

Peacock North

Fall, 1997

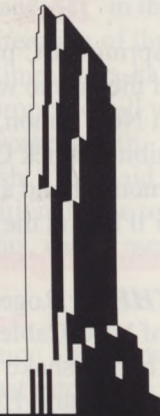


Volume 6 Edition 3

at 30 rock



by Dan Grabel



It's 10 PM, What Are Your Kids Watching?

Are your kids (grandkids) watching their quota of television? A researcher who has been following the industry for 25 years comes up with these stats: pre-schoolers are watching 2 to 3 hours a day while those in the 5th and 6th grades (11, 12 year olds) are watching tv and playing computer games for nearly 6 hours a day! Kids addicted to the tube usually have parents with the same 'ailment.'

Dr. Dorothy Singer of Yale is the source. She adds, two-thirds of the parents did not know which programs their children watched.

The reasons for concern are that these kids have a poor acquisition of general information, their cognitive and language development are poorer than kids who watch less, and many of the couch potatoes are overweight since they are not out rolling hoops or riding a bike.



Down the road, says Singer, these kids will think all problems can be solved with a quick fix (between the next to last commercial and the station break).

Dough Boy

Tom Brokaw's contract came up for renewal this past summer and NBC must have been a little nervous that he might switch. CNN, said the tabs, was a possibility. NBC dug a little deeper, put Tom under contract for another 5 years, and added TWO million a year to his take. Brokaw is now the SEVEN million dollar (a year) man. He doesn't even score goals like a Chicago Bull, slap in pucks like a Canadian, nor throw baseballs like a Japanese pitcher.

Tom is a 30 year veteran. There was a time whenever there was a reference to Brokaw it was followed by "Brian Williams, the heir apparent." But now, 5 years? 'Tis a long wait for the other shoe to drop.

A month or so after the Brokaw contract extension, NBC also extended Williams' tenure until the year 2002. Tom will be 62 that year — old enough to collect his social security check and move to his Montana ranch, near his neighbor, CNN's Ted Turner.

Promo Wars

Read the trade papers and it sounds like the nets will be sandwiching in programs between the promos for upcoming shows. Watch for puff stuff involving an aircraft carrier, wrapping buildings like Christo, and having parachutists land in un-accustomed places. The nets are easing up more time than ever to push their logos (see Logo story elsewhere in PN) and shout their catch phrases. Will they ever improve on NBC's old "Be there!"?

The hoopla will also show up in supermarkets, fast food chains, and on the Internet. One gimmick will have tv buffs "chatting" with the show stars on the Internet. If you are intrigued try (<http://www.NBC.com>).

NBC will be in the thick of it with a newly created

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cartoon character — Johnny Chimes, an animated peacock. How will CBS promo a *black rock*?

NBC's Own Intranet

Coining a new term -- Intranet -- NBC has been testing an in-house message center with 200 select persons involved nationwide. It carries info on employee benefits, job postings and the Daily News Report. (Carrying info on job postings should be a laugh if it's a reprise of company activity back in the 80s when job descriptions were often tailored for the friend of the guy who was looking for an assistant. We know one individual who applied for 27 jobs and never got selected, yet still remained on the payroll in the then-current job).

Awards

NBC was recognized in the first annual Prism Awards for de-glamorizing drug use and violence in society in the net's pub service campaign "The More You Know." **Dr. Rosalyn Weinman** exec producer, and **Susan Haspel**, producer, were honored.

"Dateline" won a Robert F. Kennedy Journalism award for Outstanding Coverage of the Problems of the Disadvantaged. Stone Phillips was the honoree. KNBC in L.A. is honoring one inspirational Southern California teacher each week on its local news.

Who Dropped the Blackball?

Some time back the Senate Commerce Committee voted 19 to one in favor of a ban on violent television during times when kids are viewing. We wonder who could have cast the dissenting vote?

Hog Butcher

Remember how they used to say the Chicago slaughter-houses sold every part of an animal except the pig's squeal? NBC has improved on that. Brian Williams does an MSNBC news show at 9pm and that is re-racked, updated, and shown on CNBC an hour later.

CHEER ! CHEER ! for Old N.D.

Notre Dame and NBC will go another 5 years, through the year 2005, with the net televising all 6 home football games of the Fighting Irish every year.

Solutions

NBC's "Unsolved Mysteries," now in its 9th season, has bagged its 150th fugitive with a capture in Albuquerque. Less than a hour after an accused child molester and murderer was profiled on the program, he was captured there.

Strictly Speaking

There are 2 guys around who are experts on the Queen's English.... well, there are more, but we can think of 2 -- **William Safire** and **Ed Newman**. We were vexed by everybody using the word "grow" in a new context.... as, "grow the business." I can agree with "grow onions, etc." but business? Anyway when we asked Ed, he kindly

provided us with this reply: "I think its permissible because grow can be used as a transitive verb, though it usually means starting at the beginning, as in 'We grow tulips in the garden,' whereas, 'Grow the company' implies making larger what already exists."

Ed continues, "The main point, however, is that this is a case of usage taking over and when a usage becomes sufficiently widespread, it also becomes acceptable."

Tnx, Ed. Whoever said PN Newsletter was not an educational medium?

Oink. Grrrr. Hsssss.

Last spring NBC presented "The Odyssey" mini-series and part of the promo was a big educational pitch. Heck, this wasn't Neal Simon, it was Homer the Greek. The net ran an exhibit at Rock Center that included a talking pig, a one-eyed monster and a three-headed snake. The usual crowd you'll find at the commissary?

Mister Rogers Looks at the Future

Not *THE* Mr. Rogers. This one is **Tom Rogers**, president of NBC Cable. Broadcasting and Cable, a trade rag, asked him to shake his crystal ball and see what's ahead in the industry. Here, condensed, are some of his thoughts:

In 2007 digital transmission will be in full swing... some broadcasting will be by subscription, some direct to PC..... standard broadcasting currently is an essential ingredient to build new businesses..... erosion of the standard broadcast audience will continue.....there's no evidence yet that high definition tv will have great consumer appeal...

Program Labeling

NBC was the only net which did not adopt the revised rating system for programming material. **Warren Littlefield**, NBC Entertainment prexy, said the old system wasn't given enough time to work. Local NBC stations, however, may opt for some kind of revised rating system rather than be the only station in town which does not use the new system which is more detailed. The affils are more concerned about pressure and license renewal.

Expense Vouchers

CBS has sent out the word to those lucky enough to have an expense account. Easy on the dinner tipping, every meeting does not have to include a meal, excessive use of cellular phones is verboten, staying at a Four Seasons Hotel (5 stars) is not the way to economize, and if you're charging for gas and parking make sure it's for CBS business and not your convenience. The Tiffany network is re-describing itself as the Woolworth network. The net may cut 100 jobs to help pay for the \$1.5-billion Westinghouse spent for Gaylord Cable Broadcasting. During its first full year under Westinghouse ownership, CBS cut 200 jobs.

Labor Pains

The UPS strike's big issue was part-time employment.

That is, or was, a major issue too in the talks between NABET and ABC television where the union contract expired last March 31. ABC has 1,600 fulltime NABET employees and nearly twice that many, 3,000, daily hires. At this writing ABC wants to increase its part-time and non union help.

Something we didn't know. Some members of the present session of congress seem to have a convoluted view of family values. The first bill put in the hopper after election --called "Working Families Flexibility Act" in the House and "Family Friendly Workplace Act" in the Senate -- had as its objective the obliteration of the law requiring employers to pay workers time-and-a-half after 40 hours of labor in one week. The proposed bill would have permitted employers to "pay" workers with compensatory time off, instead of cash. That, said the proponents, would give workers additional time to be with their families. That, said the opponents, would mean less pay for workers.

Abbreviations

Get used to seeing the abbreviation DBS in tv news stories. It translates to direct broadcast satellite.

Sports Machine

The **George Michael** Sports Machine program, now in its 14th season, is bigger than ever. This fall 140 stations will take the Sunday evening wrap-up and that coverage represents 85 percent of the country. The show is produced by WRC in Washington. The longevity could be attributed to the unusual camera angles, slow-mo replays, and closeups.

I always remember the Michael's script as much as the action. Ms. **Pat Lackman**, the writer, prefers a syntax Ed Newman wouldn't approve. She likes the phraseology -- "He would next hit a double," or some such future tense for an action that was past tense. It's odd to my ear, but sportscasters' round the nation have picked up the phraseology and as the house grammarian sez -- "if everybody uses it, it is acceptable." Ms. Lackman, who is also Mrs. Michael, has won 3 Emmys for her work on the show. So much for my viewpoint!

George Michael, like his show title, is a sports machine. He does 4 daily newscasts and 2 half hour shows on Saturday for WRC, a local radio sports report several times a week (from his home) for WMZQ-fm, and the weekly network show.

NBC Lineup

Fall shows on the net will include the successful "Dateline," and a lot of others that may come and go by the time you read this. They include: "Suddenly Susan," "Fired Up," "Caroline in the City," "Naked Truth," "Mad About You," "Just Shoot Me," "3rd Rock from the Sun," "Veronica's Closet," "Jenny," "Working," "Players," and "Sleepwalkers."

Late Night

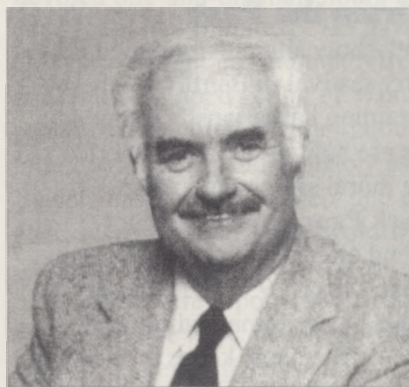
David Letterman, whose show was like a house afire at one time, is now number three in the late night lineup with a 3.4 rating and a 10 share while **Jay Leno** is number one with a 5.0 and 15 share. Nightline was number two in a recent weekly report.

Emmys

Here's how the 1997 prime time Emmy nominations came in: HBO, 90; NBC, 89; CBS, 60; ABC, 44; and Fox trailing with 19.

Capt. Kangaroo

We recently discovered that Capt. Kangaroo, the whimsical character who held forth on CBS from 1955 to 1985, and then on PBS for another 6 years, started out in tv as an NBC page. When **Bob Smith** created "Howdy Doody," **Bob Keeshan** (the Captain) was a "go-fer," and then created the Clarabell



Bobby

character. Soon after he left NBC, Keeshan got a bid from CBS to create something to keep them competitive in the morning show time slots. Over the years Kangaroo won 6 Emmys, 2 Peabodys and 3 Gabriels.

Bob Keeshan now runs a company with former Education Secretary **Lamar Alexander** called Corporate Child Care, Inc. It provides developmental child care (versus custodial child care), something that is sadly lacking in USA, says Keeshan.

Apparently the name and persona of Captain Kangaroo now belongs to Saban Entertainment which is producing "The All New Captain Kangaroo," a syndicated show which will air weekends on WABC. The Captain will be John McDonough, who has extensive experience as a performer. He beat out 1,000 other applicants for the job. Bob Keeshan, now 70, was never asked to reprise the role.

Where Are They Now?

Behind the mikes at CNN you can add **Garrick Utley**, **Gene Randall** and **Jim Bitterman**. And at CBS radio, **Lisa Meyers**.

Correspondent **Irving R. Levine** is now dean of International Studies at Lynn University in Boca Raton....Presidential son **Ron Reagan** is living in Seattle and a



Ron Reagan

Continued on next page.

correspondent for "TV.COM," a weekly syndicated series broadcast on WNBC at 3:35am Saturday morning. The show is much about surfing. Have you caught it?....**Frank Field** followed son **Storm** and joined WWOR. Frank has done his schtick at WNBC, WCBS and WNYW since he first switched from ophthalmology to meteorology in 1957....**Gail Yancosek**, who spent 18 years at WNBC, is now vice/president news for the Fox Channel 5. Gail will oversee the 10pm cast and the morning show, "Good Day New York." She's been at the station since 1990....**Andy Friendly**, who worked with Gail on "Live at Five," is head of programming and production for King World, the syndicators of "Jeopardy," and "Oprah."

Voices from the Past

Steve Allen, "Tonight" show alumnus, summed up current tv fare at an industry festival in Banff with these words -- "vulgarians entertaining barbarians." Today's crop of program producers are helping to push American culture and society down a moral sewer, said Allen.



Jack Paar

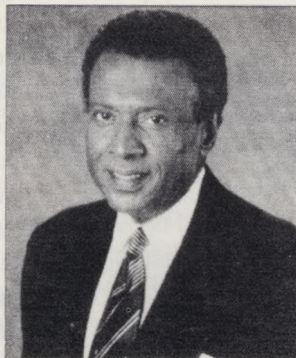
Jack Paar, who became a tv legend after hosting "The Tonight Show," from 1957 to 1962, says he thinks he has remained famous because his name keeps on coming up in crossword puzzles. "It's the 2 'a's' in my name that make it so popular." Jack is 79, lives in Connecticut, and hasn't been on the air regularly since 1965.

Hellos & Goodbyes

Bob Arnot, the house physician on CBS news, now has office hours on "Today." I believe I recently caught Dr. Art Ulene, who had been longtime medical reporter on "Today," on CNN.... **Suzanne Malveaux**, ex WRC, Washington, has moved to the net side as a network correspondent... **John Agoglia**, longtime president of NBC Enterprises, has departed after 18 years. He oversaw business affairs, co-ventures and syndication. At age 60, Agoglia says he has worked for 40 years and now wants to enjoy the fruits of that employment. Agoglia says he's taking the first 6 months off and, maybe, will later pursue other interests. His last big deal was the Seinfeld contracts.

John Johnson, a WNBC anchor, asked out of his contract.

Johnson, who came to NBC in 1996 after that "Saturday Night Massacre" at WCBS, said he wants to take care of his 82 year old father who is suffering from cancer. A 30 year tv veteran, eventually he may return to the medium. Alternatively, the 59 year old broadcaster may pursue a career as a painter. As an artist



John Johnson



Bryant

it, may be hard to replace his current reported \$750,000 salary.... Anchorwoman **Carol Marin**, who quit WMAQ-Chicago in protest after the station hired talk-show host **Jerry Springer**, as news show commentator, has joined CBS. Among other chores, she'll report on the new **Bryant Gumbel** show. After a lot of flap, Springer quit one week later.... **Dr. Max Gomez**, lately of WCBS, is returning to WNBC and "Dateline." Gomez is replacing **Dr. Jocelyn Appollon**.

Stick-To-It-ivaess

When the New York City rent control laws were about to expire last summer, WNBC's Sunday night 11pm broadcast stayed with the story right through to its completion at 1am. **Brian Thompson** was the man on the scene in Albany.

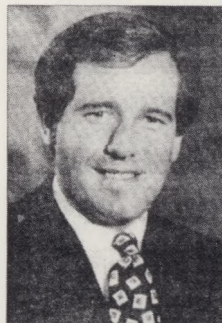
More Honors

Grant Tinker, former NBC Entertainment CEO and a member of Peacock North, will be inducted into the Academy of TV Arts & Sciences Hall of Fame which is based at Disney-MGM in Orlando. The citation will read, "For making the highest calibre of lasting contributions to television over a 40 year career." Does that include his years as an NBC guide?

Viewers for Quality Television, a watchdog group, has put NBC's "ER" show at the top of its list for its "Q" (quality) award. "Homicide," and "Law and Order" also were among the nominations. NBC got 33 nominations while ABC and CBS had nine.

TV Audience

NBC fared best among the nets last season in attracting audiences. Compare the average prime time ratings: NBC 10.5, CBS 9.2, ABC 9.2 and Fox 7.7. And in U.S. market penetration: CBS 100%, NBC 99, ABC 99 and Fox 98.7



Elsewhere, these figures on cable audiences: **Brian Williams'** MSNBC news gets an average 27,000 viewers per 9pm broadcast. The Fox news channel attracts just 10,000 viewers. And CNN, according to our source (NYTimes), attracted only 247, 000. When Williams substitutes for Tom Brokaw on the regular NBC network, 8-million homes tune in.

Moneybags

GE's second quarter earnings rose 13 percent. to \$2.16 billion. That's GE's highest profit for any quarter in its history. Chairman **Jack Welch** said he expects the company to deliver record earnings for the rest of the year. Nine of the company's 12 businesses reported increases of

more than 10 percent. That's the kind of news that brings joys to retirees who are under the medical plans even if premiums inch up regularly.

Money in the Bank

The industry's push to sign up fall sponsors has paid off handsomely with \$6.1 billion in advance advertising revenue. NBC generated better than one-third of that total while the other 4 nets shared the remainder with considerably fewer sales.

However, it's not so cheery over all tv-land. Among the lesser networks, 2 have reported huge losses: UPN lost \$146 million and the WB network lost \$98 million. Both companies, it should be noted, went into television on a defensive attack since the broadcast nets were not buying all of their product and they needed outlets. Also, advertising agencies have reported that the average cost of producing a 30-second commercial rose 6 percent to \$278,000.

Olympics

What is the value of an Olympic connection? Plenty! thinks General Motors. The car maker, NBC and the International Olympic Committee have disclosed that GE will pony up \$900-million over 8 years to sponsor games and other Olympic activity from the year 2000 to 2008. \$500 million will pay for media time on NBC telecasts of 5 summer and winter games and \$400 million will cover costs of training support and "official" vehicles for the 44 national teams competing in the games. **Philip Guarascia**, who heads GE's advertising for North America said, "This isn't about dollars, it's about value." Sounds like that came from the pen of a P.R. man. Shades of "One step for man...." well, you know the rest.

You'll recall that NBC Sports scored a coup in signing up rights to 4 straight Olympiads. However, the next Olympics, the winter games in Nagano, Japan in 1998, is not an NBC event.

Tiger, Tiger

The hottest name on the pro golf tour, **Tiger Woods**, showed his drawing power in the U.S. Open (golf), which NBC broadcast with weekend ratings averaging 6.1 and a 19 percent share of the turned-on tv sets. That compared with the previous year when NBC's coverage garnered only a 4.7 rating and a 16 share.

Interactive

This fall, viewers of some NBC shows will be able to use their tv set to punch up plot summaries of network shows, check sports statistics and order products advertised on the air. NBC will be the first major U.S. broadcaster to offer the services. The system operates through the tv remote control box. By the end of the year, an estimated 800,000 consumers will find this new way to spend money and garner information.

Politicos Free Time

Should candidates for national political office -- president, vice president -- get free time during political campaigns? **Bill Clinton** has appointed a committee which will report on the question in 1998. Clinton has suggested broadcasters provide the free time in exchange for the government granting free licenses for the new generation of digital transmission technology. Political parties spent \$400-million on advertising in 1996, up from \$25-million in 1972.

Hong Kong Turnover

When China took over Hong Kong in June, ABC devoted one-and-one half hours to the story while NBC chopped it to 3 minutes. CBS gave it 45 minutes. In defense, it might be said that NBC's alternative broadcast material was taped action of Wimbledon tennis and the programmers obviously thought that was more interesting to U.S. audiences and probably as interesting as watching British and Chinese soldiers and politicians. Of course, NBC also provided **Tom Brokaw** with live coverage on MSNBC for those who just had to have the HK story.

There were reports that Brokaw "Went through the roof" over the NBC decision. NBC's position was that this was not a breaking news story, and we agree. But let's go to the Neilson's. ABC's HK got a 4.8, CBS got a 4.4 and NBC's tennis got 2.2 in the time slot from 10am to 1pm. NBC's rating for the time period was down 27 percent against the previous week. I still think they were right.

And this. NBC sent 50 staffers to Hong Kong and the coverage cost one million dollars. But put it this way-- in addition to the 3 actuality minutes in the U.S., NBC also programmed MSNBC and its super charmers in Asia and Europe, a spot for Nightly News, And heck, it was a nice junket for the writers and engineers. Then, too, Tom worked in a holiday in Mongolia, and how often can you squeeze that into a remote?

At the Competition

CBS has pulled videos of the "**Amos 'n Andy**" show from mail order sales. For a while the ancient comedy show was raking in cash and the Bridgestone Multimedia Company, which handled the mail order sales, sold 50,000 tapes since January. Complaints of racism probably weren't worth the dough the show was earning.

"Amos 'n Andy," was created by 2 white entertainers, Freeman Gosden and Charles Correll, for NBC radio in 1928. It went to tv with a black cast from 1951 to '53. In the 1960s, CBS found audiences in Africa until Kenya complained in 1963. It had not been in syndication since 1966 when it jumped back to popularity earlier this year.

