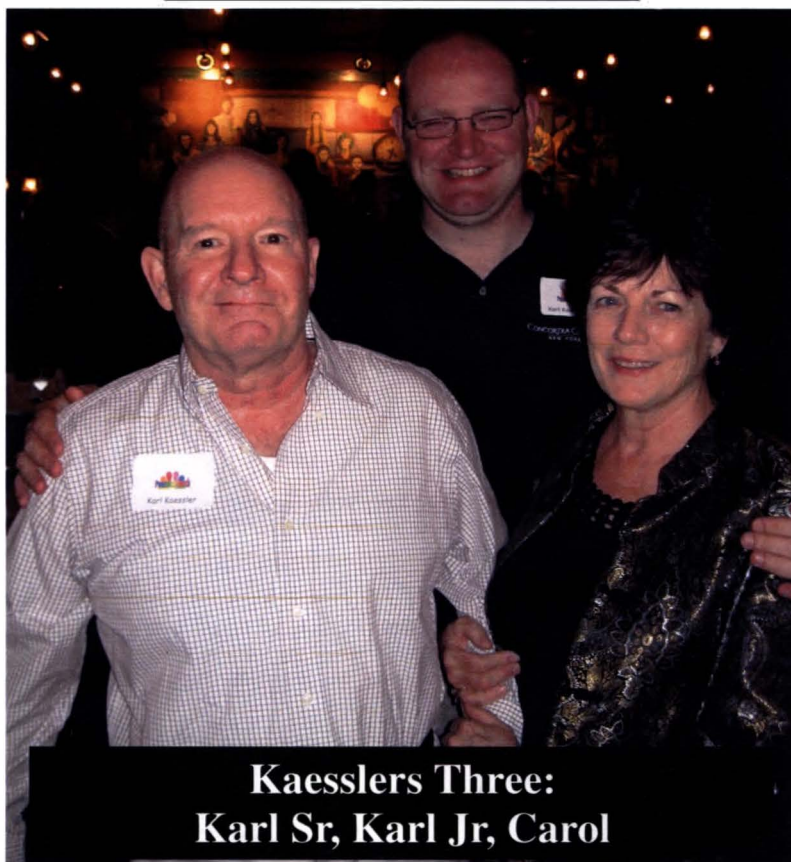


**Melanie Rock and
Marilyn Jacobs Furey**



**Randy Wands, George Smith
and John Wendell**

Luncheon Pictures



**Kaesslers Three:
Karl Sr, Karl Jr, Carol**

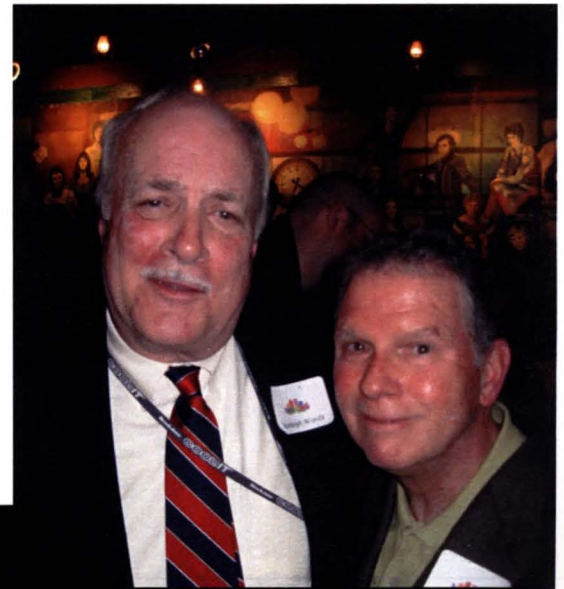


The Shared Glow of Our Guests and O'Neals' Decor

Luncheon Pictures



Gary Iorio and Gigi Harold



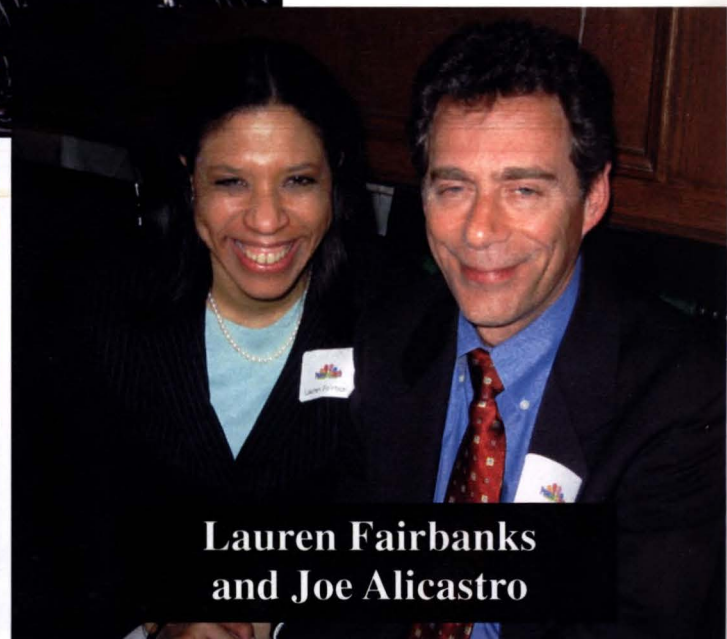
**Randy Wands
and Stu Wolther**



Maxine Appling and Cynthia Brush



Jay Markowitz and Jon Jones

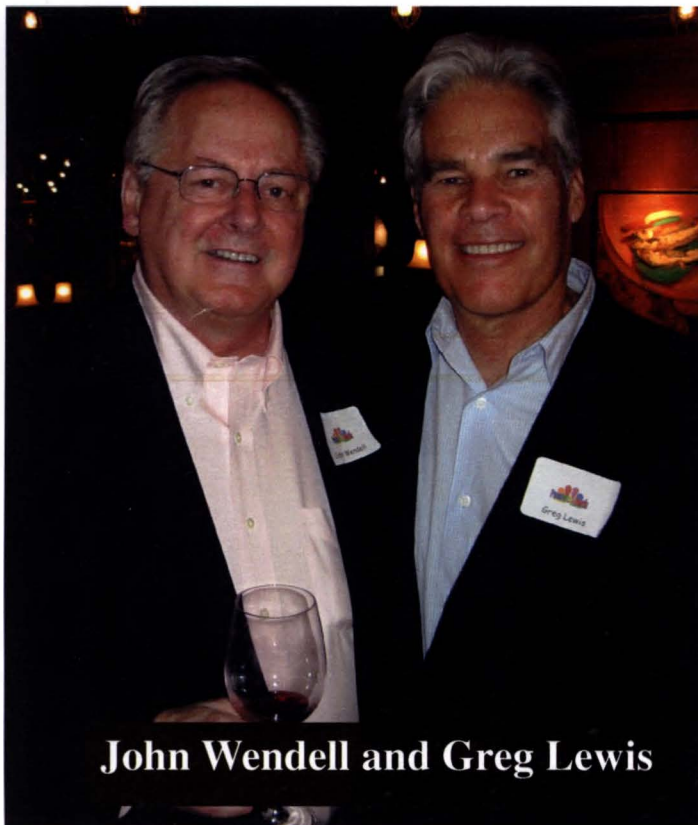


**Lauren Fairbanks
and Joe Alicastro**

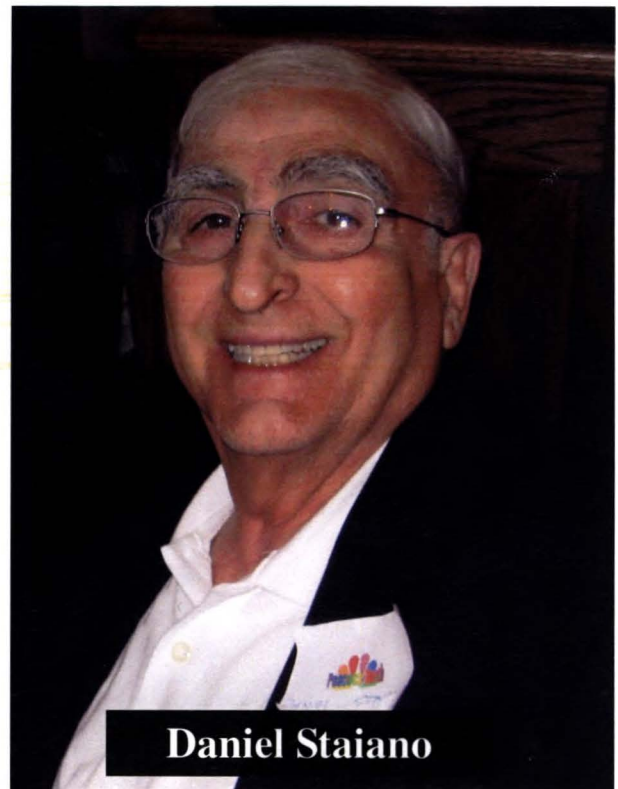
Luncheon Pictures



**Chris Connal, Kathy Babiak, Paul Scrabo,
Steve Vogel, and Melanie Rock**



John Wendell and Greg Lewis



Daniel Staiano

Luncheon Pictures



Luncheon Pictures

Standing: Ken Bauer, Surrendra Kumar, Bill and Sue Freeda, Vito Catalanotto, Dan Staiano. Seated: Bernie Braun, Otto Pfeffer



Stan Lee-Fat, Susan Kramer and Stu Wolther

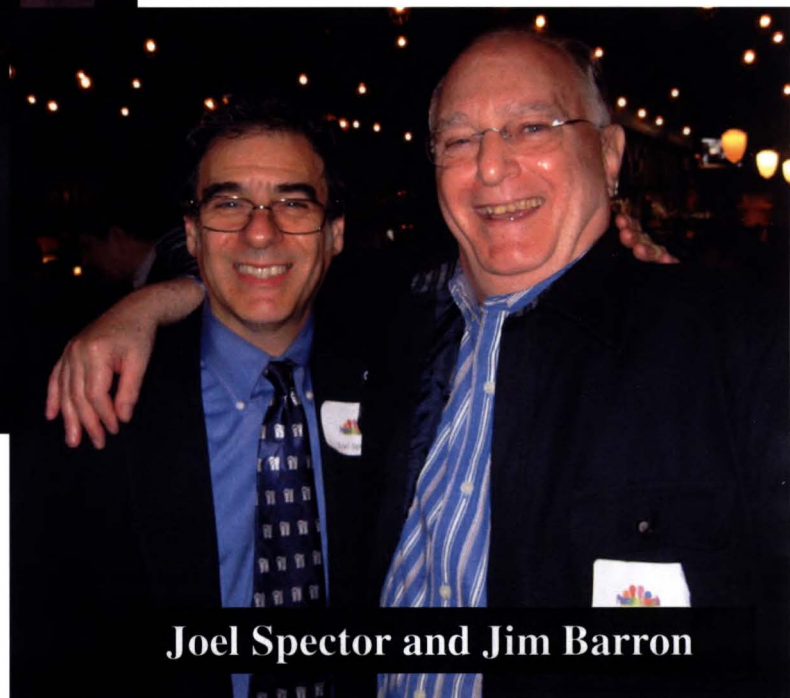
Luncheon Pictures



John Fider, Phil Parlante, Len Stucker and John Wendell



Bob Van Ry and Susan Kramer



Joel Spector and Jim Barron

Luncheon Pictures



**Helen Ullio, Fran Davison, Carrise Barnes, Charlie Davison
and Mattie Monts**

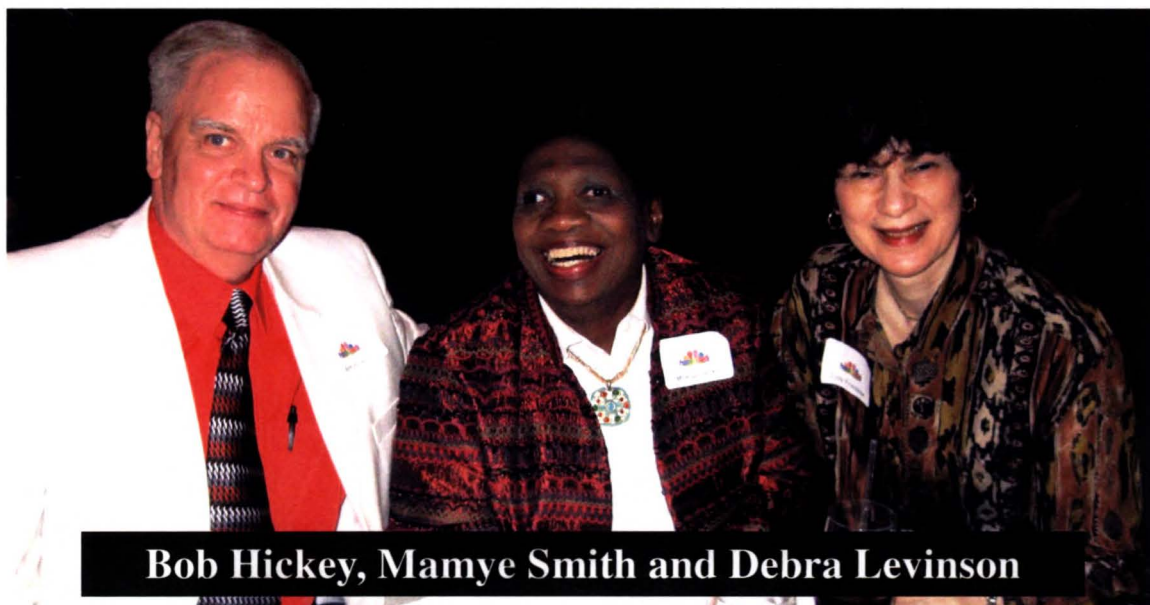


**Vivien and Bob Newman,
Carol Aerenson
and Joyce Werney**



Mamye Smith and Susan Drury

Luncheon Pictures



Bob Hickey, Mamye Smith and Debra Levinson



Rita Satz and Gloria Clyne



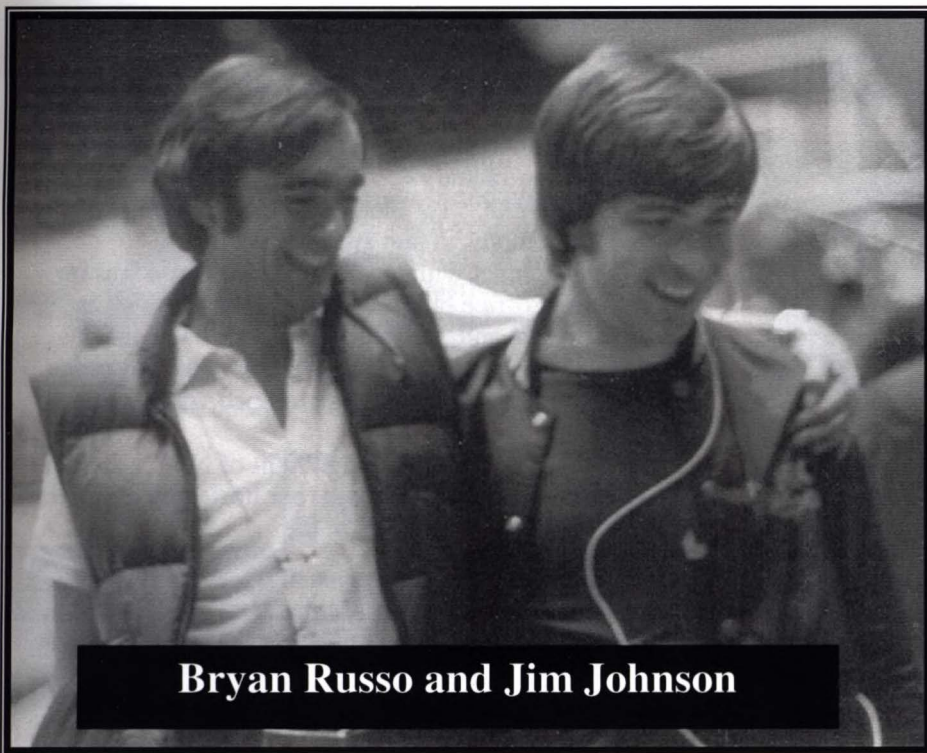
**Vito Catalanotto and
Helen Ullio**



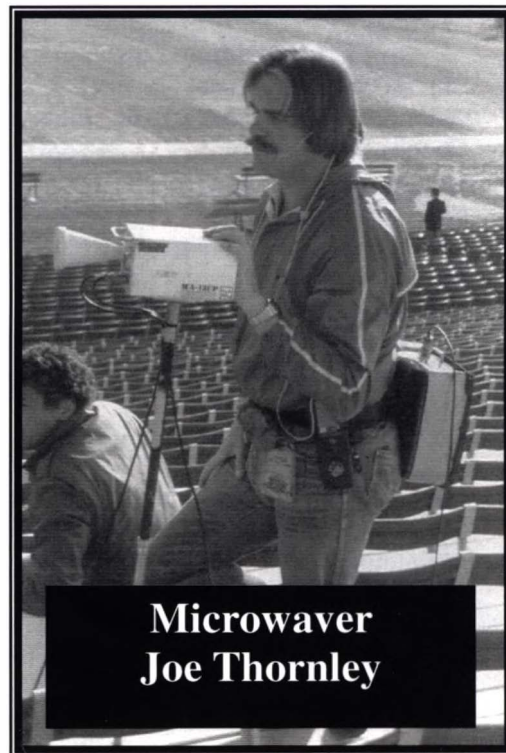
Pat Mauger with Vivien and Bob Newman

We Get Pictures

Here are some pictures PN obtained at the memorial luncheon for Bruce Schachat. The family wanted all attendees to take home the hundreds of photos in Bruce's personal collection. We present just a few...



Bryan Russo and Jim Johnson



**Microwaver
Joe Thornley**

PN has recently received more than 100 wonderful pictures from Bob Rudick taken in March 1983 in connection with the retirement of production Video Tape engineer George Morrow. We'll publish a bunch in each issue for the next year at least. Here's just a preview...

**Kathy Salvio with
George Morrow
and Ye Olde One-Inch Sony VTR**



**Buddy Shadel, Bob Rudick,
Debbie Dardick and Vinnie Gabriele**

Looking BACK

By Frank Vierling

I graduated from Dwight Morrow High School, Englewood, New Jersey, in 1942. Throughout my school years I exhibited some artistic ability and since, The

Cooper Union Art School in New York provided a free education, I had nothing to lose in taking their entrance tests. That summer, with hundreds of other applicants, I joined a line that circled the Union building. Because of the war, there was a noticeable lack of male applicants. My feeling, at the time, was that the war would be over before I would be drafted and my education would not be interrupted.