Chris Schenkel had a 36 year run with ABC's Professional Bowlers' Tour but the net has finally cancelled the show because the audience was growing too

Continued on next page.

old to lure advertisers. Schenkel has been in broadcasting for half a century, but at 73 he said he was not ready to retire.

Joan Lunden wasn't ready to move, but move she did because ABC's "Good Morning America" -- which she co-hosted -- has not attracted America for a good many mornings. **Lisa McRee** a 35 year old anchor who worked overnight news shows for ABC got the nod. Lunden's 46, and 17 years at this post, at first said she moved to do prime time specials for ABC. Now, she says, "yeah, they pushed me out."

ABC admitted in August that it has cut the staff by 200 employees about 4 percent of the 5,000 total -- to help balance the books.

Bryant Gumbel, who was pretty much of a memory for months after he left NBC, got back in the big picture by hosting the Emmy awards in September. We came across another Gumbel item we missed earlier. Before his retirement from "Today," he was off the morning show and it was suggested he do "other things." Not to worry. One report says Bryant's deal with CBS is worth \$25 million. That'll buy a lot of Havana corona coronas.

Jaime Tarses, the first woman to head a major network entertainment divisions was the topic of an endless amount of tv new stories this past summer. The 33 year old "wonder programmer" who helped develop "Friends" and "Frasier" for NBC was supposed to pull ABC entertainment out of its lackluster position. She kept on saying, "I'm staying." With an annual contract worth a reported (we always use "reported" since we never believe these figures) ABC wasn't about to let Jaime spend the next year on the beach at Malibu. At this writing she's still entertainment president but she'll share decision-making with Stuart Bloomberg. Hmmm, you know how long those joint decision-making combos last. The last one we can think of is the joint prime ministers of Cambodia. One is out of work now, isn't he?

A wee bit of bad taste was demonstrated, we think, by a reporter at NY1, the cable news station. Guy named **Dominic Carter** blew his top when he tried to get in a question about one topic at a news conference when New York's City Hall had announced it was only taking questions on a different topic. Carter, feeling his oats said to **Cristyne Lategano**, Mayor Giuliani's PR woman, "Keep it up Cristyne, and I will singlehandedly bring you down." Every astute newsperson knows any power he/she thinks he/she might have is really the power of the newspaper or tv station and not his/hers. Let him/her leave the job tomorrow and see what his/her standing is as an individual. We'll file this under "Too big for his britches."

Don Imus may be in the same

league. In a verbal battle with Justice Harold Rothwax because the Justice removed Imus's wife from a jury, the broadcaster said he'll pursue the matter to the end of his days. Imus, often described as a "hock-jock," had repeatedly mangled the justice' name on the air -- Rothworm, Rothweiler, Sleazewax, etc."so the judge is suing him for libel. In his defense, the now cautious Imus says "But I didn't maliciously attack him." Imus also said he said much more offensive things about Bill Clinton and Clinton hasn't sued him.

Oldsters

The NYPost did a column on America's aging tv personalities who seem to be age-less as far as tv audiences are concerned. NBC personalities didn't make the list, but CBSers and ABCers did. Mike Wallace and Andy Rooney have celebrated 79th birthdays. Hugh Downs is 76. Don Hewitt 74. And Morley Safer and Barbara Walters are 65. So who's counting? "Sixty Minutes" and "20/20" are two of the highest rated magazine shows on tv.

If It Bleeds, It Leads

Joe Angotti, a one-time NBC vice president, who is a University of Miami communications professor, conducted a survey earlier this year on the content of local newscasts. It was said to be the first such survey on a national scale and you can just about surmise what the results were. The locals are an endless newsreel of stretchers, body bags, yellow police line tape and anguished victims. About 30 percent of the news was crime-related, followed by natural disasters (10%), arts & leisure (8.696) health (6.9%), education (2%). Consultants, said Joe, tell producers "viewers are interested in crime -- report it." But Joe says viewers are really interested in solutions to crime. Summed up -- crime is easy to cover, its visual and it takes no research.

SMART vs Neilson

For the past 2 years Statistical Research of New Jersey has been testing a new tv rating system to compete with the Neilson's, which have been the industry index for nearly half a century.

The nets, which are paying the development expenses, are unhappy because Neilson has continually documented the erosion of their audience.

The new system, acronym SMART -- Systems for Measuring and Reporting Television -- is being tested in 500 Philadelphia homes. Program watching is monitored by electronic codes embedded in tv shows. Part of the system includes pressing a button to indicate what you are watching. Somehow, the system also will measure as viewers people who are in a room but don't consider themselves as actively watching the tube.

"Today" Streak

In early September "Today" notched its 88th straight weekly ratings win over the other morning shows --



Imus

breaking a record previously set by "Good Morning America" back in 1991.

3D & HD for the Tube

Technical changes are coming quickly in the industry, with some already here and some due in 1998. They are efforts, of course, to woo more viewing.

Three-dimensional television came last May when both NBC and ABC presented programs in 3-D — about 40 years after Hollywood movies introduced the innovation.

NBC provided 16 minutes worth of 3D in an hour long episode of "3rd Rock From The Sun." ABC offered it in "Home improvement" and "Spin City."

The nets used the Wendys and Little Caesar Pizza chains to distribute 35 million pairs of plastic glasses so home audiences could view the shows. If you don't eat fast food you saw the program as a normal tv offering. A scientific note: because our eyes are set slightly apart, each eye sees images at a slightly different angle. The brain receives images from each side and puts them together and that becomes third dimensional.

The other tech advance — high definition tv (HD) — will be coming in 1998. Home Box Office and Cablevision Sports may be the only cable operations to offer the crystal-clear pictures and high-quality sound at that time. The three major nets have made similar announcements.

There's just one impediment — how many viewers will own HD sets in the near future? Will people be lining up outside the windows of tv shops, as they did in the 1940s, to view the phenom because they don't own HD sets?

New TV Ratings System Averts Legislation

The television broadcasting industry, except for NBC, and family advocacy groups agreed in August to a new system of ratings for programs.

If you think programming the VCR is difficult, wait



CEO, Bob Wright

until you try to decipher the new alphabet soup.

We've gone from just Y, Y-7, TV-G, TV-PG, TV-14 and TV-MA to the additional designations of V, S, L, D and FV.

Translation, please.

Y = for all children

Y-7 = unsuitable under 7

TV-G = suitable for all ages

TV-PG = parental guidance

TV-14 = unsuitable under 14

TV-MA = adults only.

The new system rates programs more specifically: V, for violent content; S, for sexual; L, for vulgar language; D, for suggestive dialogue and FV for fantasy violence. That just about makes Hansel and Gretel, The Three Little Pigs and Little Red Riding Hood unsuitable, but gives the nod to The Sound of Music.

NBC argued the agreement, which puts a 3-year moratorium on federal legislation for ratings, amounts to government coercion and is the first step toward censorship. One government threat was to add a V-chip to tv sets which parents could alert to block off unsuitable programming. Introduction of that device has been delayed.

One example of the new ratings, which started October first, is "The Nanny." Under the old system it was rated TV-PG. Under the new, TV-PG/S-L-D.

Parting Shot

We don't usually point out in this column what we think are horrible errors on the part of mighty news show producers, but Nightly News was so off base just after the Princess Di funeral that we have to comment. In an effort to show how tough it will be to raise Princes William and Harry without their Mum, "Nightly" depicted the life of an American widower with three children. What kind of comparison is that? Royalty vs middle classy "Public" school boys with a future within restricted lines vs ordinary kids. British vs American! Pot fulls of money vs a modest income!

Boy, NN reached way out and missed the mark by, let's say, transatlantic distance. They just had to have a Di related closer, no matter how incongruous. And probably there were shouts from the control room, "good show, good show." Bah!

Tnx

As usual, our thanks to newsman Roy Silver for his assiduous reading and clipping of the daily press to provide much of the material for this column. □

Dan Grabel fills us in with 30 rock news from Scarsdale, NY.

NBC Moves to 30 Rock

Inaugurates radio broadcasts from Radio City. *by Frank Vierling*

Acknowledgment and Disclaimer:

Dick Dudley was kind enough to send me 17 pages of NBC press releases from which I have distilled the following account. The releases were written before the fact and I have treated them as if they had happened. I trust they did occur as NBC's press department advertized, but I can not say for certain that all went exactly as planned and I have written. FV

The weekend of November 4, 1933 witnessed the spectacular feat of moving the offices from 711 Fifth Avenue to Rockefeller Center in 42 hours! On Monday morning (the 6th), when the staff reported for work at their new location, they found their desks, files and other equipment exactly as they had left them when they walked out of 711 the previous Friday.

The move was the biggest job ever done in such a short span of time. John R. Carey, then manager of the NBC Service Department, was the man who engineered every detail of the huge undertaking without a single hitch.

The new home occupied just short of nine acres. Every desk, filing cabinet, typewriter and ink well used by more than 800 executives and employees was moved like clock-work. At 4 a.m. Sunday morning the last piece was in place.

Carey and his staff of 55 worked for weeks to accomplish this. Everything was tagged and cataloged. Floor plans were drawn showing the placement of every piece of furniture including the pictures on the walls, even the ashtrays, waste basket and desk ornament was detailed.

On moving day, vans moved in a steady stream between 711 and 30 Rock at four minute intervals. Books, papers and small articles, including the music library's 500,000 pieces, filled hundreds of wood cases. Over 360 vanloads were moved. The entire job cost \$10,000.

Carey and his staff made a tour of inspection just before sunrise on Sunday. While they inspected and straightened the new offices, telephone men were hooking up 605 phones.

The entire studio staff of pages, telephone operators, hostesses, first aid attendants, elevator operators, porters and guides, numbering more than 180, assembled on Sunday for a tour of each room, to explain the layout and list the people occupying each office, and their duties.

"I went to my office about half past eight on Monday morning, after snatching a few winks," Carey said, "and sat at my desk, waiting for the first call to come in. It came at nine thirty from a young lady who wanted a vase for her desk. From then on the calls were more frequent, most of them to say nice things about the smoothness with which the move had been made, and the others just the routine service calls such as we had every day at the old studios."

Carey's next big job was to have everything ready for the official opening the following Saturday evening, November 11.

Every detail, from the studio equipment down to the last ashtray in the reception rooms, was in order. Carey had an augmented staff of nearly 200 to act as guides for the occasion.

Carey was formerly with the American Telephone and Telegraph Company where he constructed WEAf's first studio at 195 Broadway. He recalled how Graham MacNemee, pioneer announcer and one of the NBC memorable announcers, used to sit in an unventilated cubbyhole between two control rooms, trying to keep himself cool in the summer with a hundred pound cake of ice and an electric fan.

NBC OPENED RADIO CITY HOME WITH WORLD-WIDE BROADCAST

NBC officially dedicated their new studios on Saturday evening, November 11, 1933. 1,200 distinguished guests were seated in the huge Auditorium Studio (8H), and millions of listeners all over the world sat in front of their loudspeakers.

At 8:00 p.m. the inaugural program opened with a blast of trumpets from the top of the RCA Building. The NBC Symphony Orchestra under the direction of Frank Black, played the Star Spangled Banner and Mr. Merlin H. Aylesworth, president of the NBC, extended greetings to the studio guests and the radio listeners.

The famous Schola Cantorum Choir and the NBC Symphony under the direction of Albert Stoessel presented "Unfold Ye Portals" from Gounod's "Redemption," and Jane Cowl, noted dramatic actress, read a dedicatory poem.

Famous radio pioneers, Jessica Dragonette, Frank Munn, Virginia Rea and the Revelers sang a medley, and Dr. Walter Damrosch, dean of American conductors and NBC's musical counsel, directed the orchestra in the March from "Tannhauser."

John McCormick, Maria Jeritza, Will Rogers, Rudy Vallee, Amos 'n' Andy and Paul Whiteman completed the list of distinguished artists.

The program closed with a trans-Atlantic radio conversation. David Sarnoff, RCA president, in London on business, talked with Owen D. Young, chairman of the board of General Electric; Sir John Reith, managing director of the BBC; and General James G. Harbord, chairman of the board of RCA, who were in the Radio City studio. As they finished speaking David Sarnoff, seated in his London hotel, tapped out the letters "R-C-A" in code, which signaled the lighting of a battery of flood lights surrounding the RCA Building, and on its roof, more than 800 feet in the air to flash on, in a brilliant announcement, that Radio City had been "put on the air."

Later the guests watched "The Seven Ages of NBC" a musical and dramatic program originating from the Radio Guild Studio (8G), the second largest studio in the center, and later a special broadcast which was short-waved to Admiral Byrd and his party enroute to the South Pole.

Visitors inspected NBC's new home, with its twenty-seven

studios. Eight additional studios, occupying two entire floors, had been left unfinished for the time being.

The studios range all the way from the Auditorium Studio, 78 by 132 feet and three stories high, to small and intimate speakers' studios. They also inspected Master Control, and the air-conditioning plant, where observation windows permit the public to "see the wheels go round."

On the Master Control board a myriad of lights flash on and off as stations across the country join or leave the networks. (See picture, page 39.) Engineers preset the networks in advance, so that when the chimes rang everything was ready for the next program switch.

Studio 8G was officially dedicated to Guild productions on Monday afternoon, the 13th, with a radio adaptation of the stage success, "Mrs. Moonlight." Edith Barrett, who starred in the stage run, had the leading role. That production inaugurated a week of special dramatic broadcasts which brought many of the greatest radio, stage and opera stars to NBC's microphones.

The renaissance of the Broadway theater, evidenced by box office receipts, was celebrated by three gala programs titled "The Theatre Presents...." with stars and featured players in hit plays from the Great White Way, as well as the chorus ensembles of the leading musicals. Monday night, the choruses and casts of "Champagne, See" and "Hold Your Horses" aired with players including Peggy Wood, Helen Ford, George Meader, Jack Hazzard, Joe Cook, Ona Munson, Tom Patricola and Inez Courtney. Other noted stars who appeared were Florence Reed, Colleen Moore, Ethel Barrymore Colt, Dorothy Stone and Helen Broderick.

On Wednesday, Lenore Ulric, Fay Bainter, Mabel Taliaferro and Hope Hampton, and the principals of the casts of "Let Them Eat Cake," and "As Thousands Cheer" including William Gaxton, Victor Moore, Lois Moran, Marilyn Miller, and Clifton Webb appeared before the microphones. The third of these programs had the ensemble of "Murder at the Vanities" and cast members James Rennie, Naomi Ray, Minnie Dupree, Olga Baclanova and Bela Lugosi.

Other stage and NBC stars heard on Friday night were Laura Hope Crews, Joe Penner, Charles Winninger, Frank Crumit, Mario Cozzi and Lee Wiley.

Three of the week's drama offerings were designed to display the new sound effects equipment. "Skyscrapers," a kaleidoscope of a man's thoughts as he falls from a tall building, "The Last Call," the story of a girl's race from Hawaii to New York to prevent the probating of a fraudulent will, and "Pirates of the Stratosphere," a tale of marauding rocket ships of the future.

A galaxy of stage stars of long ago, many of whose names were in electric lights of the day, revived songs and personalities when they appeared in "A Storehouse of Memories." Late Tuesday evening. Fritzi Scheff, Joe Weber, Christie Macdonald, Cissie Loftus, and McIntyre and Heath were a few of the favorites who were before the microphones.

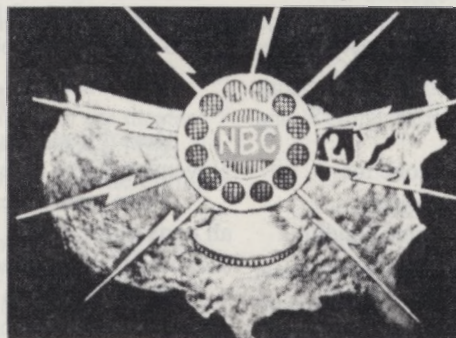
"Mr. Pickwick," a drama based on Dickens' story was

staged, in costume, Tuesday afternoon.

OFFICIAL FACTS AND FIGURES

(NBC press release.)

- * Radio City is the western part of Rockefeller Center which occupies three New York city blocks, from Forty-eighth to Fifty-first Street, and extending from Fifth Avenue to Sixth.
- * The RCA building dominates this community, rising seventy-stories, 836 feet in the air.
- * The RCA building has 5,804 windows, 2,113,000 square feet of floor space (of which NBC occupies 400,000 square feet).
- * There are 74 elevators in the building, some operating at a speed of 1,400 feet per minute.
- * The potential tenant population is 22,000 – equal to the population of Freeport, Ill, Vicksburg, Miss, Jackson, Tenn., or Boise, Idaho.
- * Estimated daily transient population: 40,000, making estimated daily population 62,000 – equal to population of Terre Haute, Ind., Passaic, N. J., Charleston, S.C., or Wheeling, W. Va.



NBC 1926 Radio Logo

CONCERNING NBC'S HEADQUARTERS

- * Because of the wide spans necessary in building a group of large studios, it was impractical to superimpose a seventy-story tower above such construction. Hence, a portion of the Central Tower building was roofed at the eleventh story. In this section are housed NBC's thirty-five broadcasting studios, all broadcasting equipment, the air-conditioning plant, accommodations for guests, performers and broadcasting staff.
- * Four entire floors of the RCA Building are occupied by NBC's executives, department and clerical offices. These are adjacent to and connecting with the broadcast section.
- * All studios are built like boxes within boxes, separate rooms within rooms, raised from the building floors by steel springs covered with felt. These studio walls and ceilings are constructed of several inches of rock-wool and a perforated asbestos-board like material for the purpose of insulating studios against sound leaking into or out of studios. All such surfaces decorated by application of textile fabrics, affixed to walls and ceilings with special sound insulating glue.
- * Eleven carloads (500,000 pounds) of Rockwell were used for this purpose, 1,153,600 square feet of perforated sound-insulating construction board, 1,244,908 square feet of decorative textile fabrics. All corridors, reception rooms, artist green rooms, guest observation booths and client's booths are similarly treated acoustically.
- * All windows looking into studios (from control rooms, observation and client's booths) are made of three-ply plate glass. Many of these panes are too large to be removed for cleaning, hence the two intervening air-chambers were hermetically sealed. To compensate for changes in barometric pressure within studios and to prevent breaking these windows a special system of valves was devised and

Continued on next page.

installed which automatically adjusts these hermetically sealed air chambers to the same atmospheric pressure as that in studios. 5,500 square feet of this plate glass were used.

- * Over 6,000 samples of textiles were considered for decoration of studios. Each was subjected to rigid acoustical tests, resulting in 90% of the fabrics finally chosen being woven to NBC specification, as to weave, color and design as well as material.
- * 175,000 linear feet (4 carloads) of fine woods were used for paneling and wane-scotings of studios, corridors, reception rooms, etc., including fifteen different kinds of decorative woods.
- * Studios include: four special speaker's studios, one for children, a special "cloverleaf" (four unit) studio for elementary television, and a mammoth Auditorium Studio, 78 feet by 132 feet and three stories high, large enough to accommodate a three-ring circus, the largest broadcasting studio in the world. One special studio is for the Radio Guild, with stage, sound insulating glass curtain, provision for scenery and accommodation of guests.
- * Several studios have controllable acoustics for proper broadcasting of various voices, instruments and different groups of both. Fabric curtains or fabric covered panels, electrically controlled from the control room, regulate and control sound absorption and resonating surfaces. All studios are like thermos bottles, doubly corked, with two sound-proof doors forming an anteroom to each studio. 296 of these special sound-proof doors were used.
- * Five special studios are for auditions.
- * Sixteen studios are completed for the opening, eleven are complete except for equipment and eight on the seventh and eighth floors will not be finished until later.
- * Special air-conditioning plant has been installed to accommodate these sound-tight (and therefore, air-tight) studios. This is built in 64 units, each self-controlled as to thermodynamics by a registering thermostat. 20,000,000 cubic feet of air is forced into the building every hour, then humidified or de-humidified as weather requires, warmed or cooled to proper temperature, and forced into studios at a rate of 15 miles per hour, completely changing air of each studio and section of building at least once every eight minutes. All feed and exhaust air-ducts are lined and coated with rock-wool to absorb transient sounds. These air-ducts are connected to inner studio walls by canvas hose to prevent transmission of vibrations to or from studios.
- * All executive offices and offices of those interested in programs are equipped with individual loud-speakers. These are equipped with dial control giving 42 contacts, with performances, rehearsal, auditions or any special short-wave of long-wave programs, that may be piped into central control. All office space is wired so that within two feet in any direction of a given point contacts may be made with radio "voice" wires, telephone wires, light or power circuits.
- * 325 synchronized electric clocks throughout building.
- * There are 250 microphone outlets in the studios.
- * The latest and most improved microphones are used. This is true of the entire broadcasting equipment, all specially designed for this particular purpose.
- * 1,250 miles of wire are used in this equipment, 89 miles of

cable, some having 40 wire strands, some twenty and some ten. These are cut in lengths varying from a few inches to 400 ft., 10,000,000 pieces of wire requiring 20,000,000 wire connections. 600 specially trained union electricians were employed to install and connect this equipment. There is one cable that contains 1,800 strands of wired.