Cooper Union, as I knew it, for the Advancement of Science and Art, established by Peter Cooper in 1859, is a private institution of higher learning where all students receive full-tuition scholarships.

My test scores qualified me for the coming Fall Semester. I had the most difficulty satisfying one of their requirements — obtaining a small metal box (like a fisherman's tackle box) to carry my artist needs: paints, brushes, pencils, etc. Lucky Strike green had gone to war and so had metal tackle boxes!

I was way off on my war prediction. I got my draft notice that December and was inducted, uniformed and waiting for assignment at Fort Dix by January 8, 1943.

I had enjoyed my short tenure at Cooper and had decided architecture would be my career path.

I was assigned to the Army Air Force and shipped off to Miami Beach for Basic Training, then to Scott Field, Illinois. At Scott I washed out of code school and was sent to radio maintenance school in Madison, Wisconsin, then back to Scott for special training for AACS (Army Airways Communication System). In due course I ended up in the CBI (China, Burma, India) theater in Kunming, China. There, in a tenure that lasted 18 months, I rose to station chief in their largest overseas installation.

Never in real danger, I returned home on December 25 to celebrate Christmas with family and friends and officially discharged on December 28, 1945, just shy of three years service.

Architecture was forgotten and with a buddy from China, we set out to be great television engineers by going to RCA Institute. Classes were full so it took some pull to get in. A man from my father's office went with me to the Institute and pulled a big string, my buddy and I were in. On the way back to his office my benefactor told me, "Sarnoff and I grew up together on the East Side. Now,

after you graduate, we'll see what I can do."

I never followed up on that offer. *I wonder....?*

Just before Christmas, 1948, I was interviewed at NBC by a wonderful woman, Doris Ann. I was hired and started work on January 6, 1950. Doris went on to produce "Frontiers of Faith." TV Field, of which I was a part, often covered her remotes in and around the city.

My contact with the commercial world was my father's dingy office building at 200 Fifth Avenue, at Madison Square and 23rd Street. Narrow halls, creaky wood floors, restrooms one step up from their invention, twisty ill-lit passages leading to cramped windowless cubicles.

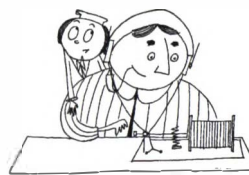
I was not completely ignorant of NBC's facilities. Our 9th grade class had a studio tour hosted by a hometown resident who worked at NBC in the engineering department.

But, what a difference from 23rd Street; wide corridors, no creaky floors, state of the art facilities. What a difference, even a hardcover book, *NBC and You*.

An account of the Organization, the Operation and Employee-Relations Policies of the National Broadcasting Company, Inc. designed as a handbook to aid you in your daily work.

NBC and YOU

The following pictures and edited text is from my 1948 edition of "NBC and You."



A Bit of History

In 1920 Dr. Conrad broadcast phonograph records from his Pittsburgh garage and the Harding, Cox election returns. 1923, first network radio from WEA, later became NBC's key station. 1926, NBC formed and aired its first variety program from the Waldorf Astoria featuring Dr. Walter Damrosch, Will Rogers, Ben Bernie and Vincent Lopez. 1929, full coast to coast coverage of the Rose Bowl. Also, International historic events: Investiture of Pope Pius XII, Chamberlain's Declaration of War on Germany and Floyd Gibbons voice from war stricken Manchuria in 1932. In 1948, a New York Times ad announced NBC Television was open for business. And NBC duplicated its AM radio programming on FM radio.

1948 NBC DEPARTMENTS



Guest Relations...

Host to a Nation... Guest Relations comes in contact with two million people a year. There is a Page Staff, Studio Set-up and Corps of Guides with desks in conspicuous spots throughout the studio floors.

They are most famous for their guided studio tours.

Information...

Requestfully Yours...

200,000 letters and phone calls are answered each year and they must know the answers or where to find them. Their quarterly, *NBC Digest*, contains important speeches, discussions, news and dramatics

broadcast over the NBC Network. Ten cents a copy, subscription, 50 cents a year.



Public Affairs & Education...

In the Service of the Public...

Divided into three departments: Public Affair, Talks and Religious Broadcasting and Education. Representatives in Washington, Chicago and Hollywood maintain contacts for

program ideas and relations with public organizations.

Program...

On the air... Radio is reporter, musician, comedian, instructor, singer, actor and commentator, as varied as our audience. Programming our eighteen-hour day is a vast job.

Scheduling must be balanced and run a wide gamut to touch the interests of our audience.



Engineering...

Technically Speaking...How are our programs picked up by your radio? The microphone changes sound waves into electric currents which are transformed to radio waves

and broadcast by an antenna tower. At your radio these two transformations are reversed. The mic output is amplified 16 trillion times and then broadcast from Port Washington.



Continuity Acceptance...

All Clear... Common Sense—Good Taste are the basic standards that guide material submitted for radio and television broadcasting. NBC works closely with government bodies such as the FCC,

FDA and private associations, as BBB, AMA, and many others. Continuity Acceptance is a form of public relations and good will for NBC.



Advertising & Promotion...

To inform and promote NBC's leadership as America's Number 1 Network in sound broadcasting and in Television.

Institutional Promotion emphasizes

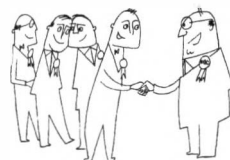
the advantages of free radio, Network Sales to keep advertisers and develop new clients, Promote Audience loyalty, Public Affairs Education and to Promote NBC as the leader in Television.



Press...

Going to Press... Keeps NBC in the news via newspapers and magazine articles and to inform the

public about artists and programming. A major activity is to promote NBC's television network and its commanding lead in the field. Publicity reports and stories are sent on a variety of subjects: Education, Religion, Music and News.



Station Relations...

Party Line... We have a lot on our party line, 169 sound broadcasters and 7 television stations at press time. Our department is here to listen to every station and help them improve

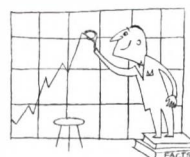
their services. Of the 169 we own six, WNBC, WMAQ, WRC, WTAM, KNBC and KOA. The other 163 are affiliates which we have no control over.



Traffic...