- * The central control board of the broadcasting system and the control panel of the air-conditioning system are both visible to visitors from observation rooms.

A GALA WEEK ON NBC

One of Radio's greatest week was celebrated from Sunday, November 12, to Saturday, November 18.

There were seven days of special broadcasts, coming from all parts of the world, and bringing to the NBC microphones scores of famous personalities, artists and musical organizations.

Broadcasting on Sunday morning opened with a special one hour program, appropriately entitled "Prologue." It presented an orchestra under the direction of Joseph Littau and a mixed chorus with music of a semi-religious nature in keeping with the day.

At 9:00, the regular time of the NBC Children's Hour, there was a special "Radio City Story Book Festival." This program depicted many famous characters of fiction, fairy tales and radio loved by generations of children.

Sunday afternoon listeners were given a tour of Radio City by means of short-wave pack transmitters carried by announcers. Every studio in Radio City was visited and described, as well as control rooms, reception rooms, corridors and audition rooms. Listeners heard programs and rehearsals in the background as the announcers enter studios where those were in progress.

Sunday evening a gala orchestral concert was broadcast over an NBC-WJZ network, in which a 400-piece orchestra, the largest ever heard on the air, performed. Dr. Walter Damrosch, invited a group of distinguished conductors to join him in directing the huge orchestra. They were Bruno Walter of the New York Philharmonic Orchestra, Artur Bodanzky of the Metropolitan Opera, and Fritz Reiner of the Curtis Institute. Egon Petri, famous pianist, was heard as soloist when Frank Black conducted. The program was the American Federation of Musicians contribution to Radio City Week, and Joseph Weber, president of the A.F. of M. spoke briefly.

At 9:45 Sunday evening a history of advertising was presented over an NBC-WJZ network, in musical and dramatic form, tracing the art from its earliest days to the present time.

The first day of Radio City Week closed with a ninety-minute concert by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

On Monday, November 13, the Westminster Choir sang over an NBC-WEAF network at 2:00 p.m., Rudy Vallee and his Connecticut Yankees were heard over an NBC-WJZ network and Robert L. Ripley gave some Radio City "Believe-It-Or-Nots" from London over NBC-WEAF.

At 11:15 p.m. "Famous Composers of the Theater" was presented by Frank Black in a musical program over an NBC-WJZ network. They included Jerome Kern, George Gershwin, Sigmund Romberg, Vincent Youmans and others. Gene Buck, president of the A.S.C.A.P. spoke.

At 11:30 p.m. over an NBC-WEAF network The Players, the famous actors association, paid a tribute to Edwin Booth ,

founder of the club. Walter Hampden, club president led the roundtable tribute with Katharine Cornell, Otis Skinner and George Cohan among others.

On Tuesday, Paul Whiteman was heard again at 4:30 p.m. over an NBC-WEAF network. The Wiener Saengerknaben, famous Viennese boys choir, performed over an NBC-WJZ network at 6:00 p.m., and Frank Black directed a large orchestra over an NBC-WJZ network at 10:30 p.m. in a special program entitled "Waltzes of the World."

At 11:00 p.m. Roxy and his old "Gang" was heard over an NBC-WJZ network, a group of famous old-timers of the theater including Charles Dillingham, Mr. and Mrs. Fred Stone, Fritz Scheff, George M. Cohan, Pat Rooney, Joe Weber, Cissie Loftus and many others performed.

At 12:30 a.m. the third act of "Manon" aired over the NBC-WJZ network from San Francisco, with Lucrezia Bori, Dino Borgioli, Alfredo Gandolfi and Louis D'Angelo as soloists.

Wednesday, November 15, was NBC's seventh anniversary, and greetings by short-wave from foreign countries were featured. Soviet Russia at 12:45 p.m. over an NBC-WEAF network. Italy over the NBC-WJZ network at 2:30 p.m. Canada over the NBC-WEAF hook-up at 3:00, Germany on the same network at 4:00, and England over the NBC-WJZ network at 4:30.

At 6:00 p.m. the united men's and boys' choirs of the Cathedral of St. John the Divine, St. Thomas's and Grace P.E. Churches were heard on the NBC-WEAF network. At 10:00 Frank Black and his orchestra brought old popular favorites to the NBC-WJZ network, under the title of "The Land Where the Good Songs Go."

Thursday the Russian Symphonic Choir performed on the NBC-WEAF network at 2:30 p.m. followed by a burlesque broadcast to the solo NBC network from England. At 5 p.m. a program from Hawaii reached the NBC-WJZ audience, and the Associated Glee Clubs of New York was heard over an NBC-WEAF network at the same time. Mitzi Green's Party, a juvenile feature, aired on the NBC-WJZ network at 6:00.

At 11:00 p.m. Mme. Frances Alda presented a special program over an NBC-WEAF network, and at 11:30 over the same hook-up there was a special "Hollywood-on-the-Air" program.

One of the features of the week was broadcast on Friday over an NBC-WJZ network at 2:45 p.m., under the title "Roaming the World With RCA." A score or more countries were heard from during the program, which was directly followed by a talk by Dr. Frank Conrad, who put KDKA on the air in 1920 as the first regular broadcasting station.

Also on Friday at 3:00 p.m. the Russian Grand Opera Company performed over an NBC-WEAF network for an hour. Phil Cook presented a special variety show at 4:00.

At 11:15 p.m. Tin Pan Alley was glorified over the combined NBC-WEAF-WJZ networks, when a large orchestra and prominent radio stars present a series of recent hit songs.

Saturday, the final day of Radio City Week, featured a concert by the unique "Orchestra Mechanique" over an NBC-WJZ network, and a special Cuckoo program from the new studios of KUKU at 6:30 over the same hook-up.

At 7:50 famous radio pioneers faced the NBC-WJZ microphones, including Norman Brokenshire, Ted Husing,

Phillips Carlin, Graham McNamee, Harry Horlick, Jones and Hare, Vaughn de Leath, Vincent Lopez, Whispering Jack Smith and many others.

South America sent its greeting to Radio City at 9:00 p.m., over an NBC-WJZ network, with a program originating in Argentina, Brazil, Venezuela and Uruguay.

The Chicago Symphony Orchestra aired over the same network from 10:00 to 11:00 p.m.. In addition to all those special features, a large number of famous dance bands and other musical organization, and artists were heard during the daytime and evening hours, throughout the entire week.

ANNOUNCERS FROLIC

(A direct quote from the NBC press release.)

With a Yoicks[†] and away, the merry andrews of the National Broadcasting Company announcers staff will disport themselves on the airwaves on Tuesday, November 14, on a program appropriately titled "The Announcers' Frolic."

Wallington, Bach, Cross, Grauer, Havrilla, Petrie and many others whose mellifluous voices are familiar to radio listeners through-out the country will celebrate the opening of the new studios with an hour of song (on the program as music) and rapid fire japery (labelled "humor"). The program will go into a huddle at 3:00 p.m., and probably will be untangled by 4:00, the exercises in the interim being projected over an NBC-WEAF network for better or worse.

Several skits are now in the making, in one of which the four NBC announcers who have won the good diction gold medal in the past five years- James Wallington, 1933; John Holbrook, 1931; Alvyn Bach, 1930; and Milton Cross, 1929 - will demonstrate their natural mode of speech when away from a microphone.

William Lundell will interview George Hicks, his fellow enunciator, on "What Makes an Announcer Tired" and Clyde Kittell will team up with Alan Kent as the Debunk Brothers - Upper and Lower. Ben Grauer will introduce Howard Claney, the new Radio City poet laureate.

The musical portion of the Frolic will be supplied by those announcers who have songs in their hearts as well as in their voices. Kelvin K. Keech will play a uke and sing some canzonettas, The Announcers Quartet, which was thought to have been left behind at 711 Fifth Avenue, but which turned up during a rehearsal of the Frolic, will bring to listeners the blended golden voices of Cross, Kittell, Neel Enslin and Howard Petrie. As an orchestra of announcers would be just too much, an ensemble under Irving Talbot, NBC staff conductor, will perform.

NBC TOURS

A paid admission system for visitors was started on November 20, 1933. It was designed to give the visitor a comprehensive idea of how broadcasting is conducted and give a general view of the NBC studio facilities. Under the charge of special guides, parties are shown through several floors. Tour hours were from 11 a.m. to 11 p.m., lasting about one hour and cost 40 cents. □

[†] Yoicks, a hunting cry to urge hounds after a fox.





By Heino Kipp



Hello Dear Folks! Those UFO's must really be making time go faster, 'cause the summer was scored as "*allegro ma molto presto*" on my music sheet! My wife Christina, the Swedish princess, has added Real Estate Diplomas onto the office wall. But don't ever go through the first year of Real Estate tenure, 'cause surely you'll quit. The 2nd year seems to be moving, but not without road-blocks. You think WE spent a lot of time at work? Well, real estate has it all over us - there is no such thing as **NOT** being on the job. Guess who has added chores?

Bob Van Ry (North Arlington, NJ and St. Augustine, FL) returned to the USA after a triumphant tour of South Africa. Look at your map and trace his travels. Kenya, Tanzania, Victoria Falls, Serengetti. Saw a few lions and tigers and five species of leopards, lots of gazelles, elephants, rhinos and many other species of animals and exotic flora. Accommodations, Bob says, were great, slept in a tent one night, wasn't awakened by any tigers rustling his belongings even. His biggest thrill was riding in a DC-3 on one of the flight legs on his way home. There were so many animals that he had to use his cinerama wide camera lens. Guess my two shi-tsus weren't anything to get excited about for Bob.

Norman Blumenthal e-mails: "You guys are unbelievable! The latest issue was sensational. I look forward to receiving it and re-reading it several times. I really prefer the abundance of nostalgic material, as opposed to hearing too much about today's news at NBC. I'm sure there are some who disagree, but I love to hear the old names, and wonderful stories about those unforgettable days. I will try to send you a few anecdotes about super stars, **Bill Hildreth**, **Lee Kramer**, **Dick Auerbach** and others worth remembering. I will include a mention of dear **Ted Nathanson**, who it was my pleasure to have as my director on **CONCENTRATION**.

Sorry I couldn't attend the last luncheon, it must have been great thanks to such generous people like you. I will try to be make the next luncheon."

Norm asks if there is any sort of list of e-mail addresses? "At the moment, I hear that **Rick Berman** has compiled some 27 addresses." (Norm, see page 36 for Rick's list plus others.) Norm's e-mail moniker is **nbx6@aol.com**our Hollywood Producer/director **Walter Miller's** e-mail address is **miller1@aol.com**

— Say Hi to Waltie. (More about Rick coming up later.)

Some names from the past: **Jerry Canizarro** left NBC when they sold the mobile units to NEP. He left with **Sen Louse**, **Bob Melanson** and others. He and Sen Louie are now working for Fox News. They are located across the street from NBC, one block south on 6th Avenue. It is a fairly big operation with about 500 people working there. Their operation is somewhat similar to CNN. **Warren Langrock**, who left NBC and was working in Florida, joined them at Fox. Warren is now in a managerial position. They don't have a union at Fox, but he says the conditions are good. They work four, ten hour days a week. They get paid overtime and just about all other benefits they had at NBC — including a pension plan. Their salary is about a Group 5. He seems happy there. (Hey Jerry and group, keep in touch, it's nice to hear from you all. H)

Frank Vierling and Lois spent the summer at their lake side home in Maine, with visits from daughter and granddaughter (Tucson), and son Don (NJ). Don installed a 3.2 gig hard drive and perked up Frank's computer, which he takes to Maine to while the summer away working on the **PN** Newsletter. (Neither of us are really totally happy with our computers, in spite of all our upgrades. Microsoft is bringing out a Windows 98 before year's end, and Fiji is threatening a newer operating system outdating everything. I've installed windows 95. Plug in and play is still a dream. H)

Getting back to Maine. On the 4th of July, the usual tradition for Frank and Lois is to attend the fireworks display in Portland. It was spectacular this year. About the sixth shell exploded 3 feet off the ground and set off the whole finale! The whole show was over in five minutes! 222 unused shells had to be set off after midnight. Of course by then they were home tucked in bed. Anyway, sez he, one of those things going off at ground level is quite a sight. "It really shows how huge they really are!" Oh well they'll try again next year. (Visualize a giant ball hundreds of feet round right in front of you spraying giant sparklers all over!, not to mention the BOOM. Yikes, everyone's OK - A July 4th to remember. H)

Walter Himmelberg had a heart attack last spring and an angioplasty procedure for the remedy. He has enrolled in a rehab program. Watching the "Today" show brings back good memories. Walt's new address is: 1527 N. Royer Street, Colorado Springs, CO 80907. Tel: 719-636-3104. (Walt has finally left that flat dry land of Texas to the mountain country, and it's a lot cooler and how about that snow! Enjoy it Walt, I hear they were looking for you for the jury in the next big trial out there. Enjoy your retirement. H)

Former Unit Manager **Jim Dulahan** left NBC and went to Florida 'cause **Klaus Heyes**, also a former Un Mgr, who had gone to Florida after the department

scandal, talked Jim into going there also. Jim was here in the big city to attend Ted Nathanson's memorial. He gave me the news that Klaus had passed away. I mentioned this to Bob Van Ry which brought to mind this story from Klaus's youth.

It seems that Klaus had spent his early boyhood in Germany during the early Hitler era. Der Fuhrer had chosen Klaus as "a youth model, the perfect Aryan Youth." Pictures and statues of Klaus appeared all over Germany promoting their clone. (Van Ry was shown one by Klaus at his apartment in Harmon Cove where a group of us lived.) Imagine Der Fuhrer's embarrassment when he discovered that Klaus had fled the country — and then discovering that one or both parents of the "Perfect Aryan Youth Model" were Jewish.

Al Camoin, Spring Hill, Florida, missed doing the center camera at this year's Miss Teen Age USA: (August 20). Instead, he spent five days in a hospital with pneumonia. (*I thought you get pneumonia only up here in the nawth.*) As a result, he stopped smoking, after all these years. We all hope he recuperates quickly. In the meanwhile he keeps busy as usual — he never stops. Recently his wife, Lee, also had a stay at the hospital and appears to be doing fine. She has never slowed down either. They also enjoy their pool and being able to pick grapefruit and oranges fresh off their trees. (*The best, to you two. H*)

Spoke to **Dee** and **Billy Goetz** (6692 Stilwell # 42103, West Bloomfield, MI 48322) Fone: 810-728-0653. They have been working hard with physical therapy and he is slowly getting better (*a stroke during a bypass operation*). Bill talked slowly and seemed very happy that I called. Dee says they often look at their photo album and it perks him up. (*Give them a call.*)



From the early '50's, Crew 2 in studio 2A at 106th Street.

Taking "5" at the "Armstrong Circle Theater."

Top Row: Mel Hensch, Walter Arnold, Bill Goetz, Al Finelli, Herb Ling.

Bottom row: Bill Kelly, Buddy Joseph, Elwyn Allen and Phil Berge.

Thanks for the picture, Dee.

Sometimes it's the simple things of life that gives one the most joy. For ex: Dee writes: "During the Korean Olympics we were just 'working' all the time, so Bill and I decided that on any 'off time,' we would just walk around the surrounding areas, taking the subway to Seoul, having meals in town — sample things. We took our Cantina chief to his favorite Korean restaurant for an unforgettable eve of tastes and fun. It was just across the street from the University where all the student unrest was coming from. They were more interested in seeing Americans than their staged uprisings — one picture, which I remember, was a shot of a group of youngsters, and in the foreground was a bandanna clad fellow looking towards the camera, a cue was heard and the bandanna fellow gave the crowd the cue to begin their Molotov cocktail routine."

Now that summer is past, **Rick Berman** still manages to be quite busy in Charlottesville, VA. He does recordings for the blind and the Charlottesville Symphony Society, the Piedmont Council of the Arts, the Radio Club and lots of public service events. Also Public Access TV and doing audio occasionally for the only television production house in town.

His list of e-mail addresses is growing, still gets on ham radio to chat with ex NBCers on 80 meters and 40 as well as on 20 meters, where resides the NBC Net at 14.223 MHZ. Propagation has been fair during the summer in VA. as here in NJ.

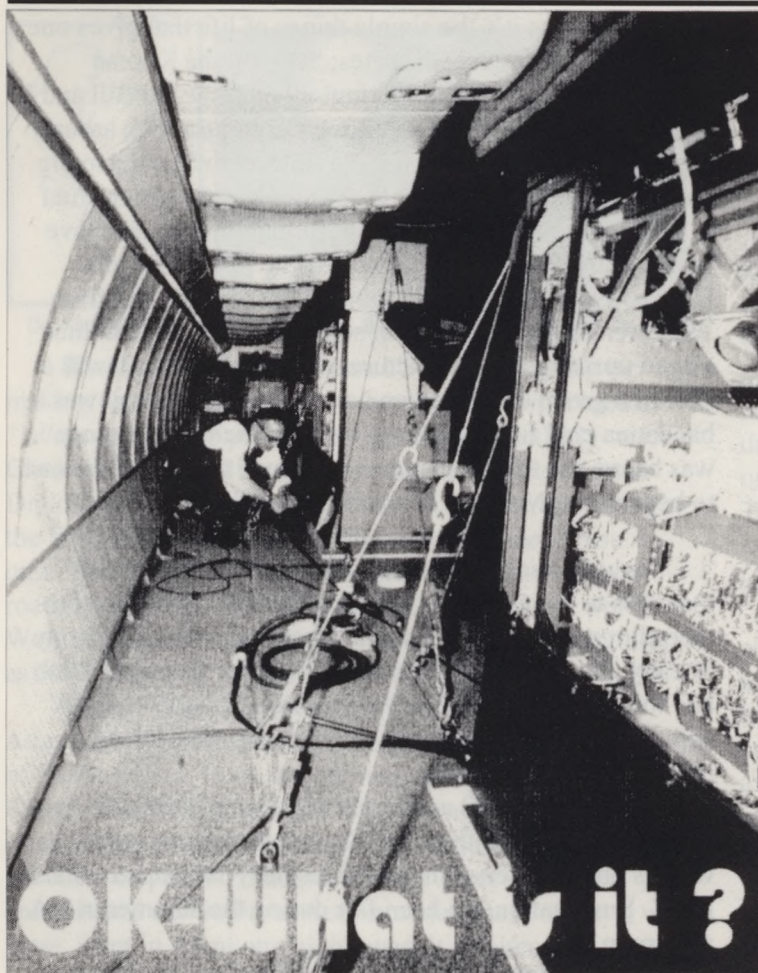
Doc Potter, Rick says, has been recovering at a nursing home (*quad by-pass, a pacemaker and aortic valve replacement*) and should be home by now (*he is*). Rick talked to **Bob Morris** who is slowly recuperating from his hip replacement. (But at ninety five, everything goes slowly, except time.) Also talked to **Ted Seiter**, he's fine as is **John Rice**. Hasn't been able to reach **John Ward** or **Jim Kneeland**, both of whom were always active on the NBC Net. Another active "ham," **Andy Anderson**, seems to be fine except for a bit of Parkinsons. Soon the weather will keep all youse Hams indoors, so join the crowd on the radio.

Rick sends an invitation for anyone traveling north or south past DC. "We're 110 miles southwest and could put up anyone who needs a nights lodging. It would be good to see any of you. Was able get **Leo Farrenkopf** and **Gene Frisch** over for a mini Mid-Atlantic reunion. Let me know." *Rick - KO4WQ*

Rick also sent us a photo. Run your memory tape back a few years and you'll see that you're looking to the rear of two old-time 3-inch videotape machines, which they had loaded into a Boeing 707, chartered off the line from TWA.

"We had two motor generators and the two tape machines installed for the trip to London in 1965 for Winston Churchill's funeral. **Bill MacAndrew**





was the News VP with us and **Chuck Corcoran** was the Technical Supervisor. **Ernie Thiel** was one of the tape operators, and I can't remember the other one. **Vic Kimm** was the Group 6 maintenance man.

We flew to London, took on audio and video tapes from the BBC and taped four hours of the funeral, loaded **David Brinkley** on board, dropped off the BBC lines and took off.

We edited the four hours down to one and a half hours in flight. David refused to use the audio booth we had built for him to do his voice-overs, so he did that from a video tape truck that was waiting for us, all wired to the RCA Building, at JFK Airport. Mel Hench was the audio man in the tape truck.

The first show was "On the Air" twenty minutes after we landed. No satellites in those days.

The funny thing was the rush we went through to get passports and shots. Think that took a total of four hours. After all that and we never even left the London Airport, never had to go through customs or anything. As I remember, we were 12 people on board, with a full cockpit and stewardess crew, and food and booze for one hundred twenty passengers. Anyway, it was a fun trip." *Rick*

Frank McArdle, Roxbury, NY called in and we had a pleasant chat. He enjoys being in the country in a small town after living around the Big Apple. Gave us the sad news of **Larry Lockwood** (*Silent Mikes*, page 22).

Lotty (Sinclair) Hudak, Westfield, NJ (the older

Today-ite, she says) couldn't make the La Mag bash, but wants to give her best to all you Today folk and the rest of the PN gathering. Lotty wrote a volume praising PN.

We all here thank you.

ALL YOU HAMS, A FEW STALWARTS HAVE KEPT THE NBC HAM RADIO NET GOING THIS SUMMER IN SPITE OF BAD PROPAGATION. WITH THE COLDER WEATHER COMING,

JOIN IN TO 14.223-10 AM!

AN INTERESTING STATISTIC

I counted some 23 PN folk who are over 80 and felt we had to congratulate them. So all together



ART ANDERSON, Black Mt., NC
 KEN ARBER, BOYNTON BEACH, FL
 RAY DiPRIMA, Brooklyn, NY
 Phil FALCONE, JAMACA, NY
 HANK FOLKERTS, PORT ST. LUCIE, FL
 RUDY GEBHART, PORT WASHINGTON, NY
 VINCENT GENZARDI, TOMS RIVER, NJ
 GENE HAMILTON, APACHE JUNCTION, AR.
 Ed HERLIHY, New York, NY
 William HOWARD, Austin, TX
 JAMES MACCULLOUGH, Mt. VERNON, OH
 FRANK MCKIERNAN, DEERFIELD BEACH, FL
 Bill MILLER, PORT CHARLOTTE, FL
 JOSEPH MILROY, PORT CHARLOTTE, FL
 ART POPPLE, BRADENTON, FL
 ROBERT POTTER, DUMONT, NJ
 DORIS ANN SCHAFENBERG, FORT WORTH, TX
 Ted SIETTER, Sag HARBOR, NY & BAHAMAS
 GARRY SIMPSON, VERGENNES, VT
 Ed STOLZENBERGER, Ft LAUDERDALE, FL
 Ed WACKERNAGLE (RECENTLY MOVED) MONTANA
 JACK WINOCUR, Brooklyn, NY
 STEWART MACGREGORY, LARCHMONT, NY
 PERRY COMO, Jupiter FL

* * * *

Ed Wackernagle has moved from California to Missoula, Montana. Loves the view from his mountain apartment. He's not back on the amateur airwaves yet.

Stewart MacGregory (Larchmont, NY) was delighted having attended the June LaMaganette luncheon. Since it was Sunday, Stu was torn between his ecclesiastic duties and coming to mill with his former workers. He has been the Sacristan and

Assistant since 1961 at the Christ Church in Bronxville, for which I commend him for his noble work. And of course, he immensely enjoyed one of the best get togethers yet. Beryl Pfizer's new word (*during her talk*) didn't upset Mac, for he reminded me "let ye who be without sin, cast the first stone" and the Bible commands us to go forth and populate the world – and uses a somewhat different word.

We change the column heading now, borrowing from The Perry Como Show:

We Get Letters

This "epistle" came a short time ago prompted by the great crop of speakers at La Maganette, from the same Stewart MacGregory.

Stu has had a very fascinating career at NBC, encompassing many facets. He begins:

"Oftentimes when you see an item in the newspaper, it will bring to mind some memories of years gone by. The story that I saw was the obituary for Emilio Azcarraga Milmo. I first met Emilio in 1955 in Mexico City, when I was the Unit Manager of "Unit A" of the monthly TV program WIDE WIDE WORLD. He was 25 years old and I was 38.

I was in my fourteenth year of employment at the National Broadcasting Company, Inc. and had been a unit manager since 1948. The President of NBC, Sylvester L. "Pat" Weaver wanted to produce a live TV Program that would cover interesting happenings that took place on a Sunday afternoon throughout the United States and Canada. In fact anyplace where we could get a TV signal back to the NBC Network and entertain the public with a live presentation.

Dave Garroway, of the TODAY Show, was to be the host and interlocutor, and General Motors agreed to sponsor the 90 minute live program. Barry Wood was to be the Executive Producer and Herb Susan, Gerald Green, Bob Bendick and John Goetz were to head up each Production unit.

Our unit had Eugene Jones as Associate Producer, Joseph Liss as writer and Clifford Paul as Technical Program Supervisor. Each unit would produce a 90 minute program once a month. There were to be nine programs during the season, which was later stretched to be 13. The program was on the air for the seasons 1955 through 1958.

Because there were no videotape facilities in 1955, we had to get the signal back to New York via "Land Lines" (The Telephone Company) or microwave. No film was to be used, with the exception of the commercials. The event covered was to have been happening on that particular Sunday. As the season progressed it became more difficult to find Sunday events. It became necessary to move Friday and Saturday happenings to Sunday afternoon. Some towns, and particularly Chambers of Commerce were not too happy, but all in all, we generally received great cooperation.

All the TV pick-ups had to be arranged in advance, usually getting the cooperation of NBC affiliate stations at the point of pick-up to furnish the TV mobile unit, the technical crew, and equipment to cover the event. The Production Unit also had to go on a survey of the particular event.

The first show was to encompass a live bull fight in a bull ring, performed by the Mexican comedian **Cantinflas**; a pickup of the speed boat "Blue-Bird" driven by **Sir Malcolm Campell's** son **Malcolm**, on Lake Mead, Nevada, and portions of a Shakespeare performance by the players in **Tyrone Guthrie's Theater** in Toronto.

There were many other pick-ups but the space limits me to this story:

I was dispatched to Mexico City with a packet of five \$1,000 bills (US currency) to sign the agreement with Mario Moreno (comedian Cantinflas' real name).

This is where I met the young Emilio (Azcarraga Milmo), who so graciously squared us around and actually made all the preliminary arrangements with Cantinflas. We had first contacted Emilio on the phone from New York. While we were in Mexico City, Emilio had orders from his father, Don Emilio, that we were to be treated as honored guests, and believe you me, we certainly were treated that way. The Don headed up the TELESISTEMA MEXICANA, and he wanted very much to make further arrangements with NBC and television in the states.

The visit was wonderful, and the food and living quarters were fantastic. You felt like royalty the way we were treated by young Emilio."

George Newell (NJ) started temporary duty at the Valley Forge Military Academy and College as organist and choir master in Wayne, PA. In between his duties there, he still conducts his orchestra with the big band sound in my area of New Jersey. (*Wonder if he might open up the "Meadowbrook" on the Newark Pompton Turnpike from where Court Snell used to do so many radio remotes during the Big Band Era in the Forties?*)

Dan Grabel, Scarsdale, NY, sent along his usual end-of-summer report. "On the road again Grabels." Dan and Pat had an active summer starting with a land and sea trip to Alaska, the new "Hot Spot," according to their travel agent, but they went anyway. Enroute they visited friends in Salt Lake City, their 5th time in that area. The couple also attended a trio of weddings in Vermont, Toronto and Minneapolis, and did the Long Island beach scene at Westhampton and Southampton. The plan was to wrap up the year with a fortnight in Barbados before resuming the downhill ski season.

News from **Howie Atlas** via E-mail: — **Bob Sullivan**, Chambersburg, PA, and **Gene Rigelon** went to visit **Joe Zurcher** in North Carolina. (Joe's wife had recently passed away..... **Toby Laufman** is still living in Queens. In October he became an octogenarian. Not doing much Ham radio 'cause his



xmtr is broken, but he does some 2 meter QSOing. Howie asked Toby about the internet but doesn't think he'll make it. Up until recently he was still using a Commodore 64 — not exactly the state of the art equipment..... Howie talked to **Lou Gerard** who is moving from Virginia Beach to Century Village in West Palm Beach October 1st. (*Speaking of Lou, what is happening to Mario Ciarlo these days.*)..... **Jerry Weiss** (Los Angeles) was in town for his 50th reunion from Long Beach High School. He was staying with a high school friend in Bellmore, Long Island. "We had a mini-mini luncheon. Besides Jerry and myself, **Sid Chomsky, Scott Schachter** and **Murray Veechio** were there. A lot of war stories, but this time we covered both coasts. Jerry Weiss has been in LA since 1954." (*This info came by in mid-September. H*)

Here is another report from Howie:

E-mailed to Frank V and faxed to H Ripp at 3:15 in the am. Peacock North never sleeps! This time Howie attended the 2nd annual Burbank retiree reunion on Sept. 27th, guess where? Burbank of course.

They have a very informal organization that started holding "Burbank" reunions last year. It is run by **Terri Collum, Helen Boyle** and **Joe Strauss**. There are no dues and no officers — just an annual get-together.

Tambi and **Dot Tamburri** were there — they're both fine. **Jerry Weiss** was there. **Russ Neis** was there - "as talkative as ever," adds Howie, and **Eunice Smiley**, sans **Tom**.

"I was hoping to see **Peter Groom, Armand Poitras** and **Jack Kennedy** who had been at last year's reunion, pity they couldn't make it. Pete can't see too well at night and Armand who was supposed to drive them is now having memory problems, so they had to cancel. Jack Kennedy is suffering from Parkinsons and is in a home, so he couldn't make it either."

"Now some Good News. While I was out there, I visited with **Vinny DiPietro** and **Marie**. They are both fine. They recently moved from Glendale to Sherman Oaks. The new house is about the same size as the other but is all on one level - which is just what they wanted. Vinny's e-mail address is: vinsays@aol.com"

Howie continues, "**Bob** and **Diane Juncosa** were headed for Spain for a month. They flew to JFK and spent the weekend with their son in New Jersey. Then on the way to JFK, for a 6pm flight to Madrid, they stopped off at our house for lunch. It was a lot of fun — the usual 'discussions' with Bob."

"**Bill Miller** had a knee replacement on Sept. 7. He said the implant is working out OK, but is having some side effects from the operation. He has lost some mobility of both hands. The doctors feel that he will recover in time. Bill said 'Meanwhile will have to QLF until I can feel the paddles on the bug.'" (Did he say that?)

Howie's note: I looked up the meaning of "QLF," it

is:..... a microprocessor based interface designed to go between a standard Morse key and a radio transmitter. The circuit receives a signal from the key, processes it, and retransmits it to the xmtr in plain English - if your hand isn't too steady it will clean up the dots and dashes!

Howie continues: **Marty Dennis** (Tuscon, Ariz) had an operation in January and was having some difficulty walking. He is now able to use a cane and is coming along fine. He's living full time in Tucson. No longer commutes to the East coast for the summer.

And, **Neal Smith** is still living in River Edge, NJ. He and his wife, like the rest of us, have had some medical problems. Both OK now. The thing that really amazed me was that Neal (the consummate stock charter) is basically out of the market and into fixed income items! Is he trying to tell us some-thing?

Also, **Arnie Dick** said he had a great summer in Vermont. Was visiting his newly married daughter in Connecticut, then headed to another daughter in Maryland for the Jewish Holidays, then back home to Florida. Busy man.

Remember **Johnny Deeg**? He retired back in 1980. He is now living full time at what was his summer home in Sag Harbor, on the east end of Long Island. Spends most of his time fishing. **Melody Paterson** and about 42 others took a SERO (Special Early Retirement Opportunity) buyout. Also leaving are **Cory Leible** and **Al Rice**.

Fortunately, no "Sorry to Report" news! *Howie*

Our Publisher par excellence (Frank Vierling) writes:

"Daughter, Elizabeth, an RCA National Merit Scholarship winner, is a molecular biologist at the University of Arizona. She heads a biology lab preparing students for their PHD's. She just finished a 26 day around the world trip where she had speaking engagements in Poland, Singapore, and two different institutes in Taiwan. Between Singapore and Taiwan she and a college friend climbed Mt. Kinabalu (north tip of the island) and took a river trip to see orangutans, etc., in the wild. They managed to miss all the Indonesian smoke."

A SHORT Rippo MEDICAL NOTE:

A TIME magazine article (August 4, 1997) entitled "**Beyond Cholesterol**" described research studies conducted and reported in "The New England Journal of Medicine" regarding *homocysteine* production in the body. Homocysteine is an amino acid which in high concentration, causes the cells of the artery walls to multiply out of control, creating tears and bulges, and these areas become points for the build up of cholesterol and other toxins, contributing to the possibility for heart disease.

The research as to the cause of excessive homocysteine "*points to a shortage of Vitamin B6,*

vitamin B12 and Folic acid, all of which work to convert the amino acid into a molecular form the body can use.

The answer for folks concerned about cardiac health seems to be for them to keep their intake of these protective vitamins high." Quite a simple solution. All good health food stores carry these, but don't go for the chain vitamin stores. I feel their potencies are less than Solgar, Twin Lab, Enzymatic Therapy. *H*

A note from **Cal Broadhead** (NY and FL): Enjoys fishing, boating and Scuba diving in Florida. Fixing up "this old house" keeps me busy in NY. Hopefully expects to be a permanent resident in Englewood, FL this coming year. Cal was a fixture of the audio group on the TODAY Show for eons, and was an efficient and quit talented person. Like many of the TODAY crew, "normal hour employees" seldom saw these people, yet they all made history.

Ken Aarber sent us a few notes received from **Iris Folkerts**. While on a golf course, **Walt Vetter**, president of the "Florida Retirees," was hit by a golf cart. He sustained a broken leg in a few places. Spent four hours in the operating room to repair the leg. After five days in the hospital he was released and is home recovering.

Iris also mentioned that during a vacation trip to Georgia, **Art** and **Mary Kneips'** car was struck by another car in a broadside collision totaling the car and putting them in the hospital for some time. They have been at home recuperating. Mary suffering from internal injuries is undergoing physical therapy.

Art told Ken the driver of the other car was "DWI" and ran a red light. Art is responsible for the NBC Florida Retirees newsletter. We all at PN wish them a speedy recovery.

In a more cheery note Ken relates that HANK and Iris FOLKERTS visited their daughter and family in Wilmington, then took a trip to Boston to attend Hank's old Navy group "STAG-ONE-SATFOR" for their annual meeting. Ken says if he remembers correctly, retirees O. Tamburri and Spike Burrell are also members.

From the August "SPEREDVAC Radiogram" sent by Dick Dudley re: We've all seen pictures of President Franklin D. Roosevelt during his fireside chats, with a huge cluster of microphones in front of him. Later, same prez, but only one mike.

In those days, Bill Smay, a now deceased ABC-TV audio engineer, said everything was heavy equipment. We carried our own gear - ND10's, which were monsters powered by a power pack that was as big and heavy as two auto batteries, always contained in a big oak box, microphones, cables etc. - totaling 200 pounds. Asked if the president remembered his name, Smay said, "He called me by name once when we were covering an inaugural parade. It was raining and I took off my hat

because I liked the old gentleman. I was standing with NBC reporter Morgan Beatty, and Roosevelt saw me as he was waving to the crowd and said "Put on your hat, Bill," real loud. I could have melted. Smay went to work with NBC in 1943 and the following year joined the NBC Blue Network which became ABC Radio. He moved to Hollywood about 1950, got into the grass roots of ABC west coast TV, working audio for the Lawrence Welk Show, General Hospital, the Academy Award broadcasts, Olympic Game telecasts and many others.

Smay said the idea of presidential pool broadcasts came almost by accident. Roosevelt had been on the yacht on the Potomac. An emergency called him back to the Navy Yard. He wanted to make a speech as quickly as possible, so someone devised a way of rigging up a great big plank with everyone's mikes and cables attached that could be lifted and put across the back doors of the Presidents open limo. They lifted this huge forest of mikes and cables and put it in front of FDR.

Roosevelt seeing this struggle said "Surely with all of our know-how, we could do something about this. This is ridiculous!"

As a result, the networks started the pool system, with one person doing the feed. Smay said the networks, the newsreels and independent stations all cooperated with the networks working on a rotating basis. The White House later installed and supplied equipment for pool broadcasts.

Bill Smay retired after a long career at ABC and died at age 74 in 1994.

The Bob and Diane Juncosa, on their way to Turkey in June, had a very pleasant visit with family and friends as well as a stay with **Jerry Cudlipp** and **Howie Atlas**.

Bob writes: "It is hard to picture Turkey from the little we see and read, but it turned out to be a very pleasant adventure.

Turkey is a very open Democratic republic. I expected to find a more mysterious and inward society but instead the people were very friendly and anxious to chat with traveling tourists. They seem to have all the basic natural resources for a healthy industrial nation, but are plagued with a horrendous inflation problem caused by heavy bureaucratic government programs and a very inefficient IRS!

I was surprised to learn that Turkey, this area of ancient Asia Minor, holds such a dominant proportion of the history of civilization from the year 2 or 3 thousand BC right up to the 18th century. There are literally thousands of square miles of ancient ruins of the Hittites, Greeks, Romans and Byzantine empires, most of which are yet to be uncovered. Probably the most impressive ruins of the ancient worlds are in Ephesus, Eastern Turkey. Anyone interested in these ancient civilizations should not pass up a visit to Turkey, especially since it is one of the few

remaining economical tours.

An added bonus is in central Turkey, the area known as Cappadocia, where the landscape is covered with thousands of square miles of very unusual geological volcanic formations that were carved into and used as dwellings, religious and political hideouts, or worship sanctuaries, for hundreds of thousands of people, dating

from the Roman era up to more recent times. It's as scenic as you can get!"

Bob hopes this will wet some of the readers' appetites to get a taste of today's Turkey. □

Until next time, H. Ripp



Many have asked about HMOs. We will try to answer some of the important questions that are a concern to all of our members.

Q. What does HMO stand for?

A. This is actually a variation of the phrase, "Hey, Moe!" Its roots go back to a concept pioneered by Doctor Moe Howard, who discovered that a patient could be made to forget about the pain in his foot if he was poked hard enough in the eyes. Modern practice replaces the physical finger poke with hi-tech equivalents such as voice mail and referral slips, but the result remains the same.

Q. Do all diagnostic procedures require pre-certification?

A. No. Only those you need.

Q. I just joined a new HMO. How difficult will it be to choose the doctor I want?

A. Just slightly more difficult than choosing your parents. Your insurer will provide you with a book listing all the doctors who were participating in the plan at the time the information was gathered. These doctors basically fall into two categories — those who are no longer accepting new patients, and those who will see you but are no longer part of the plan. But don't worry — the remaining doctor who is still in the plan and accepting new patients has an office just a half day's drive away!

Q. What are pre-existing conditions?

A. This is a phrase used by the grammatically challenged when they want to talk about existing conditions. Unfortunately, we appear to be pre-stuck with it.

Q. Well, can I get coverage for my pre-existing conditions?

A. Certainly, as long as they don't require any treatment.

Q. What happens if I want to try alternative forms of medicine?

A. You'll need to find alternative forms of payment.

Q. My pharmacy plan only covers generic drugs, but I need the name brand. I tried the generic medication, but it gave me a stomach ache. What should I do?

A. Poke yourself in the eye.

Q. I have an 80/20 plan with a \$200 deductible and a \$2,000 yearly cap. My insurer reimbursed the doctor for my out-patient surgery, but I'd already paid my bill. What should I do?

A. You have two choices. Your doctor can sign the reimbursement check over to you, or you can ask him to invest the money for you in one of those great offers that only doctors and dentists hear about, like windmill farms or frog hatcheries.

Q. What should I do if I get sick while traveling?

A. Try sitting in a different part of the bus.

Q. No, I mean what if I'm away from home and I get sick?

A. You really shouldn't do that. You'll have a hard time seeing your primary care physician. It's best to wait until you return, and then get sick.

Q. I think I need to see a specialist, but my doctor insists he can handle my problem. Can a general practitioner really perform a heart transplant right in his office?

A. Hard to say, but considering that all you're risking is the \$10 co-payment, there's no harm giving him a shot at it.

Q. What accounts for the largest portion of health care costs?

A. Doctors trying to recoup their investment losses.

Q. Will health care be any different in the next century?

A. No, but if you call right now, you might get an appointment by then. □

A reminder – 1998 dues are due January 1st.