Special Delivery... Traffic is a complicated place, it is the contact between NBC and our affiliates. They arrange and coordinate all circuits needed to route programs to our

affiliates. An average of 75,000 thirty-word messages pass through the office each day. Keeping records of programs broadcast by our affiliates is a massive bookkeeping task.



Research...

Fact Finders... The department has nine divisions: Planning and Development, Management, New Research, Ratings, Program, Circulation, Television; General

Library and Graphics. All are devoted to analyzing data to keep abreast of public trends for NBC to remain first in the broadcast industry.



Network Sales...

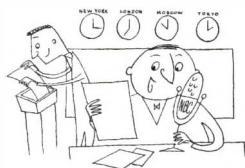
Sales Force... The sales department is an important part of our organization. Each salesman is an ambassador of the company with the charge of keeping our advertisers

sold. As well as time, our sales force also sell programs and assist in building program ratings and convince advertisers that NBC is the best network for them.



National Spot Sales...

Time and Time Again... Spot sales is representative of 11 AM stations in the nation's largest markets, 3 AM stations in the Philippines and 4 TV stations. "Spot" is geographical, individual markets vs. national – all NBC stations. Spot sales recently moved into six NBC owned TV outlets, two of which, WNBT and WNBW are currently on the air.



News & Special Events...

Stop, Look, & Listen...

Where do we get the news? From our bureaus in NY, Washington, Chicago, Denver, Hollywood, San Francisco and affiliates. And our 16 overseas bureaus. Our reporters cover the news all over the world. Room 404 of News and Special Events is never closed, 24 hours a day and 365 days of the year!



International...

People to People... For almost 20 years, prior to 1948, NBC produced and broadcast a public service via international shortwave. In 1942 it placed the service at the disposal of the US to pierce the

Axis-imposed blackout of Europe. After the war NBC resumed until 1948 when the State Dept. assumed operation over NBC's shortwave facilities.



Legal...

Letter of the law... Our legal department keeps us from violating the law and safeguards our legal rights. It deals with a variety of problems — contracts, taxation, litigation and government regulations. They

advise all of our departments about our legal rights and the rights of others and coordinates our activities with RCA's other subsidiaries.



Radio Recording...

Round & Round They Go...

There are "instant" records cut while the program is airing. If a large number of records are needed, a master is cut

which is then electroplated for pressing a large numbers of copies. There is a file of recordings with varied names such as Roosevelt, Pope Pius XII, Toscanini, and events, The Hindenburg disaster and Edward the VIII's Farewell Address, D-Day, etc.



Controllers...

Making Sense with Dollars...

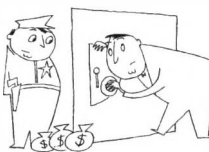
Payday is an extra busy time computing everybody's pay, Social Security, Retirement Contributions, Hospital and

Group Insurance, etc. And to verify and pay all the vendor's bills and talent fees, and Corporate taxes. In addition they must guard NBC's valuable papers such as deeds, contracts and leases.



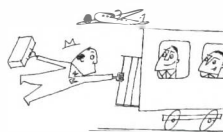
Budget...

Charting the Future... Budget keeps a watchful eye on the company's expenditures and income, reporting directly to the Administrative Vice-President in charge. They work closely with the Controller as budgeting is accounting in terms of the future. They prepare financial studies and analysis of many phases of the company's operation.



Treasurers...

Money Matters... The Treasurer is responsible for the company's finances. The money needed to operate is deposited in a number of banks and drawn, as needed, mainly by checks. They are responsible for the safe-keeping of all company securities and must approve the credit of all who contract for the company's facilities or services.



Transportation...

Coming and Going... They arrange for train, airline and steamship reservations — all around the world. When an itinerary is requested, the best and quickest travel connections are planned using their travel agent contacts. When the tickets are issued they are picked up at the Cashiers Office. They can also handle hotel and other travel requests.



General Service...

Things in General... Who takes care of the odd jobs that keep the company going: **Building Maintenance:** furniture, office layout, carpentry, cleaning, PBX board, etc. — **Office Services:** Dictographs, Mimeograph, Multigraph, Hectograph, Addressograph and bindery, Post Office handles approx. 600 pounds of mail a day — **Protection:** our uniformed guards.



Personnel...

"NBC and You"... In the New York Office the department is made up of four divisions, Placement, records and research, Employee Services and the Heath Office.



Television, It's Here Now...

And everybody's talking about it. For regardless of how you look at it, viewer or broadcaster — *the picture is bright for television*. The demand for receivers exceeds expectations. Stations, under a dozen in 1946, by June 1948 102 stations and 254 FCC station operating permits applied for. Advertisers using TV jumped from 30 to 300! ■

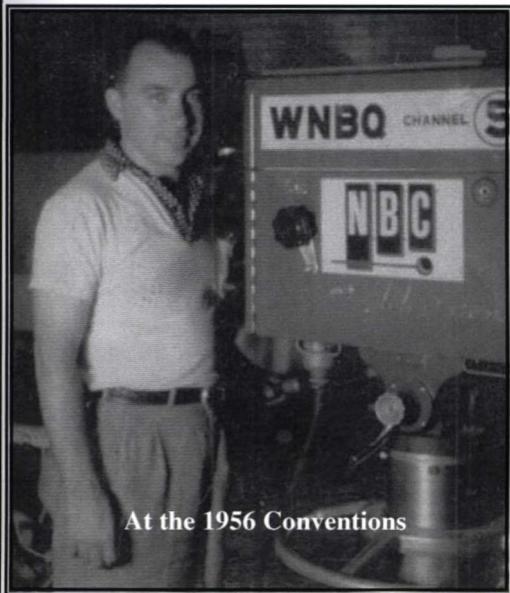
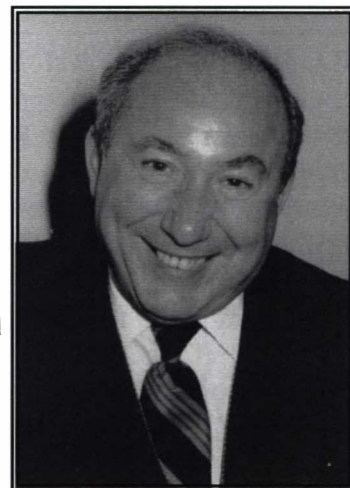
Frank Vierling retired from the Engineering Department in 1983. He lives in Oradell, NJ and summers on a lake in the woods of Maine.