NBC SERVICE AWARDS RECEPTION



THE HONOREES

45 YEARS

Joseph Konopka

40 YEARS

Peter Flynn
William Freedra

25 YEARS

Lucido Bamonti
John Barrett
Diana Butler
Renee Cahn
Mack Collins
Adalina Falcon-Colon
Elizabeth Davis

Walter Dresch
Susan Dressler
Geoffrey Enfield
Robert Finnerty
Louis Giacchetto
Margaret Hamilton
James Haughton
Larry Hoffner
Thomas Hyre
Seungok Jenne
Esperanza Iising
John Marelli
Michael McCartney
Dennis Murray
Mary Muzina
Beatrice Myers
Robert Nixon

Raymond Pegaz
Hortense Quinones
Albert Rice, Jr.
Olonzo Roberts
David Sacco
Katherine Scaccia-Khalil
Thomas Schaefer
Richard Schraer
Donald Schrimpf
Miriam Simmons
Dolores Singer
Frank Snell
Douglas Taylor
Oliver Tyler
Lawrence Worster
Leonard Zaslowsky

45

25



Bob Wright & Peter Peterson

NBC held its annual Service Awards reception October 16, 1997.

The honorees were feted in the office esplanade on the 52nd floor of the GE building. CEO Bob Wright hosted the gathering, chaired by Ed Scanlon, head of the Human Resources Department.

Several guests related outstanding events during their NBC service.

Peter Peterson, representing Peacock North, address the group with an invitation to join our organization. Bob Wright gave us a boost with some kind words about our **PN** publication. □

Brinkley Adieu

By Dan Grabel

David Brinkley, ever a scribe to be brief, was succinct in bidding his television audience adieu on his ABC-tv Sunday morning show on September 28th. He took just one minute of airtime to close out a radio/tv career that began at NBC-Washington half a century ago.

In the Brinkley style, he made a statement, rejiggered the idea, and expressed it again, even though all knew he was saying "goodnight" for the final time. Of course, we

can expect he may show up again on the printed page.

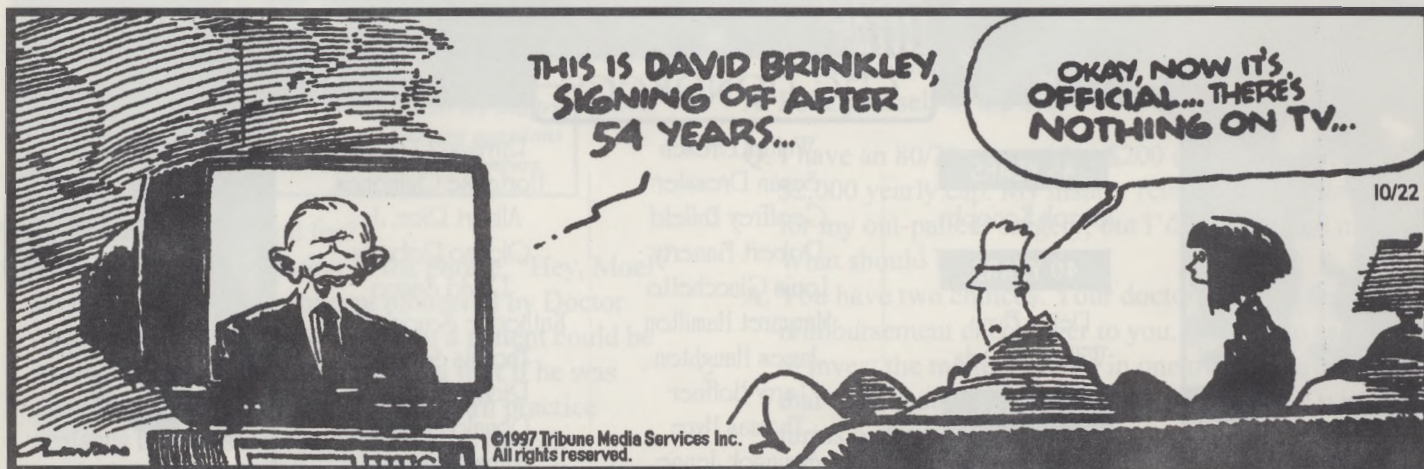
He did a mini reprise on how television came to be. How some famous radio voices, like H.V. Kaltenborn, could not make the switch from radio to tv and passed into oblivion. And how others were lucky enough to get a foot in the door during the industry's infancy.

Brinkley said his tv career was a wonderful time. He enjoyed working with Chet Huntley, and later with Roone Arledge. Said he, "ABC-tv was paying me for something I would do anyway."

And then he recalled the words of an earlier author, one William Shakespeare, who wrote "All's well that ends well." Brinkley's twist -- "My time here ends extremely well."

Goodnight, David.

(DG: reading time 70 seconds — ten more than it took Brinkley.)



What Became of TV's Channel 1?

When NBC began broadcasting television programs in New York in 1939, the first four channel assignments in New York were as follows:

- Channel 1 - 44 - 50 MHZ W2XBS (NBC)
- Channel 2 - 50 - 56 MHZ
- Channel 3 - 66 - 72 MHZ (CBS)
- Channel 4 - 78 - 84 MHZ W2XWV (DuMont)

By July 1, 1941, when commercial broadcasting was authorized, the channel assignments were changed to make room for FM radio using all of Channel 1's frequencies.

- FM - 42 - 50 MHZ
- Channel 1 - 50 - 56 MHZ WNBT (NBC)
- Channel 2 - 66 - 72 MHZ WCBW (CBS)
- Channel 3 - 72 - 78 MHZ
- Channel 4 - 78 - 84 MHZ W2XWV (DuMont)
- Channel 5 - 84 - 90 MHZ
- Channel 6 - 96 - 102 MHZ
- Channel 7 - 102 - 108 MHZ

After the war the frequency allocations were changed again (to the current scheme). Because FM broadcasting was to vacate their spectrum, Channel 1 was shifted down to its original position.

The new lineup:

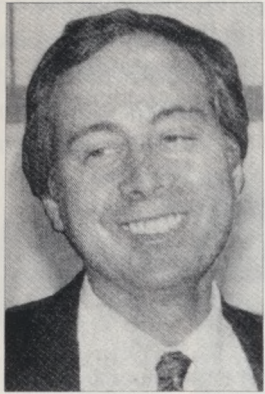
- Channel 1 - 44 - 50 MHZ
- Channel 2 - 54 - 60 MHZ WCBW
- Channel 3 - 60 - 66 MHZ
- Channel 4 - 66 - 72 MHZ WNBT
- Channel 5 - 76 - 82 MHZ WABD
- Channel 6 - 82 - 88 MHZ
- FM - 88 - 108 MHZ

KARO, Riverside, California was assigned to Channel 1 along with WSBE South Bend, Indiana and possibly WNBT was scheduled to move to the new Channel 1.

However, Channel 1 was never used. By the time FM stations moved out of that spectrum it was decided to allocate those frequencies to other services. □

Brandon Tartikoff, programmer.

Forty-eight year old Tartikoff, one of the most successful showmen in network tv history, died August 27th of complications from Hodgkin's



Brandon Tartikoff

disease, an illness he had been battling on and off since age 25.

He joined NBC in 1977 and 3 years later, at 31, became the youngest person to head a network's

programming. In the following decade he was responsible for introducing "Hill Street Blues," "The Cosby Show," "Miami Vice," "Cheers," "L.A. Law," "Golden Girls," and other shows that put NBC first in the Neilson rating for 68 consecutive weeks. Later Tartikoff added "Seinfeld." Some of the net's current success is still based on his picks.

After he left NBC he was chairman of Paramount Pictures and then headed his own production company which he called H. Beale - named after the crazed anchor-man character in the movie, "Network." Tartikoff was described as one of the best-liked executive in Hollywood. (DG)



Joan Heming Frank, television producer, died of cancer. She was 77.

Joan worked on the original "Hallmark Hall of Fame" series in the 50's and 60's for Compass Productions headed by George Schaefer who was the series director.

Mrs. Frank, a Vassar graduate, worked as an economist in the Office of Price Administration during WW II. She was married to John V. Frank, the president of a travel service. Mr. Frank died in 1991.

In recent years, she worked with the Central Park Conservancy and at the Metropolitan Museum of Art. Earlier, she had worked in the political campaigns for Herbert H. Lehman and Franklin D. Roosevelt.

She is survived by a brother, two sisters, a son and daughter, and five grandchildren.



Frank Slocum, writer/vital baseball factotum. Frank, a man of many careers, died of cancer in May after a long illness. He was 71.

He had a lifetime of interest and occupation in baseball, starting in the National League office after leaving the Navy in 1947. He then worked briefly for the Dodgers, became a close friend of Jackie Robinson, and other players in the Brooklyn team's heyday, and moved on to the Baseball Commissioner's office under Ford

Frick, an old family friend. In the 80s and 90s, Slocum was an adviser to baseball commissioners A. Barlett Giamatti and Francis T. Vincent. Slocum's father was a New York sportswriter and Babe Ruth's favorite ghostwriter.

In 1963 Frank started writing NBC's "Baseball World of Joe Garagiola," winning a Peabody one year for Excellence in Broadcasting. That association continued until 1977.

Other writing credits included the Thanksgiving Day and Orange Bowl Parades, country music specials, and the pageants for Miss Universe, Miss USA, and Miss Teen Age USA.

His full-time tv writer credits are impressive: "The Magic of David Copperfield," "Nashville Remembers Elvis," "Fifty Years of Country Music," "A Classical Salute to Miss Liberty," and a Christmas television movie for "Mr. T," who was a popular 80s phenom.

Slocum provided the text for 3 Topps Chewing Gum books based on their baseball cards. While Gil Hodges was manager of the Mets, Slocum helped him write "The Game of Baseball."

In 1986 Slocum was named executive director of the Baseball Assistance Team (BAT), which provides funds and help for indigent players.

(Continued on next page)

Robert Weintraub, former NABET Local 11 president.

Robert Weintraub, Engineering, passed away August 7th after a long illness. He was 69. Bob is survived by his wife, Kerry; 2 daughters, Anita and Ellen; 2 sons-in-law and 4 grandchildren.

Bob was a graduate of Georgia Tech. As a NABET engineer he was active in all aspects of the NBC operation. At the end of his tenure he was a Group 6 supervisor, and instructor, in electronic graphics.

Throughout his career he was very active in NABET. He served in

many offices including that of President of Local 11, New York (1978 - 1981) during which time he was instrumental in obtaining the 401K Plan (Income Savings) for NABET members.

After retiring he studied accounting at Hofstra university and became an instructor in various business schools. He also did extensive volunteer work for AARP helping the elderly with their income taxes.

He was very active in his temple

and a strong supporter of Israel and made numerous visits to that country.

He loved to play tennis and bridge and was an avid photographer having had numerous shows.

It is difficult to condense 69 years of an active life into a few paragraphs. Best to sum it up with: he will be sorely missed by those who knew him and those whose lives he touched.



Frank Slocum is survived by his wife Patricia and two children. (See page 38, "We Get Letters")



Lawrence (Larry) W. Lockwood died March 29. He was 73. Larry was well-known to the cable industry as a regular columnist in both *Communications Technology* and *CED* magazines. A life-long contributor to the development of television, he served as technical director at NBC from 1946 to 1961.

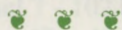
During his tenure at NBC, Larry played a role in developing color television technology and techniques for the improvement of videotape recording and studio production.

As a private consultant, he was involved with the US space program with ground-breaking work for NASA. While there (1961-1974), he led the design effort for an advanced visual system that was superior to 35 mm film with resolution in excess of 2000 TV lines. This multi-million dollar system was a key component in the Lunar Module trainer and the Apollo missions to the moon.

Lockwood also conceived and managed the development of a solid-state, digital logic device to transform non-standard TV signals to standard broadcast rates known as a "Frame synchronizer," and its uses have expanded to include myriad "special effects."

He was instrumental in developing a digital data telecommunications system which packs data in unused portions of a TV signal. Versions of this technology are being used for "closed captioning," Teletext and stock quotations.

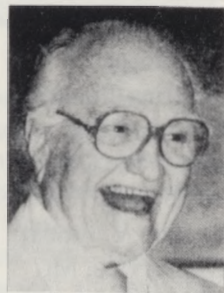
Most recently, Lockwood served as president of TeleResources.



Larry Lockwood

Red Skelton, clown, died after a long illness on September 17. He was 84.

Red's circus clown father died two months before he was born. At age 10 he started working in medicine shows and carnivals. His NBC radio career started in the early 40's where he developed a number of characters including Willy



Red Skelton

Lump Lump, Cauliflower McPugg, Clem Kadiddlefopper and two Sea Gulls – Gertrude and Heathcliff. His TV career started on CBS in 1951 and lasted over a decade. Following retirement from entertaining he sold lithographs of his clown paintings earning over 2-million a year. He received a special Emmy in 1986.

"May God bless."



James Starbuck, choreographer, died at 85 in August of pancreatic cancer. He first started working in tv as a dancer in 1947 and later became choreographer of the "Show of Shows" and numerous variety programs that were the popular fare of that era. He won Emmys as the director of "Arthur Murray's Dance Party" and "The Andy Williams

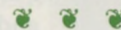


James Starbuck

Show." He also worked on "Sing Along with Mitch." His film work included "The Court Jester," with Danny Kaye and "Fanny" on Broadway.

Earlier in his career, Starbuck was a principal dancer with the San Francisco Opera Company and the Ballet Russe de Monte Carlo.

He choreographed theatre performances for Kaye, Maurice Chevalier, and Lena Horne.



Hy Averbach, announcer, producer, director, died Oct. 14 after heart surgery. He was 76.

He was the radio announcer for Bob Hope and Jack Paar and went on to produce and direct "M*A*S*H," "F Troop" and many other television shows.

Hy had many acting credits and was a regular on "Tonight" and "Our Miss Brooks." Films he appeared in included "The Benny Goodman Story" and "How to Succeed in Business Without Really Trying."

During WW II he broadcast to American troops from Guadalcanal. The show was among his proudest accomplishments, said his wife, Dorothy.

He moved into 1950's television producing or directing segments of "Meet Corliss Archery," "The Gertrude Berg Show," "The Dick Powell Show," "The Flying Nun," "McCloud" and many other series.

He also did pilot shows for Jimmy Durante, helped launch "The Love Boat" and did specials for Don Rickles and many episodes of "The Donna Reed Show." He most recently appeared in the documentary "Jack Paar: As I Was Saying."



Murray Burnett, "Casablanca" creator. He waited for more than half a century for recognition that he and a co-writer created the story line and characters of "Casablanca," first an un-produced play and later one of

Hollywood's all-time masterpieces. Burnett and Joan Alison wrote it as "Everybody Comes to Rick's." Warner Brothers bought it for \$20,000 and put 3 screenwriters to work, and out came the Bogart-Bergman classic. Burnett and Alison later fought Hollywood in the courts for a better deal and continually lost until they regained the copyright.



Murray Burnett, co-author of "Everybody Comes to Rick's," complete with a mysterious cafe owner and the song "As Time Goes By."

This year Burnett threatened to terminate the agreement with Warner, and WB caved in and gave them each \$100,000. A little late. Alison died in 1992 and now, a few months later, Burnett is dead. He was 86 and died in New York.

The NYTimes didn't say so, but **PN's** Roy Silver recalled working with Burnett when the author was a producer on "Monitor" radio. So did Catherine Faulconer Farris. She remembered him as a horseplayer who created pools among the "Monitor" staff and phoned in bets to bookies. He was a good-natured prankster too. One night when announcer Monte Hall was delivering a commercial, Burnett walked into Radio Central on the 5th floor in a fright wig and upset Hall so much that he couldn't finish the narration. Production assistant Ginny Gormser said he was a delight to work with. (DG)



Lee Humphrey, Electronic maintenance. Lee died in early June of lung cancer, he was 81. Lee retired to

Gloversville, NY, in the Adirondacks, in 1977, after 30 years service with NBC. Lee served in the Navy during World War II.



Theresa Tonnesson, wife of former NBC New York NABET engineer Kurt Tonnesson, in June. She was 51. Kurt transferred to NBC's Burbank studios many years ago.



Ed Taffe, engineering, died of a heart attack October 6. He had been hospitalized and was transferred to a rehab center where he passed away.



Larry Glacy, Engineering. His wife, Gisele, informs us that he died of complications from liver cancer. He lived in Freeport, NY. Many will remember Larry as the cigar smoking audio tape engineer on many of the "BIG" musical shows that originated in the Brooklyn studios.



Frank Manfredi, engineering, died October 9 of a pancreas problem (not cancer related). Frank retired in 1987 and was lived in Connecticut.



Jules L. Green, producer. He was Steve Allen's personal manager and the executive producer of "Tonight," and later "The Steve Allen Show." Green also produced the Bell Telephone Hour and tv specials for Vladimir Horowitz and Jascha Heifitz. In earlier days Green had been Bob Hope's agent. He died at age 84 in New York. (DG)



Charles Savaia, Engineering, died after a long illness on October 16. He and his wife, Mary, had retired to Largo Florida. Charles worked his way up through the ranks. At various times he headed the Electronic Maintenance Department, the Video Tape Department, and Television and Audio Master Control.



Ben Franklin, Engineer, passed away on July 26th. He was living in

Colorado at the time. Cause of death was an aneurysm. His body was flown back to New York for burial. Services were held at the grave site.



Nancy Dickerson, award-winning journalist and author died October 18. She suffered a stroke in January 1996 and never recovered. She was 70.



Nancy, 1970

Her 1960 breakthrough as CBS News' first female correspondent helped pave the way for a generation of women to follow.

She was the first female television reporter on the floor of a national political convention and later became the first woman to have a daily network television news show. She earned a Peabody Award in 1982 for her in depth look at the Nixon White House.

In 1963, she moved to NBC News, where she spent seven years and did a daily news show. She founded the Television Corporation of America in 1980, producing specials for syndication and cable. In 1986, she became a commentator for Fox TV News a position she held for five years.

Ms. Dickerson also wrote a 1976 book, "Among Those Present," detailing the Kennedy, Johnson, Nixon, and Ford administrations.

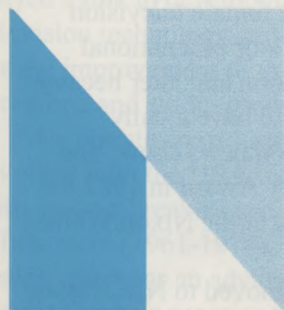
She is survived by her husband, former Deputy Secretary of State John C. Whitehead; three daughters, two sons, and 11 grandchildren. □



It is always with deep regret that we report the loss of our friends and coworkers. We extend to their families our heartfelt sympathy.



Corporate image is an important part of corporate marketing and NBC probably has made as many changes in its trademark as any other company which has been around for 70 years. The changes are all part of trying to au courant and sometimes major mistakes are made in trying to create a trade mark that impresses buyers (viewers). Remember back a score of years when NBC decided to drop the **B** and the **C** and went with the big **N**?



Good idea? Maybe. But the design artists who came up with that did not do his homework and all too late they found that the University of Nebraska tv station was using the big **N** and had done so first. I still have a heavy glass paper weight with that big **N** etched into it. For that corporate error,

NBC ended up donating a huge remote truck, with equipment, to the university.

However, compared with other companies. NBC's trademarks quickly identified the company. Compare that with the circle with striped lines that a few companies use now with slight variations. To wit: Pan American Airways and, I think, Sony. I think its supposed to be global! but there is nothing visual about an airplane or electronics to go with their logos. Or Marine-Midland Bank which once used a Hendrick Hudson type sailing ship as its logo. That was certainly a reminder of *Marine*. Today, however, their logo looks like a bow tie. Maybe that's because MM is now owned by the Hong Kong Bank.!



RCA started out with Nipper the dog and the hound has been in and out of RCA ads since the early radio days. NBC's first logo, 1943, was the microphone with lightning bolts.

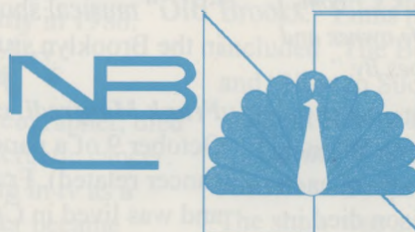
On New Year's Day 1954, NBC mailed out a promotional piece with the 3-colored xylophone -- its new logo. The tones, of course, were a return of the G,E,C chimes first used in 1927. Some say those three tones represented General Electric



Company, one of the founding fathers along with RCA and Westinghouse. Pete Peterson and I both have a set of those chimes and I used mine to close conversations on my ham radio station after saying "73" ("good-bye," in ham lingo).