Tributes to Silent Microphones

Carmine Picioccio Remembered By His Daughter, Linda

Carmine M. Picioccio of Spring Hill, FL, formerly of Staten Island, NY, passed away on June 25th while in the care of The Hernando-Pasco Hospice. He and his wife Grace moved to Spring Hill in 1987. He celebrated his 85th birthday on May 4th. Born and raised on Staten Island, he graduated from Curtis H.S. at the age of 16. He was a radioman in the Army Air Corps, flying in B29s with the 20th Air Force based in Guam. Since 1991 he was an active member of the 29th Bomb Group Association which met every 2 years at different cities around the country.

He graduated from the advanced technologies program at RCA Institutes in May 1950 and spent the next 36 years as an engineer for NBC at 30 Rockefeller Plaza, doing both sound and camera. He entered television in the "Golden Age" and worked on many of the classic shows including "Your Show of Shows." He still has the 1952 Christmas gift the entire crew received, a plate with everyone's signature on it including Imogene's and Sid's, prominently displayed in his home. He worked on everything from the local news to The Tonight Show, the national conventions, Miss America, the Macy's Thanksgiving Day Parade, golf, and football including the Bowl games. He retired at the end of 1985 working with SNL, having been with the show since its inception. The flyer for his retirement party, still hanging on the wall of the room we call his office, called him "Carmine the Chef", with a caricature of him, a hamper full of food and a remark - "Where's the mike?"



At the 1956 Conventions

I felt privileged to be able to go to work with him when my brothers and I had a day off from school. Concentration, Jeopardy, The Tonight Show (when we were old enough), Hullabaloo (my personal favorite) and of course SNL. We would be able to walk around the studio, see the control room and watch the rehearsals and broadcasts—big stuff for kids. We met dad's friends and got to watch him work—I guess the original "take your kid to work day" before it was fashionable. Just coming into the city taking the ferry and subway was special and we were fascinated with it all. Hullabaloo, in the studios on Ave. M in Brooklyn began at the time I became a teenager and I was able to meet some of the then teen idols. Dad would collect autographs for me and I have 2 books full of them. Throughout his travels he always brought home a present for us. I still have the bracelet he brought home from the Guantanamo Bay Perry Como Show remote.

As we were going through some of Dad's papers (he did not throw anything out and I mean **anything**) we found his report cards from RCA Institutes, and envelopes titled by him as "atta boy" letters from producers, directors and the brass at NBC for a job well done. We found his name tags, credentials and memorabilia from just about every trip he took. His NBC pins and tie tacks, as well as the Emmys he and the other crew members received, are proudly displayed in his office. Pictures of him putting the mike on Gerald Ford, on the boom for Babes in Toyland and of his final night with the SNL crew are there. Even though his job frequently took him away from home we were as proud as he was that he worked at NBC, and we were able to watch him do a job he loved.

He was the center of our family, full of life and determined to fight for as long as he could. He is survived by my mother- his wife of almost 59 years, Grace, and five children—Michael and Richard of Pennsylvania, James of New Jersey, Edward of Texas, and myself, Linda Powers of Staten Island. He was father-in law to Lynn, Patricia, Gilda, Christina and Kenneth. He was the devoted grandfather and step-grandfather of 12.

Contributions in his memory may be made to:

Hernando-Pasco Hospice
12107 Majestic Blvd
Hudson, Florida 34667-2460

Contact Linda Powers at:
47 Carmel Avenue
Staten Island, NY 10314



*Tributes to Silent Microphones***Arnie Reif**

SLOATSBURG - A wall in Arnold S. Reif's dining room is filled with framed photographs of him with sports legends and newsmakers from Sandy Koufax to Gerald Ford. His wife, daughters and brother Paul looked over the wall yesterday, pointing to different pictures and recounting stories about Reif, a four-time national Emmy winner, former technical operations director for NBC Sports and longtime Sloatsburg official. Succumbing to several ailments he was battling for months, Reif died July 4th at the age of 70 at Hackensack (N.J.) Hospital.

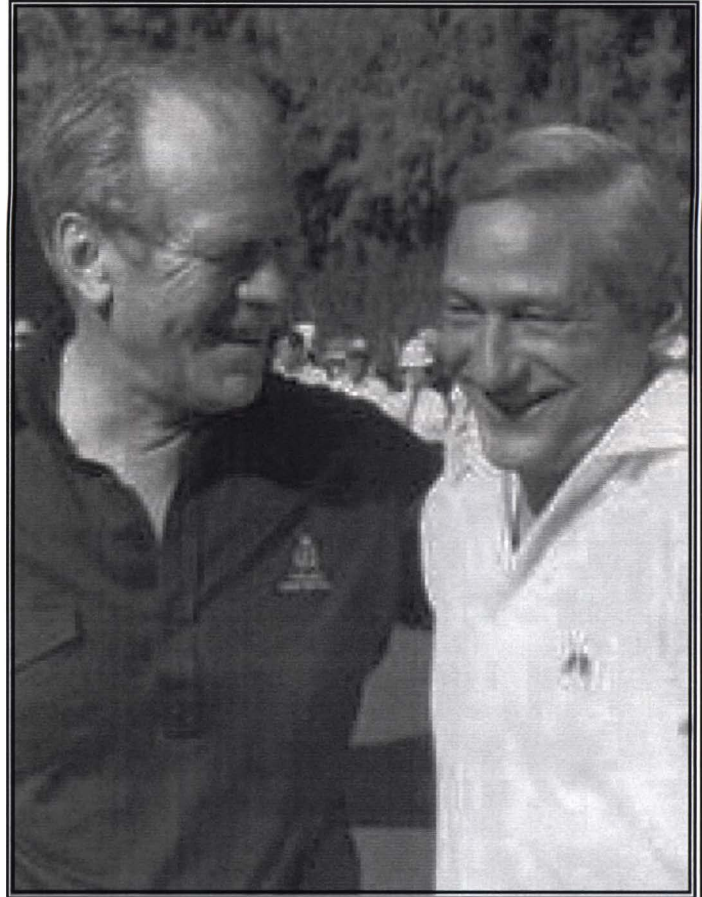
Though mourning, family members were in a decidedly celebratory mood when talking about Reif's life and many accomplishments. They joked that in Reif's typical showmanship, he died with a bang on the Fourth of July. "He had a wonderful life," said Nancy, his wife of 48 years. "He got to do things that most people wouldn't dream of doing. ... He wanted to do it, he did it."