In 1956, to usher in the age of "living color," NBC

introduced "The Bird," a peacock with 11 colors that was flashed on the screen at the beginning of color programs.



We went to the moving "snake" in 1959, with each letter animated to grow out of the **N**.

Came 1975 and the company went to the big **N**. Abstract trapezoids, they called them. Bold, Bright, Modern. And a boo-boo. I recall it was said NBC paid the designer \$40,000 for the creation.

In 1980, it switched to "the proud *N*." Still the trapezoids, but in white with the peacock superimposed. NBC also used this for a beautiful gold and diamond tie-tack which it gave to those who became 25 year veterans that year. I have one and wear it to the June La Maganette luncheons.

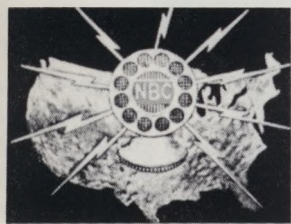


In 1986 the 1956 peacock with 11 feathers became the peacock with just 6 feathers, each feather representing a division of the company. It probably is one of the world's best-recognized logos.

NBC uses the 6 feathered bird for its European and Asian operations, and also as part of its ID in Latin America. □



nbc milestones



1926 NBC establishes nation's first radio network.

1927 Landmark radio broadcasts include Lindbergh's return to the United States after New York

to Paris flight, Tunney-Dempsey fight and Rose Bowl football.

1928 NBC Introduces radio serial drama, *Real Folks*.

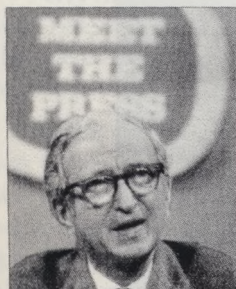


1931 NBC begins experimental TV broadcasts.

1933 Bob Hope begins his long broadcast career on NBC. NBC News is created.

1939 NBC demonstrates, television at New York World's Fair and begins regular New

York TV program service. First major league baseball and college football telecasts on NBC.



1941 NBC's WNBC/New York is granted FCC's first commercial TV station license.

1945 Meet the Press begins on NBC radio and moves to TV in 1947.

1946 An NBC Atlantic Coast four city TV network is inaugurated.

1947 Howdy Doody and Kraft Television Theater debut on NBC. First televised World Series is broadcast on NBC.



1948

Texaco Star Theater with Milton Berle is TV's first runaway hit. TV plays first major role in covering a Presidential election as NBC televises the nominating conventions.



1950 NBC pioneers daytime television with the *Kate Smith Hour* and introduces Sid Caesar in *Your Show of Shows*.



1951 NBC inaugurates first coast-to-coast TV network service and begins field tests for color TV. *Dragnet* debuts as one of TV's earliest and most successful crime series.

1952 *Today* becomes first network early-morning news show.



1953 NBC begins first compatible color broadcasts, preceding other networks by nine years.

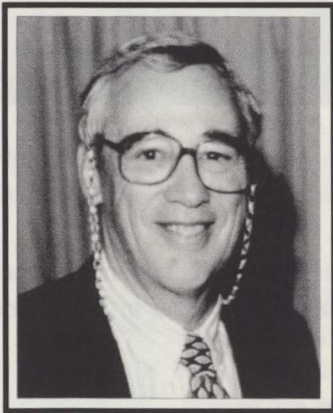
1954 *The Tonight Show*, first late-night talk show, debuts with Steve Allen. *Satin and Spurs*, first TV "special" is shown on NBC.

1955 First color coverage of sports events. NBC Radio introduces *Monitor*, new weekend program service.

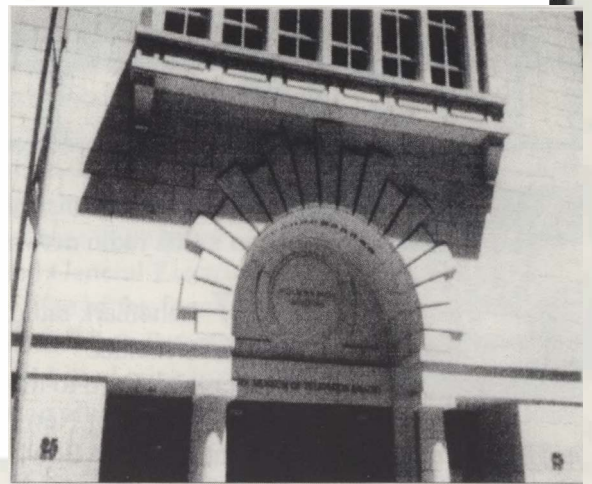


To be continued

They all came
to remember



Teddy



Museum of Television and Radio

On Thursday, 10th of July, 1997,
relatives and friends gathered
at the Museum of Television
and Radio in New York City
to participate in

"A Celebration Of Life"
Ted Nathanson



A part of the full house included:

Ted's daughters - Carla & husband David.

Right two, Laura and Husband Peter (clipped).

The Celebration

Rabbi Rubenstein gave the invocation. As Ted approached the end, they discussed many things calmly. Ted asked the Rabbi to make sure that this celebration didn't interfere with the Wimbledon Tennis telecast, thus this celebration was postponed.

Marty Glickman talked about the time he and his partner Teddy started in the biz and opened up their "office." This 'lady' came in and pestered them for a job. No matter what they threw at her, they couldn't stump her. SHE seemed to know more about sports than the two of them put together, besides "she was a great go-fer." One day Ted announced he was going to get married. Yup, to this sports encyclopedia, Edith.

Norman Eddy spoke about Teddy being rejected by the armed forces. This wasn't satisfactory for him, so he volunteered to drive an ambulance. He was sent to Italy, where he transported the wounded to hospitals. The roads were horrible and they were concerned that the wounded might be injured further by the continued jouncing.

One day a group of injured children had to be evacuated from the war zone. Everyone was fearful of the ride. It was bad enough having to come under fire. The ambulance careened around, through gullies, rocks, you name it, bouncing the kids all around, and the kids were screaming. Afraid the children had been hurt, they stopped to check. They were yelling, but in Italian for MORE, MORE

Bill Rudin, a neighbor on Long Island, spoke about Ted as a warm, loving family man who loved his family and they loved him.

Perry Smith spoke of his warm association with Ted when Smith was an AD at ABC and they were room-mates, both rising to great heights in the TV Sports world.

Merlin Olsen spoke at length how great it was for him to have Ted directing. Ted knew the game and what was needed to be seen. He always had the right picture available which made my work of commentary easy. Ted had a nice way of giving people freedom in their areas which resulted in a great show in content and special "look." He never blamed his people if something went wrong, but blamed the situation or himself

Heino Ripp commented that Merlin said so many nice things, that I couldn't say much, for Merlin had said it all - so I mentally crumpled my notes, took a photo, and a few thoughts came up. Ted has an unknown credit, Musicals. He directed the first of Disney's Huge Musical Half Time Extravanzas at the Orange Bowl. I mentioned the good times we had at the Winter Olympics in Sapporo, and Teddy going full out and trying anything, like tricky chroma keys with three different pictures keyed at the same time; very tricky since the Japanese crew spoke little English. I thoroughly enjoyed both events. Next a video tape was played.

Video Tape Messages

Cameraman Corey Leible stressing Ted giving him freedom to find interesting pictures. A gentleman from Chicago, speaking on tape, was obviously moved by the event. There were scenes of Ted in the control room, showing him directing a Super Bowl with game sound and *Ted's instructions!*

Bud Collins, of Tennis fame, spoke at length, and wondered what Ted would have done at Wimbledon filling for hours during the rain delays this year. Bud praised Ted's ability to get the most out of his people, finally Bud was convinced that Ted could see us as he spoke.

John Libretto has directed many sports extravaganzas and often worked with Ted. He complimented Ted as being a great teacher, one who had taught us all.

Cissie Lindemann recalled memories of Ted when her husband, Carl, was VP of NBC Sports.

Geoffrey Mason spoke but my Ginko Biloba fails me this moment.

Dick Auerbach had worked many times with Ted - "a great director and friend." (*Dick organizing this wonderful affair with David Hoffman.*)

Michael Nathanson went to the podium, said he didn't quite know what to say, but he had several well written letters, which he read to us all. A son writing his dad - recalling many memories.

Laura (Nathanson) Knobloch and **Carla (Nathanson) Hoffman** both spoke lovingly about their dad and his making a point of being with them as they grew up - just liking being together. Once Ted asked Laura to go for a walk with him. They walked by a bicycle shop. He said, let's look. There was a pre-arranged bike with a big ribbon, "Go on, take it. it's your's." In spite of being away so much Ted made a

point to be a "family" as much as possible.

David Hoffman is married to Carla. He and Dick Auerbach organized the video tapes that were shown. The tape consisted of film and photos, with very appropriate music, of Ted and his family, from his youth, when they were married and as the children grew up, and photos of Ted in his full length mink, Ted and Norman Eddy in Italy with the Ambulance Corps, Ted with the crazy hats and his cigar. The photo sequences were very nicely done - they showed a loving father and mother as well as the children's loving for their parents.

Rabbi Rubenstein concluded the celebration with his closing thoughts, a blessings and finally a prayer. □

I regret now not taking notes and more photos I came just as a friend of Teddy's, not quite prepared as a reporter. *Heino*

Pictures on next page →

THE CELEBRATION PROGRAM

INVOCATION

Rabbi Peter Rubenstein

PERSONAL MEMORIES

Marty Glickman

Norman Eddy

Bill Rudin

Perry Smith

Merlin Olsen

Heino Ripp

Video Taped messages & clips of Ted in the control room.

MORE MEMORIES

Bud Collins

John Libretto

Cissie Lindemann

Geoffrey Mason

Dick Auerbach

FAMILY MEMORIES

Michael Nathanson

Laura Nathanson Knobloch

Carla Nathanson Hoffman

FILM RETROSPECTIVE

(family photos and films)

David Hoffman

CLOSING THOUGHTS -

KADDISH

Rabbi Peter Rubenstein



David Hoffman (Carla Nathanson's husband) here with Rabbi Peter Rubinstein. Ted had asked the Rabbi that this ceremony not interfere with Wimbledon tennis - which they honored. David, with Dick Auerbach had organized the ceremony with the Museum's cooperation.



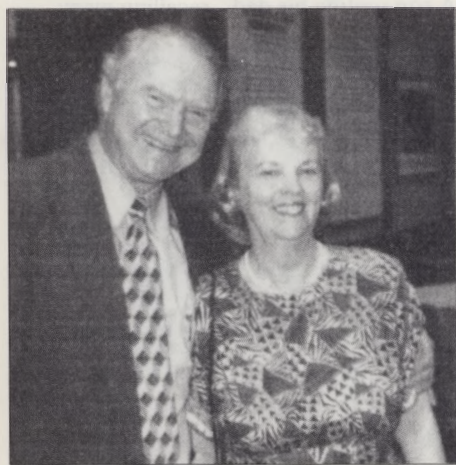
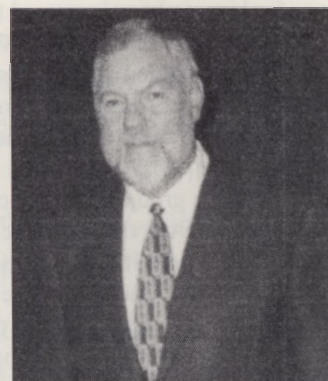
Dick Auerbach with unidentified lovely lady, welcomes another lovely lady, Teddy's Missus to the Museum.



Cissie Lindemann, came in from Yarmouth, Maine to join the festivities. (You remember her husband Carl was VP in charge of Sports some years ago) You amateur radio folk remember Carl being a Ham, well Cissie had also gotten her license and is "on the air."

Merlin Olsen spoke at the podium and said all the good things about Ted that we all had replayed in our minds over and over, but never said - like Ted had a nice way of giving freedom to people that worked with him which resulted in a great show content and look.

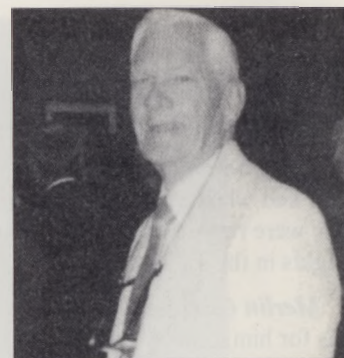
Sorry I caught Merlin in a somber moment and missed his usual friendly cheerful smile.



Don and Jean Ellis, in from Osterville, Mass.



Director John Libretto, Olympic Sports Director currently directing Weekend Today, here with, his wife, TV producer, sometimes Real Estate Broker - Chris Stormquist, and Howard Zryb.



Ed Pendergast finished his early morning show chores at NBC to pay homage to Teddy.



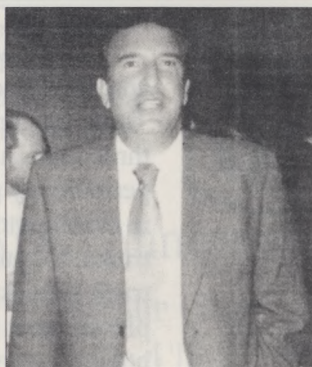
Barbara Cline came from Wilmington, North Carolina to join friends. Friend Jim Schaeffer travelled in from Burlington, Vermont.

Lois Marino trekked in from her chateau in the Hamptons.

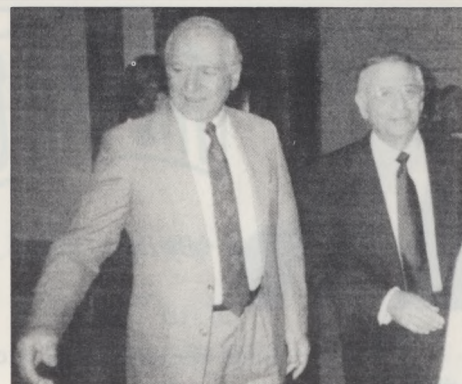




Dick Auerbach and Michael Nathanson.



Len Stucker, from Ft. Salonga, arranges sport shows for foreign broadcasters.



Larry Cirillo, saying hello to Dick Aurbach. Don't tell him that Dick is on his other side !



John Libretto, Olympic sports Director.



Dick Cline across Ken Agard and Sportscaster Barbara Cline.



Phil Parlante, center, holding court with Barbara Walters eavesdropping.



Jim - former Unit Manager who now resides in Florida, seen here with Paul Kirkam. what would we do without coffee?



Mike Weissman on right with a fine gentleman whose name I forgot. Apologies please! (H)



Dave Handler, retired AD - Director and longtime friend.



Jim Schaefer and Doug Skene. (Young Dougie is now TD-ing.



Ken Agrard, mastennind of the 26 mile runners marathon using his battery operated camera platforms leading the pack, fixed cameras, helicopters, you name it.



Bob Mckiernan, Bob Meeley, and Tom McShane



THE EAR BENDERS

By Dick Dudley

This column was originally intended to be concerned with the behavior of announcers but unfortunately all too often in the past it has turned into an addition to the Silent Microphone column. Fortunately, at the time of this writing, I am spared the sad task of reporting any silent microphones.

The title "Ear Benders" is a complete lampoon. During my 53 years in the broadcast bosom, I have never seen an announcer hold his ear, except in jest.

In the young, golden days of radio, announcers were looked upon as celebrities and admired as much as Rock stars are today. Graham McNamee was a man for all seasons. He could cover a Dempsey prizefight or a presidential election. Ben Grauer had the same ability. Every December 31st he kept us enthralled with his ad-libs before Guy Lombardo played "Auld Lang Syne" at midnight. Although he was not a Roman Catholic, Ben described the Pope's visit with the fervor of a Knight of Malta. Milton Cross was held in homage, by opera fans, as deeply as they regarded the fat lady who sang. Milton himself was plump enough to finish off an opera with his dignified resume.

Back then, you had to be fluent in NBC English and be able to extemporize forever if need be. Some announcers today couldn't announce Hitler's funeral without a script. Announcers in the past had to be comedians, actors, poets and partly insane. They were the catalyst for programs. Think of Gene Hamilton as "Dr. Gino" on "Chamber Music Society of Lower Basin Street"....Ed Herlihy on the "Horn and Hardart Children's Hour"....Think of Don Wilson, Ted Husing, Jimmy Wellington and Norman Brokenshire. All were vital parts of the programs they announced. Ralph Edwards created his own "This Is Your Life" which made his life richer.

You were never asked whether you could do something, you were just assigned to do it. I was sent to cover a strike at the Bendix Plant where the National Guard had been called out to contain order. (Announcers did news in those days.) I had to cover the UN General Assembly meeting out at Lake Success the day General Marshall made a speech about a plan to help Europe get back on its feet. "Monitor" *forced* me to travel to Kennedy Airport to interview Anita Ekberg. Well!, somebody had to do it. There were hundreds of men there, with eyes

popping out, who would have volunteered to replace me.

There were no clones among the voices in the 30's and 40's. Each was a character in his own Rite (SIC). There was one, Gil Martyn, who changed his suit about three times a day. Another one, who I will not name, would periodically go off on a drunken spree and always end up in Washington DC. Tommy O'Brien loved to play intricate tricks. He put loud speakers around a deserted railroad track in back of his apartment house and then, late at night played tapes of a train passing by. It had the tenants in the building wondering if they were going mad. Ford Bond had Lyle Van invest his money in real estate and was able to buy his own island in the Caribbean. Our Guru, Pat Kelly, was the greatest character of all.

It was a platinum age for announcers. They ruled the air the way Dinosaurs ruled the earth. They even had a Tyrannosaurus Rex, or two, who would kill their mother in order to get a commercial. Some of these carnivores are still around. Today announcers have become endangered species. Commercials have also dwindled. They are now being performed by babies and squeaky-voiced little girls who's parents work for International Paper.

Once, there had to be an announcer assigned to every program at 30 Rock, because he had to operate the buttons on the Announce Panel that opened the studio mikes and at the close of the program, he would open his mike and say: "This is NBC, the National Broadcasting Company," and then push a button that rang the Chimes. I never understood why the engineers allowed us that operation.

There is a story which may be apocryphal about Jack Costello who pressed the chime button which somehow got stuck and kept on ringing BONG BONG BONG over and over again. Jack couldn't hear the chimes but he saw the Director in the control room waving frantically and pointing toward the Announce Panel. Jack thought the chimes had not rung so he opened his mike and vocally went: "BONG" "BONG" "BONG" The Director died and went to CBS.

The chimes have a story of their own. Seventy years ago when NBC was formed and began to acquire affiliated stations it needed a signal to notify stations that it was "break time." Oscar Hanson, head of engineering, Ernest La Prada, orchestra leader, and Phil Carlin, announcer, were assigned to solve the problem. They came up with chimes that had seven notes which proved too complicated for announcers who had to ring them manually, the way Pete Peterson does at P.N. luncheons. It was then reduced to 4 notes and finally to the three notes we know today: G.E.C. The initials of General Electric Company.

In 1932, the chimes were generated electronically in a unit invented by Richard E. Ranger who also invented the electric organ. When there was an earth-shaking event a fourth note was added to the chimes. It was a signal for all important personnel to get to the office ASAP. The fourth

chime was first used when the Hindenburg crashed. I was there the Sunday it was used to signal Pearl Harbor.

The chimes were discontinued in 1971 and today there are only 3 staff announcers at NBC. There is a moral there somewhere, but I can't figure out what it is. □

Dick Dudley writes to us from Willow Street, PA.



1950 NBC Announcer Staff



Tex Antoine
Ray Barrett
Mel Brandt
Fred Collins
Jack Costello
Bob Denton
Dick Dudley

Arthur Gary
Rad Hall
Bill Hanrahan
Wayne Howell
Clyde Kittell
Bill Malcolm
Charles F. McCarthy

Don Pardo
Ken Rapieff
Lionel Ricau
Peter Roberts
Vic Roby
Roger Tuttle
Bob Warren



Who Invented TV?

By Dan Grabel

We got an itch to do some research on this subject after PBS tv carried a program earlier this year on the research of Philo Farnsworth.

Pam (Mrs. Philo) Farnsworth, 89, has spent her life in an effort to see that Philo got credit for his contribution. But, sadly, as she complained, he has been overlooked and names like Sir J.J. Thomson of Britain, Einstein, Lee de Forest, Col. E.H. Armstrong, and V.K. Zworykin are the ones you find in the encyclopedia.

The answer probably is that many contributed and Farnsworth should be included. One of the first developments was the discovery in 1873 of the electrical conductivity of selenium when exposed to light. In 1897 Thomson next demonstrated the nature of an electron. Einstein added a theory of photo-electric effect in 1905. de Forest invented the 3 element vacuum tube in 1906 and Armstrong, the regenerative circuit in 1912. In 1919 Farnsworth invented the first tv tube but he's not in my book. And in 1926 he invented the first camera tube.

Here's where enterprise enters the picture. RCA was established at that time and, according to Pam Farnsworth, whatever patents RCA couldn't buy, they went ahead and used anyway. 'Deep pockets,' she said meant long, expensive law suits by the patent owners. Farnsworth had refused David Sarnoff's offer of



Philo T. Farnsworth was 22 when he demonstrated his all-electronic television in 1929.

\$100,000 for the rights and Sarnoff hired Vladimir Zworykin to develop products for RCA. Zworykin came up with the Iconoscope and a lot of glory was provided by RCA flacks.

You readers have lived through the rest of the story – as Paul Harvey would say – so I shall not bore you with details about the Orthicon, mechanical type color sets that CBS worked on, and the finally living color under the peacock.

Amazingly, Farnsworth was only 22 years old when he demonstrated his all-electronic television prototype in 1929! I think the photo was taken years later.

Finally, Mrs. Farnsworth and David Sarnoff don't make it into my encyclopedia either. □

Too expensive



By Mort Hochstein

Computers, they're an expensive toy for adults. But if you are using them for anything but games, you have to realize they're just machines and it's up to you to make sure you put the right information in, back up your material and beware of viruses. That's particularly true for all of you who are using the computer to track investments. I learned early on the woes of losing work because I failed to back up, but it wasn't until recently that I was attacked by a virus, something I thought happened only to other people.

I bought my first computer sometime in 1981 and I decided, after some research, that I was going to do it right. No 47th Street bargain shopping, no discounter, but get a local dealer, pay a little more perhaps, but be assured of service.

So I did business with a store in Englewood, New Jersey. I felt doubly assured of good service because the Sanyo distribution center was nearby, in Fairfield. I think I paid \$3300 for a computer and printer and the computer was obsolete the day I bought it. It had, I can't remember the numbers, very limited disc space, equally limited memory, a CPM operating system that predated DOS, and it had no room for expansion. I was stuck with what I got.

Within a month, maybe two months, the guy in Englewood went out of business. The distribution center folded a few months later and I don't think you can find Sanyo computers around anywhere these days. So much for buying from nearby, reliable merchants.

I used the machine only as a glorified typewriter, although I did hook up a modem

and was sending stories by Easy Link, a Western Union service that predated the net as a way of sending messages, to one of the magazines I wrote for. Even with that limited use, I soon grew frustrated with the Sanyo and went shopping again. Having learned from that experience and reading in the computer magazines how everybody was buying through the mail, I went that route the next time around. I spent \$1,000 to buy a no-name brand from a Dallas mail-order firm.

That machine wasn't bad, but when I had trouble, it was tough getting service long distance. After about four years, the guy in Dallas went under and was never to be found again.

So I decided I would be better off dealing locally. I held that unit about five years and grew weary of dealing with a clunker of a machine, I went shopping in Englewood again and found very reliable people at a place called PC Warehouse. Another \$1,000 or so, but they were nearby and I could bring the unit in whenever I had troubles, which I did more frequently than I enjoyed. It came with Windows 3.1 but I hardly used it since I was devoted to a word processing program called Xywrite, which was not friendly with the Windows framework. By this time I had added Quicken, which solved the problems of keeping my checkbook straight, and a few disc management programs such as Norton and Xtree. I also scrapped the printer from my first machine, a dot matrix in favor of a desk jet. That dot matrix was built like a tank and is probably still clunking away wherever it may be.

I used that machine about five years and decided again it was time to update. I could have just added more memory, more disc space and a few other peripherals and that would probably have been smart, but I felt like going for a completely new unit. The Englewood store had, I felt, overcharged me grossly on a cable for my printer, so I didn't want to go back. Shopping was a bother. I did it intermittently and then one Sunday I was in Wayne at a discounter called Nationwide and I saw a unit that looked attractive. What sold me was the salesman's claim that it was designed to take any form of expansion that might come along in the future.

Last September, I bought a no-name unit from Nationwide, complete with Windows 95, and all sorts of bells and whistles. By now I was going online occasionally and beginning to enjoy the comforts of email. But I had my troubles with that computer and made a few too many trips to Wayne, which meant about 25 miles each way.

You live and learn about buying computers. The next one, and I hope that will not be for a very long time, will be bought somewhere very near, or through one of those mail order houses such as Gateway that do give you service at home.

Now, about viruses. I thought they happened only to other people. I learned better. In Italy recently, I used the

press room facilities at the VinItaly Wine Fair. Lacking my own computer, I used their 486's and a disc that was part of the press kit. The disc originally held a catalogue listing of exhibitors but there was enough room on it for me to do my work. I was retyping my notes and also roughing out a story.

When I came home, I copied the material to my hard drive. A day later I started up the machine but was told, in Italian, that I started with the wrong disc, the regular warning you get when you start with a non-system disc in the A-Drive. I pulled the disc, left the A-drive open and rebooted. This time I started properly, but was warned that I might have a virus in my dos system.

I didn't have an anti virus program, so I did some internet research and came up with a likely program which I could use on a test basis and buy after 20 days. It was Thunderbyte and seemed to be the best one in all the tests. I downloaded it, then found I needed an unzip program. So I downloaded the unzip program. I spent a day trying to mate the two programs, calling help and all that with no success.

So, I hedged my bet by buying a program called PC-Cillin. It was about the fourth rated software in the testing results I had checked, but it was the only one of the group available at CompUSA. I kept trying to get the Thunderbyte program to work and a couple of days went by and I seemed closer to a solution. If it didn't work, then I would install the PC-Cillin.

Over the period, I had more trouble getting my printer to work and experienced a few other minor difficulties. That brought us to April 16. Now I found my keys making glottal noises and the machine generally slowing down. So I decided to install the PC-Cillin. Ah, ha! Now the computer was telling me it could not access the CD-Rom drive and though I put several other CD-Roms in the drive, nothing worked. Time to go back to the store. So I pulled all the plugs and loaded the unit into the car.

Well, my good friend Igor at the store immediately, even without testing the CD-Rom drive, told me something had gone wrong. He scolded me for not bringing my CD-

Rom software with me, but he came up with an open program and installed it with no success. Eventually, he found that I had no config system or auto exec.bat. I don't know how the machine worked without those two programs, but they had to be rebuilt. Rebuild them, Igor did, writing the details out of his head, which is pretty good for a Russian émigré not in this country more than a half-dozen years.

Still, the unit did not function. So he pulled out the big gun, Norton Anti-Virus, which confirmed that we did indeed have a virus.

We even found the s.o.b.'s message which went like this: FORM AND FANCY TRIUMPHS AGAIN, (or some such piddle) DO NOT PANIC, YOU WILL NOT LOSE ANY DATA. (yes, but how do you make the computer function?). I learned from another diabolical message that the program was set to do its dirty work on the 18th of each month, causing keys to make funny sounds, and other foul deeds. In this case, it was early by two days.

Well, Igor turned Norton loose and it wiped out the offending virus and, because he is that kind of guy, Igor made me a copy of Norton. I was out \$60 for his time, and \$40 for the PC-Cillin program which I installed when I got home. I also figured out the relationship between Thunderbyte and my unzip program and I am ready to mate those two but have no desire or need to do so now. Igor has left Nationwide and so, also, may I.

What did I learn from all this? Only that the old army maxim to take immediate action is absolutely right. If I had installed the PC-Cillin program immediately, I probably would not have had to call on Igor, waste better than half a day and incur that added expense.

I also learned to use the anti-virus program regularly. Adult toy it may be, but that computer needs a lot of attention. □



Mort and Rolaine
live in Tenafly, NJ.

Discouraged? Take Heart!

	At age		At age
♦ Failed in business.....	22	♦ Elected to Congress	37
♦ Ran for legislature/defeated	23	♦ Defeated for Congress.....	39
♦ Again failed in business	24	♦ Defeated for Senate.....	46
♦ Elected to legislature	25	♦ Defeated for Vice-Pres	47
♦ Sweetheart died.....	26	♦ Defeated for Senate.....	49
♦ Had a nervous breakdown	27	♦ Elected President of U.S	51
♦ Defeated for Speaker	29		
♦ Defeated for Elector	31		
♦ Defeated for Congress	34		

Who Was This President?
Answer on page 40

KEN'S

O
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by
Ken Arber

GE COLLEGE BOWL

Al Roker's MSNBC show called, I believe, "Remember This" is a show with college students in competition with each other. It is a direct copy of an old show on NBC around the 1950s or 60s called GE College Bowl, done from studio 6B in Radio City. The show first originated in the studios of CBS and eventually transferred to NBC.

Roker's show has the same physical setup as College Bowl, except in the GE show there were four or five students in each stadium (college) row. In "Remember This" there are three students in each stadium row. In the NBC's version it would have required a very wide shot, to show all the students, so it became necessary to have the two stadium rows presented in a split screen with one college group above the other. This required much attention by the TD to the sound of the bell or the buzzer indicating which college had signaled they had the answer to the moderator's questions. This team was then "wiped," either up or down, to full screen. The moderator was a gentleman by the name of Robert Earl who came from Ithica New York, where the university of Cornell was located.

When the show came to NBC, Hank Folkerts was assigned to the show as the Technical Director. When the first show aired, the producer complimented Hank, and mentioned there was a lot of switching due to the split screen and the added concentration needed to "wipe" to the correct team. The producer said that when it was done at CBS, there was another TD working as the "effects" TD, who did the work of splitting the screen with one team on the top and the other team on the lower half. The show then decided to use two TDs for the rest of the shows. This of course added another cost to the show, but the sponsors, General Electric, wanted the show done the best way.

Shortly after this Hank went on to another show, and I followed him as TD, along with another TD listed as "Effects TD." Eventually Carl Cabasin became, more or less, the permanent "Effects TD." I stayed on the show for several years, until it went off the air. I enjoyed the show. At Christmas time the General Electric company was very generous, giving the members of the crew presents of GE electric appliances, such as the electric a carving knife which I received, others received toasters, hair driers, etc.

Moderator Robert Earl would fly down to New York each

weekend, to do the show and then return by plane. I believe the small plane was either flown by a friend of Earl's, or was a commercial plane.

At one time while speaking with Bob, he described his home up at Ithica, near the Cayuga River. He told me that he had an inside heated swimming pool, that was enclosed with glass, facing the south. He said he and his family swam in it all year round, summer and winter. He said he had beach sand, and plants growing all around, since the setup was like a large "hot house," and had an electric grille where they could cook hot dogs and hamburgers and have a beach picnic whenever they wanted.

I believed this, but over the years, I have begun to wonder if he was giving me a "snow job," his telling me how wonderful it was to be swimming in the heated pool and seeing the snow falling outside.....

NEWS ABOUT JACK KENNEDY

I received a long letter from my Army buddy, and retiree from NBC's Burbank studios, Howard Ialberg, in which he mentions that Jack Kennedy, former NY Vice President of Engineering, has moved from his retirement home to a nursing home close by, as he needs lots of attention. Howard says Jack attended a monthly meeting several months ago.

I remember when Jack started at NBC in New York's engineering department way back when Phil Falcone and I taught him the ropes of being a studio engineer in radio.

We enjoyed his being the Engineering Vice President after the late Bill Trevarthan, left the company.

THE PASSING OF TED NATHANSON

I was saddened to learn of Ted's recent death, and recall the many times I worked with him on shows at the 67th Street studios, and in the field. One baseball game in Cleveland I recall ran 16 innings, which was one of our longest games. I also was the TD on the "Star Times Kids," which Ted directed, which was like doing the "Hit-Parade" with children.

I recall Ted and Dwight Hemion arriving at the 67th Street studios, together, from ABC, and their beginnings as local directors for WNBC. They were both close friends, so much so that Ted had told me of his visiting Dwight and Dwight's father, at their home in New Jersey. I later got to meet Dwight's father who had become a new "Ham" amateur radio operator.

A few years back, when David Letterman was doing his show on NBC, I learned that Ted's daughter was, I believe, a production assistant on Dave's show.

I am sure all of us who worked with Ted Nathanson, shall miss him, and extend our condolences to his family.

MORE ON "STAR-TIME KIDS."

Speaking of Ted Nathanson's show, "Startime Kids," brings back a humorous happening, while doing that show. We were doing the show from the International Theatre at Columbus Circle, when during the rehearsal a great deal of noise was coming from back stage, and the producer asked, what was causing this trouble. The cameramen said that two of the mothers of the child stars were having a fight. The producer, I believe was George Schect, and he said he was going back to put a stop to the fight. We all went back stage, and sure enough there was a "cat fight" going on between two grown women.

The cause of the fight was over a cameraman we had who

was a handsome man with grey tinged hair, who looked like the "Man of Distinction." He had made a date with each of the women, and they were arguing as to which of them would be going out with him that evening.

When the producer got back stage, he could not stop the fight, and picked up an aluminum studio chair and tried to separate the two women. His action made me think of the circus, where Clyde Beaty calms down the vicious tigers with a chair with four legs

TWO OLD BUILDINGS SET TO COME DOWN IN CAMDEN

From The Associated Press, 6/15/97

CAMDEN NJ - Demolition experts were scheduled to take down two factory buildings at the old RCA complex on the waterfront this morning, changing the city's skyline and opening a prime site for redevelopment

The buildings slated for demolition were built by the Victor Talking Machine Co. in 1914 and 1923 and were part of the RCA Manufacturing facility that once included more than 20 buildings, RCA acquired Victor in 1929.

After today, four will remain standing, including the six-story Nipper Tower with its signature stained-glass windows that depicts RCA's canine mascot listening to the gramophone. The implosion was scheduled for 8-a.m.

The acre site lies along the Delaware River between New Jersey State Aquarium and the Benjamin Franklin Bridge. The Camden Redevelopment Agency acquired the property four years ago.

The buildings slated for demolition are seven and eight stories tall. Both were extensively vandalized because the City lacked funds to secure them. Plans for redeveloping the site have not been determined.

A HUMOROUS STORY

This is a short story told to me by Hank Folkerts, about 30 or 40 years ago, concerning flying. After serving as a Naval Officer during world War 11, Hank returned to NBC and lived in New Jersey. After a few years, he became interested in flying private planes, took flying lessons, and eventually became a licensed pilot. As I remember it, he flew out of Little Ferry New Jersey, using a sea plane, the kind that floats with the use of pontoons. I questioned him why he did not fly a land plane with wheels, then he would not have to look for water to land and take off. He explained, with wheels one could only land at airports or on smooth surfaces, where as the pontoons could land in grassy fields or swamps, by keeping the nose up, as well as rivers, bays and lakes, this made sense to me.

During our conversation, he told of meeting a Navy flier who flew from an aircraft carrier, and he asked the flier how it felt to landing on the carrier when the "tail hook" did not catch onto the retention cables stretched across the deck? His answer was, "Like sitting on a toilet, and finding the seat is up Off and Up into the "Wild Blue Yonder."

KNUTE ROCKNE, ANTON FOKKER, and Gar Wood

Knute Rockne, Head Coach on the Notre Dame football team, flying on a Fokker Aircraft lost his life, when the plane

crashed. The Fokker aircraft, was manufactured by Anton Fokker, who also made military planes for Nazi Germany.

As I remember it, President Roosevelt felt that Fokker aircraft should stay out of the air in the United States. Consequently, this made the word Fokker a bad word.

Mr. Anton Fokker then went into the manufacturing of speed boats, and entered a boat into a race on the Harlem River in New York, against a boat manufactured by "Gar Wood" one of the best boat builders in the United States. This was before such speed boat racers like the famous musical conductor, Guy Lombardo, raced his boat Miss Tempo #7.

Before the race started, white haired Gar Wood, entered a second boat, together with his first, and Anton Fokker thought nothing of it, but as you will learn, the second boat was the cause of Mr. Fokker losing the race.

This came about by the simple thing of having the second Gar Wood boat start across the starting line before the starting gun was fired to begin the race. Anton Fokker foolishly assumed the race had started, and started right after Gar Wood's second boat, leaving only Gar's boat waiting for the starting signal, which then was sounded a few seconds after the other two boats had jumped the gun.

Gar Wood won the race with his original entry. The second Gar Wood boat together with Fokker's boat were both disqualified for going across the starting line before the shot starting the race had been fired. Gar Wood, with his white hair, was known for years after the race as "The Grey Fox."

Many years later I saw garbage trucks in Key West, manufactured by "Gar Wood."

I might add that all the Key West garbage trucks manufactured by Gar Wood, had professionally painted signs on the doors stating the following, "We remove snow free of charge." □

Ken and Jaye live in Boynton Beach, FL.

NBC PEACOCK THEATRE RCA BUILDING • NEW YORK		
THURS. 6 JUNE 1968	NBC TELEVISION PRESENTS THE MATCH GAME STARRING GENE RAYBURN YOU MAY WIN \$250 IN THE MATCH GAME AUDIENCE	DOORS CLOSE 12:15 PM

NBC MADISON SQUARE GARDEN CENTER PENNSYLVANIA PLAZA ENTER 7TH AVE. BETWEEN 31ST & 33RD ST.		
WED. 4 JUNE 1969	NBC TELEVISION PRESENTS PEGGY FLEMING AT MADISON SQUARE GARDEN WITH THE ICE FOLLIES	DOORS CLOSE 7:15 PM

NBC RADIO CITY STUDIOS RCA BUILDING • NEW YORK		
THURS. 7 NOV. 1968	NBC PRESENTS CONCENTRATION THE EXCITING TELEVISION GAME STARRING HUGH DOWNS	DOORS CLOSE 11:00 AM

Dick Dudley sent this memorabilia to take us back.

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Weiss, Ray	vtxs47a@prodigy.com
Vince, Vacca	vacca@nantucket.net

Do you have an E-Mail address?
E-Mail it to Frank Vierling and
it will be added to the growing list.

Strike Enterprise

By Dan Grabel

When the UPS strike hit the package delivery business last summer, other businesses such as Fed Ex, DHL and the US Post office moved in to fill the void and to enhance their own operations.

So it was too back in December of 1953 when New York City newspapers were shut by a strike of the engravers' union. One by one the papers shut down and when the Herald Tribune ceased publication the town was without a major newspaper for the first time. Producers and writers at NBC radio and tv put out more than 50 editions a day to fill that void.

Here are some of the personalities and program titles, which most of you will recall: On radio Ken Banghart, Ben Grauer (the broadside described him as "the famous Ben Grauer."), Mel Allen, Joe Hasel, Allyn Edwards (a morning man). and program titles - **3 Star Extra**, **World News Roundup**.

On tv they offered John Wingate and the **Esso News**, John Cameron Swayze on the **Camel News Caravan**, John K.M. McCaffrey, Tex Antoine weather, Jim Britt sports, Ken Banghart, and **"Today"** with Dave Garroway and Gene Rayburn. □

*Copy of the December 1, 1953
NBC Broadside contributed
by Gloria Clyne.*

660 ON THE DIAL
WNBC

EXTRA

CHANNEL 4
WNBT

NATIONAL BROADCASTING CO.

TUESDAY, DECEMBER 1, 1953

COMMUTERS' EDITION

Late News Flashes From The WNBC News Room

Vishinsky Hurls Lie At Atrocity Charges

Russian Vishinsky today branded US charges of Red atrocities in Korea A "flagrantly concocted falsification" The Soviet delegate told the U. N Assembly that charges made yesterday by the US were brought out to "dynamite" peace negotiations in Korea.

Longshoremen Quit On N.Y. Waterfront

A longshoremen's strike hit the N.Y. waterfront today led by men who have been refused work permits under a new law aimed at dock racketeering. The permits were refused in cases where men had criminal records or were being investigated for possible criminal connections or using false names.

Ike Approves Dulles Blast At McCarthy

Secretary of State Dulles has attacked Senator McCarthy's criticism of the administration's foreign policy. Dulles told his news conference today that he had the blessing of President Eisenhower in criticizing McCarthy.

No End In Sight In Newspaper Strike

In the the N. Y. newspaper strike negotiations between the engravers and the publishers are continuing. A federal mediator said there was no change in efforts to settle the dispute over wages and other issues. The Herald Tribune has suspended publication, leaving N. Y. without a major newspaper for the first time.