Reif, who traveled the world and met many celebrities during his career, also maintained close ties to Sloatsburg, serving on the village board, the Planning Board and the Ramapo police commission. He was a Sloatsburg volunteer firefighter for 44 years and was deputy village mayor from 1975 to 1981.

He was born Oct. 21, 1938, in New York City and raised in Peekskill. Reif graduated from Ithaca College with a degree from the radio and television department. His first job was as a page for NBC, where he got his break running tapes of a Brooklyn plane crash back and forth for news breaks. He was promoted, first working in news and then sports. After more than 20 years there, he left NBC after covering the Apollo 10 mission, the 1988 Olympics in Seoul, South Korea, and former President Jimmy Carter's visit to India.

He spent 10 years working on building his own company, then was hired by Cablevision in 1996. There he was responsible for the development of the News 12 Hudson Valley newscast. He retired in 2006. Reif's family described him as a wise-cracking, strongly opinionated, Mets-loving character who relished being the center of attention and an ambitious leader who didn't hesitate to speak his mind.

Reif is survived by his wife, Nancy; daughters Gina Reif Weinberger and Susan Reif; two grandchildren; and siblings Paul Reif, Freemont Reif and Beverly Schwartz. Sloatsburg Mayor Carl Wright, a longtime friend of Reif's, described him as a great family man who was active in his church and the village. "He just led a great life, but was dedicated to helping people in our community," Wright said. "He was a giant."



-- Written By Ben Rubin, Lower Hudson News

Contact the family at
15 Harriman Avenue
Sloatsburg, NY 10974-2628
845-753-5309 or cell 845-304-9884

*Tributes to Silent Microphones***Friends Remember Arnie Reif**

We've lost one of the classics! I'll never forget Arnie's energy and feistiness at events around the world. I'm so happy to have talked to him and reminisced at length at the Peacock North event last year.

My prayers to Nancy...

John Gonzalez

We've lost one the great characters of the old NBC gang. Arnie was truly an original. I really enjoyed seeing him at the Peacock North Luncheon a couple of years ago. We shared a lot of laughs, especially with several of us who had experienced the infamous South African adventure!

My deepest condolences to Nancy and the family.

John Wendell

It is very sad to hear of Arnie's passing. It was nice to see him at the annual Peacock North Luncheon.

My condolences to the family.

Lenny Stucker

Arnie Reif kept showing up in my work-a-day world at NBC and beyond. He began as the "Saturday Man" in the NBC Operations/Scheduling Center affectionately called the "Bowling Alley." He later graduated to the "Monday-Wednesday" desk after Dave Wilson left to direct SNL. Arnie was a quick learner – often jovial and earnest – yet could at times be a pain. It was pain that bothered him one day when I escorted him to the hospital where they treated him for a kidney stone. When he worked with us on Grandstand he was the cheerleader in chief and very supportive in making the production happen each week. Our Grandstand Softball team was his idea – good we weren't, but fun it was. Years later Arnie came to me at Turner Broadcasting with a small wireless camera his company had developed. We agreed to try it on our telecast of the Florida v. Georgia football game. The Referee agreed to wear the camera attached to his hat. A wire ran from the camera in the hat to the battery and antenna package his in back pocket. Pictures in the pre-game warm-up time worked very well. That is, until the playing of the National Anthem when the Referee took off his hat and placed it over his heart. Some delicately soldered connections parted ways. Arnie aged more than a little until half time when they got the camera fixed again. He had a sharp wit and a sharper tongue, but he was dedicated to doing things the right way and he was a loyal friend. He and Nancy were planning to visit with us on a trip to Florida this past February. His health took him in a different direction.

We will miss but never forget Arnie.

Don Ellis

Both Gina and I were deeply saddened by the news of the passing of Arnie Reif. It was probably twenty years since we last saw him, but that does not diminish the memories we had of him - both professionally and personally - over my seventeen years at NBC, fifteen of which were spent working sports, many on remotes with Arnie. He was a dedicated professional, who always found a way to get the job done. As a person, he could be quite the character, but he had a larger than life personality...and a heart to match. Our condolences and prayers to Nancy and the Reif family.

Flip and Gina

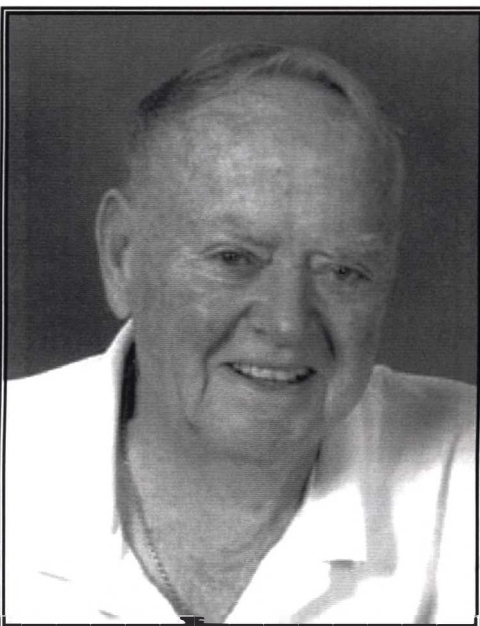
I am terribly saddened by this news and join you in sending Nancy and family my deepest sympathy. Arnie's commitment and enthusiasm for his work was steadfastly focused to bringing credit to the name and reputation of NBC. Undeniably, he was a unique player who we were fortunate to have had on our team.

Paul Shienfeld

Arnie was a true character and I was blessed and honored to have worked with him. There's a very happy Mobile Unit in heaven right now... our buddies up there now have Arnie to talk to in God's BOC !

Prayers to his family and friends...

Rick Stern

*Tributes to Silent Microphones***Arnold Rand**

Arnold Hazelton Rand of Winthrop, ME and of North Fort Myers, FL, formerly of Freeport and North Bellmore, NY and River Vale, and Woodcliff Lake, NJ died at Maine General Rehabilitation and Nursing at Glenridge in Augusta on March 7, 2009, of complications followed by a brief illness. Survivors include Barbara, his wife of 63 years, and eight children: Janet Dixon, Susan Phillips, Nancy Bell, Sheri Stevens, Johanna Roe, Alan Rand, James Rand, and Amy Janisheski; Sister, Evelyn Clark and brother Elliot Rand, as well as 22 grandchildren and a great-grandchildren.

Randy was born November 20, 1928, in Brooklyn, New York, the son of Charles John Rand and Miriam Brush Rand. His family returned to Freeport, NY in 1936. His family summered in Winthrop, ME at the Sturtevant Hill home of his grandmother, Sandra Maxim Brush, and his family ties to the Winthrop area remained strong. He attended school in New York and he was a graduate of Freeport (NY) High School. Following graduation, he entered the Army, where he was assigned to the Signal Corps at Fort Monmouth, NJ, as a telephone communications instructor. He served from October 1946 to March 1948. He and his wife, Barbara Cummins, were married in 1946.

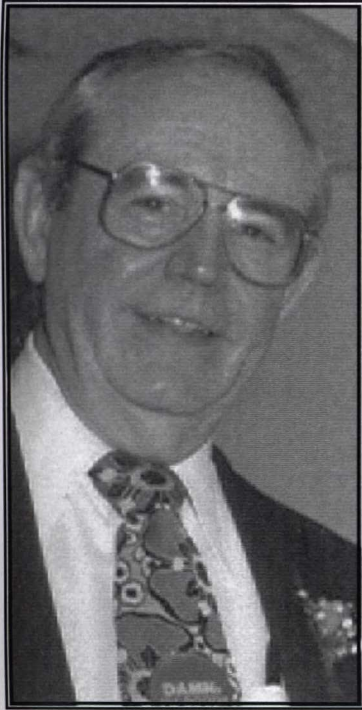
As a kid, Randy was always fascinated with radios and other electronics. In 1949, he began work in television at WNBT New York -- and became one of the nation's first color television cameramen. He rose to the position of technical director at NBC-TV. Among his first regular assignments was the NBC Nightly News with Chet Huntley and David Brinkley. On the Kate Smith Show, he was invited to appear on stage before his own camera to announce the birth of his fourth daughter, Sheri. Other early shows included Howdy Doody, Shari Lewis, and Kukla, Fran and Ollie. Randy loved his work at NBC. He traveled all over the United States, providing television coverage first as a video engineer, then a technical director. He covered historic events such as state funerals, World Series games, presidential inauguration, Republican and Democratic conventions, national elections and numerous launches of the Gemini and Apollo space rockets. He did the Tonight Show, the Today Show, and NBC News as well as soap operas as well as children's shows such as "Birthday House." He met scores of famous people, in his travels and even played poker with some kid named "Elvis" before "Elvis" became "Elvis".

Randy especially loved amateur radio, and built a great deal of his own equipment. He spent hours talking with people all over the world and amassed a huge collection of QSL's -- or contact cards -- from them. He was a life member of the American Radio Relay League and was a "ham" for more than 50 years.

After his retirement in 1987, he and his wife, Barbara, moved to Maine to live full time. They enjoyed sailing, ballroom dancing, bowling, traveling, cruising, and wintering in Florida. They visited England, Canada, Mexico and Alaska among many other places. They both love San Francisco and tried to go there as often as possible. At the time of his death, Mr. Rand was a Mason.

Send condolences to Randy's daughter Sue Phillips at:
385 Route 126
Monmouth, ME 04259



*Tributes to Silent Microphones***Neal Smith**

Neal Milton Smith, 88, of River Edge, NJ, died on August 2, 2009. He was preceded in death by his wife of 65 years, Madeleine. Neal was the cherished father of Earlene Smith of River Edge, loving grandfather of Jane He and her husband Zuobin of Wayne, and great-grandfather of Quinn Neal, and Jade Madeleine.

Neal was an audio director for NBC Television in New York. In the early days of live television he was responsible for the audio engineering of the Perry Como, Kate Smith, and Milton Berle Shows, as well as many other sports and entertainment productions. The latter part of his more than 30 years at NBC was spent as a Master Control engineer.

He was a WWII Coast Guard veteran and was a 60-year member of the Grand Lodge of Free and Accepted Masons of Ohio.

A funeral service was held on August 6th at the Christian Community Church in River Edge. Memorial donations may be made to the Good Shepherd Mission, P.O. Box 2401, Paterson, NJ 07509.

Send condolences to Earlene Smith at
291 Oak Avenue
River Edge, NJ 07661

Elmer Eugene Garnes Remembered By His Son, Gene

It is with extreme regret that we announce the passing of E. Eugene (Big Daddy) Garnes, who died on June 5, 2009 in Morristown, NJ at the age of 81. For most of his 37 years at NBC he was employed in Radio Network Operations primarily as a Maintenance Engineer. Prior to that he worked in Live TV Operations as an Audio Engineer. Before joining NBC he worked in radio at WLAN-FM in Lancaster, PA, WSBA Radio in York, PA and KYW Radio in Philadelphia in various engineering capacities. He retired on December 31, 1987.

He is survived by his wife of 25 years, Jane Garnes; two sons, Eugene, an NBC DPS Engineer, and Glenn; and a daughter, Janine. He is also survived by 13 grandchildren. Two children, Victoria and Richard pre-deceased him.

The Garnes family would like to thank all who kept Big Daddy in their prayers during his illness.

Memorial donations to: American Kidney Fund, 6110 Executive Blvd, Suite 1010, Rockville, MD 20852-9813



Send condolences to Gene at:
P.O. Box 758
Poughquag, NY 12570-0758

Peacock North
P.O. Box 112
Rowayton, CT 06853

Presorted
Standard
U.S. Postage
PAID
Permit No. 26
Williamstown, WV

Dues were due—
January 1, 2009



New Peacock North Members

Your contacts:

Marilyn Altman

Jim Marshall

Lenny Stucker

Joel Spector

(Peacock North Editor)

E-mail: peacocknorth@yahoo.com

Mailing Address:

PO Box 112

Rowayton, CT 06853

**Mariel Morin of Fresh Meadows, NY,
is in News Production at 30 Rock.**

**Jim Ellis of Levittown, NY,
is in Sports at 30 Rock.**

**Christine Connal
of Palm Beach, New South Wales, Australia
is with Network EJ.**