FOR DETAILS ON THESE HEADLINE STORIES - AND ALL THE NEWS - TUNE IN WNBC - RADIO and WNBT - TELEVISION

• TONIGHT ON WNBC - 660 •

6:00 p.m. — Kenneth Banghart	All Through the Night —
6:15 p.m. — Sports, Mel Allen	news periods frequently
6:45 p.m. — 3-Star Extra	until 6 a. m. on
7:30 p.m. — World News	"Music Through the Night"
Roundup	
9:30 p.m. — 5-Minute Newscast	In the Morning - Tune in Allyn
10:30 p.m. — 5-Minute Newscast	Edwards and "Wake Up Easy". 6
11:30 p.m. — Kenneth Banghart	to 8:30 a.m. Continuous news,
11:15 p.m. — Sports with Joe	music, weather, time signals, in-
Hasel	cluding the famous Ben Grauer
11:20 p.m. — Newscasts	and the news at 7:30 to 7:45 a.m.
every 15 minutes	

• TONIGHT ON WNBT - CHANNEL 4 •

6:00 p.m. — News Bulletins	11:10 p.m. — the Weather with Tex
6:45 p.m. — The Esso News	Antoine.
the first complete newscast	11:15 p.m. — Sports News with Jim
of the evening by John	Britt
Wingate	Midnight — Kenneth Banghart
7:45 p.m. — The CAMEL News	12:55 a.m. — News Extra
Caravan with John Cameron	1:30 a.m. — The Last Word
Swayze.	
11:30 p.m. — the 11th Hour News	In the Morning — Tune in "Today" with Gar-
the full day's news by John	roway and Gene Rayburn. From 7 a. m. to 9
K. M. McCaffrey.	a. m., a dozen newscasts.

MORE THAN 50 EDITIONS A DAY FROM THE WNBC NEWS ROOM

WE GET LETTERS

July 22, 1997

Dear Pete Peterson,

Once again it's great to read about "the Golden Days of Broadcasting" from the mouths of those who made it happen. My sincere thanks to you Rippy, Roy, Frank, Dan and the entire staff that is dedicated to the memory of those days.

Reading about the passing of Frank Slocum brought back memories of working with Frank and Joe Garagiola at a few World Series I was assigned to travel with them and put together Joe's Radio Network broadcasts from the site of each game. The attached photos are from the 1968 World Series between Detroit and St. Louis. My hotel room had a radio line and telephone installed in it and was the control point for feeding completed shows to New York each day Frank could be seen preparing a script for Joe. Looking out the window of the Pontchartrain Hotel at the Detroit River, there is a parking lot. In 1980 this was the site of the Republican National Convention, The Joe Louis Arena. Before each game we would be on the field during the warm-up and record a few interviews with baseball celebrities of the past. At that time Joe was also hosting the Today Show. Any interviews he did on the field for TV were recorded in the truck (thanks to Jerry Caruso) on audio tape for our use on radio. After the game Joe would go into the locker rooms and prepare players for radio interviews. I was not allowed into the dressing rooms with a tape recorder until 20 minutes after the game had ended. This was designed to allow the written press access to the players with enough time to file their stories before the electronic press came in. This rule was put in effect by a prior assistant to the baseball commissioner, Frank Slocum.

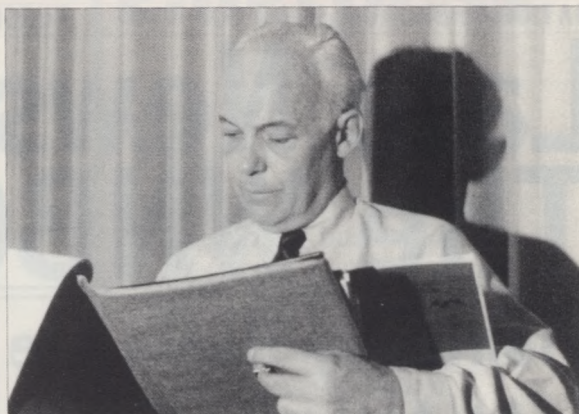
I am also reminded of Frank's brother, Bill Slocum. Bill wrote a column for the New York Mirror and produced a 15 minute Sunday evening Radio Network Show for Bob Considine. They would come up to Radio Recording in the afternoon straight from Toots Shor's. Bob Considine would take a typewriter into an edit room and peck out his script from notes he had collected. Recording this show usually took more than 30 minutes as Bob could not seem to read more than a few lines without doing retakes. We would then edit the show while Bob was once again at his typewriter preparing his column for the next day's newspapers.

Those are some of my memories of the "Golden Days of Broadcasting."

All the best to you and the staff. Keep it coming; we love it.

Ray

Ray Weiss



Frank Slocum works on a Joe G script.



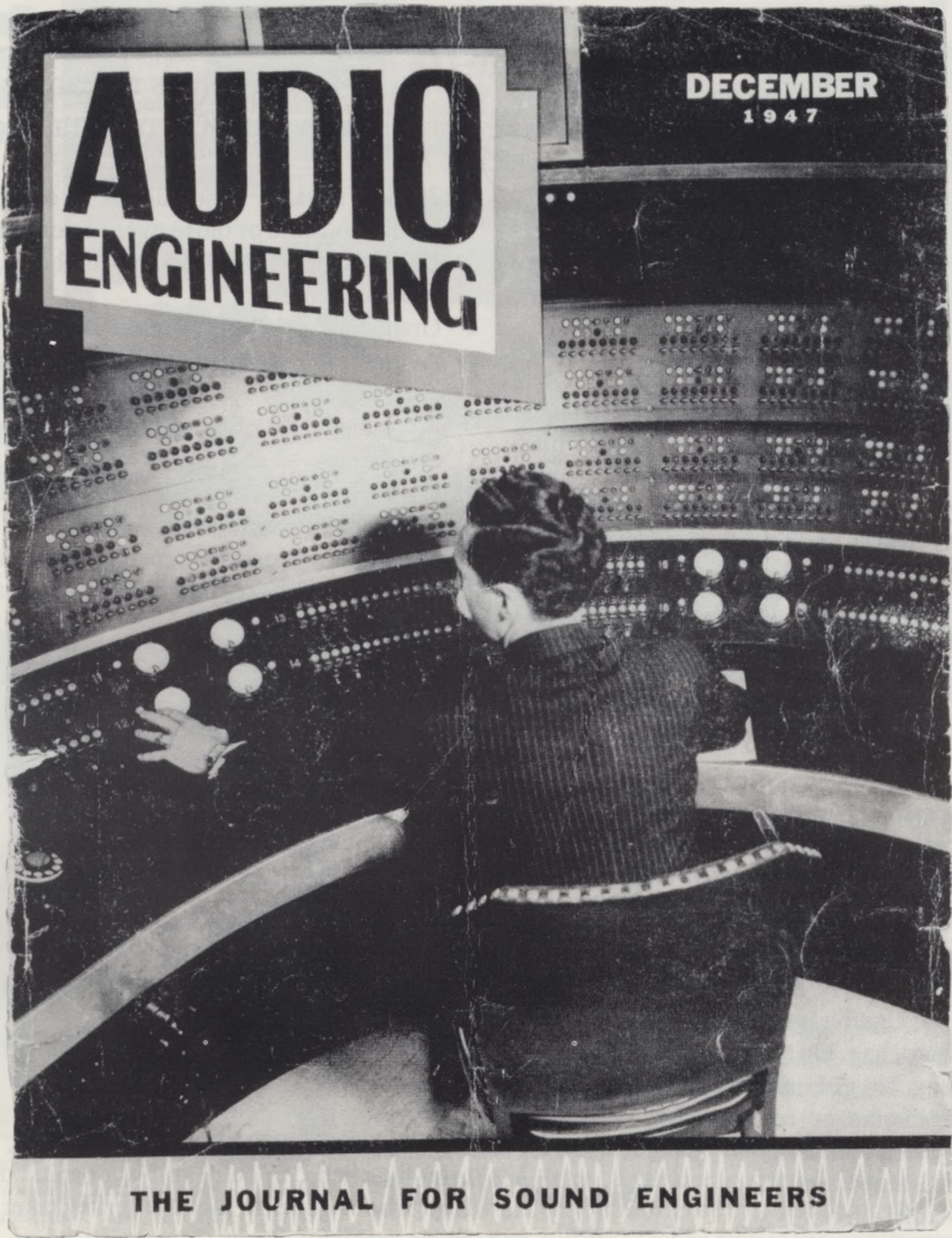
Parking lot became the site of Joe Louis Arena.



Frank, Joe and newcomer to baseball broadcasting, Tony Kubeck.

Thanks, Ray, for the letter, the pictures and the kind words, we love it. FV

Down Memory Lane



"On the Master Control board a myriad of lights flash on and off as stations across the country join or leave the networks." (1933 NBC press release.)

This 1947 cover of Audio Engineering magazine shows the late Arthur Holub at the NBC Radio Master Control board. It was from here that all radio programs from studios or remote locations were monitored, preset and switched at an exact time to the various network combinations and to the local radio transmitter.

Our thanks to Art's wife, Dot, for sharing this picture.

When I Grow too Old to Dream

By Dan Grabel

When the entire issue of the New York Times Sunday Magazine was devoted to the subject of maturity earlier this year, we thought a condensation of some facts and an expansion of others would be appropriate for PN's Newsletter, which after all is dedicated exclusively to those who have reached those "golden years." And breaking that down, there is *young old* (65-75), *old old* (75-85), and *oldest old* (85-99).



Describing those who have lived long enough to develop white, silver, gray or no hair at all is easy since there are so many descriptive words for that situation. To be sure. William Safire provided many in his piece. "The Young Old," and we'll list them, plus others we found elsewhere. Perhaps, dear reader, you'll even come up with others and let us know in your next letter to PN.

Here we go: advanced years, aged, ancient, autumn years, centenarian, codger, old coot, crone, old dame, dean, declining, decrepit, dotage, doddering, doyen, old duffer, old dog, elderly, old foggy, fading, feeble, gaffer, geezer, gerontic, graybeard, hag, old hen, old heifer, old boy, old girl, mature, matriarch, nonagenarian, octogenarian, oldster, patriarch, ripe, rusty, senior, senescent, sexagenarian, senile, sinking, tottering, venerable, and wrinklies.



And how about these cliché phrases: You're as old as you feel. The golden years, sunset years, chronologically advanced, Geritol set, seen better days, shows one's age, past one's prime, on the shady side, getting on, on one's last legs, and one foot in the grave.

The NYTimes researchers provided lots of data, too.

- 20 % of the U.S. Population is 65 or older. Median income of those over 65 rose more than 170% from 1947 to 1995, mostly because of Social Security benefits.
- Grandparents buy one-quarter of all toys sold.
- Average age of buyers of American-made luxury cars is 65.
- More than 80% of 60-to-75 year-olds own their own homes.
- People over 65 make up 13% of population but own 18% of property.
- Women are poorer than men because they earn less and receive 2/3s of their deceased husband's Social Security.
- For every 100 women over 65 there are only 77 men.
- Widowers over 65 are 7 times as likely to remarry as widows.
- Travelers 50 and older account for 70% of cruise passengers.
- 40% of people 65 and older are sexually active and have sex 2.5 times a month, compared with 7 times for those under 65.
- 17% of seniors reported having "high" sex drive and 25% say their love-making abilities are excellent.
- Actor Tony Randall was 77 when his first child was born this spring.

And if you believe all those sex stats, may we offer the cliché, "You're still wet behind the ears!" Hey, who is going to face the survey taker and admit he's a "schlub!" Right, Tony? □



See
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NBC SPORTS



NBC televises first major-league baseball game —
Dodgers and Cincinnati Reds at Ebbets Field.



The **first** sports telecast was a baseball game between Princeton and Columbia from Baker Field, May 17, 1939. Princeton won 2-1. Critics reported that the coverage was vague and hard to follow. We've come a long way! Now there seems to be a camera for every player, instant replays and video tapes showing every spectacular play made since Abner invented the game.

Note the duds on that camera dude. Also remember the viewfinders in those early cameras showed the action upside down and backwards. Must have been fun panning those fly balls.

BACK in the early 50's when I was doing baseball audio, television equipment and crews were not very welcome at the ball fields. TV was a free loader, very little, if anything, was paid for the right to cover a game. Players and managers were unapproachable and certainly none wore microphones or did anything but "play the game." When Yankee pitcher Whitey Ford worked a game it could be over in an hour and a half! Match that against 4 and 5 hour games of today. Baseball's position then was: "We play it and you cover what we do!"

One incident comes to mind, it was during a World Series at Yankee Stadium. Always looking for a way to add "game sound" to the pickup, I arrived at the stadium early and concealed a mike on the screen behind home plate. The "ball" and "strike" calls were quite audible. After several innings the umpires delayed the game and gathered at home plate. Everyone wondered why. They scanned the press boxes and one of them spied, and pointed to my "hidden" mike. An official was dispatched to the mobile unit and the game proceeded after I was ordered to kill "that" mike. How things have changed!

Frank Vierling

BASEBALL



Perry Como Backstage

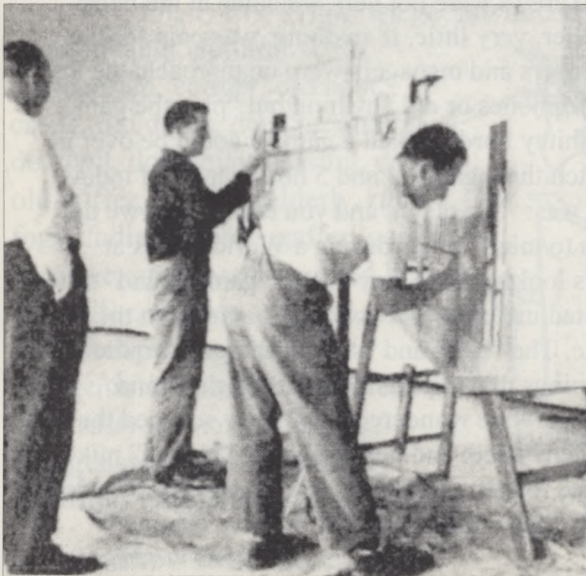
February - 1959

By Heino Ripp

Al Gallo sent in a 1959 Radio TV magazine with these photos to take you back 38 years down Memory Lane. (Boy was it *that* long ago?)



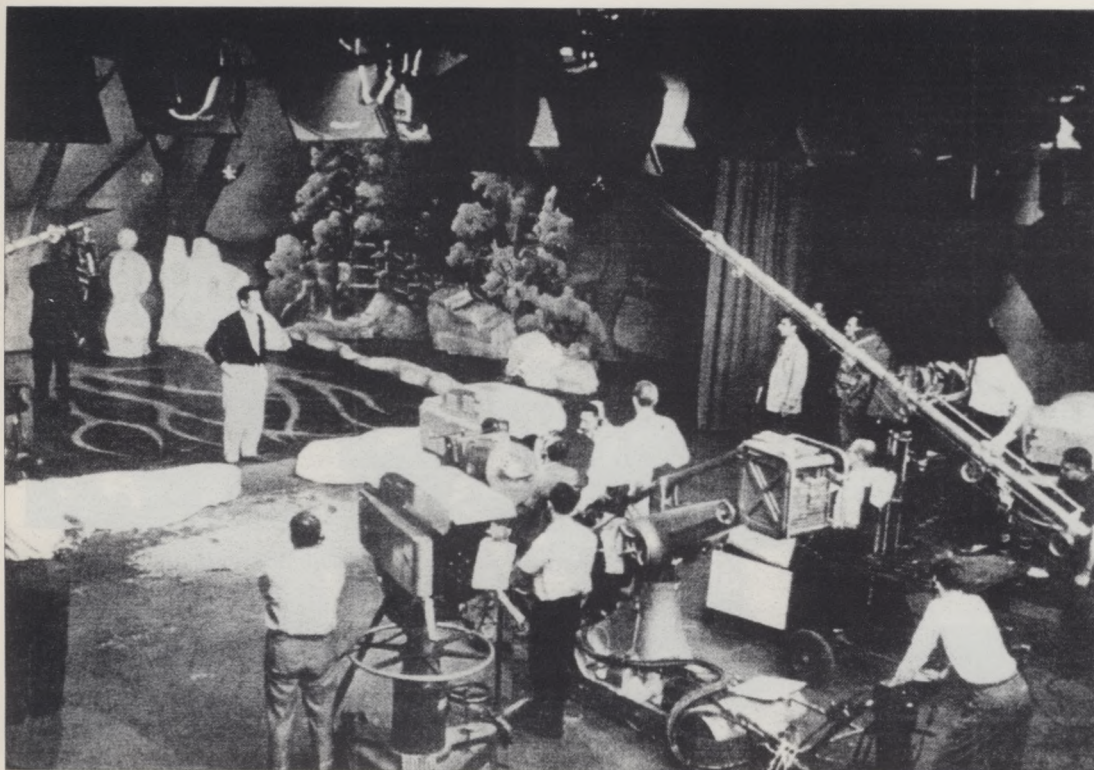
Michi, costume designer, with some of her staff, fitting a cast beauty. (Is that Al Spalinski at right end.?)



Right on the Zeigfield theater stage, Bobby Bader, left artist, and Al Gallo, right artist, painting Scenery for the Como show. Al has no idea who that fellow watching with his hands in his pocket is!

Ray Charles rehearsing his choir. In bg at left is Clark Jones conjuring up how he'll shoot this scene and Louis da Pron, hands on hips, choreographing and choreographing until he gets it right.





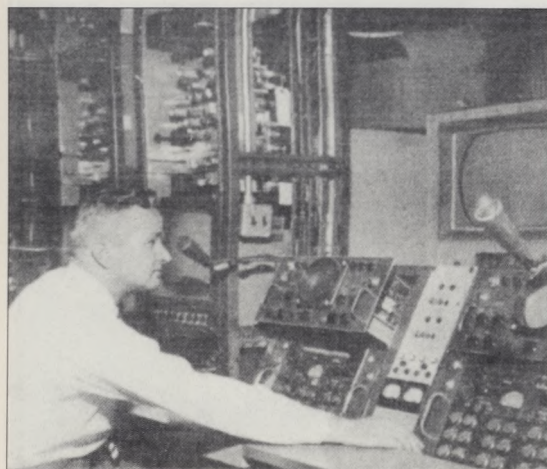
Perry on stage - looking a lot like Christmas.

At left camera, looks like Al Camoin, Jack Bennet is on the crane, Chuck Schneider, one of the crane boomers. Don Stewart, with Q cards (right of Chuck), almost hidden by the crane weights is Ivan Karson and his "Boonie Box" (Perry's monitor, clock and foldback speaker). At proscenium, Stage Manager, Bobby|Quinn, (later Johnny Carson's Director!) Arnie Gold is behind him. Jack Shultis on mike boom. Crane dolly is Nick Rawluk.



Director. Clark Jones and A.D. Jim Fox.

CONTROL ROOM: *At Console, far end, Jim Fox, A.D., Producer-Director Clark Jones, then TD, Ripp, then Lighting Director, Bill Klages. Folk behind, I can't identify.*



Video operator, know him but not the name! We once required a videoman for each camera.



Perry explaining da Pron's choreography to Jack Bennet, No. 1 cameraman.



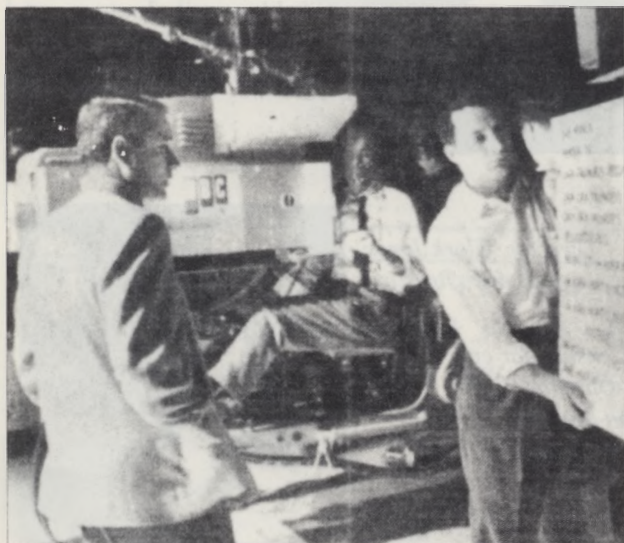
Frank Gallup explaining da Pron's choreography to Perry!



Perry rehearsing with Orchestra conductor Mitch Ayres with Billy, their longtime talented pianist.



Mitch rehearses arrangements with full orch, and choir.



Head cameraman Jack Bennet watching Perry run thru the cue cards with Carl Marlowe. At the audio console, wizard Neal Smith made miraculous sound.



Como's view (with Dale Roberts). Perry checking his TV.



Outside the Zeigfield Theater, located where the Hilton Hotel stands today, the audience gathers early in the cold, to watch Como and his stars - and for free!



Hidden in front, Ray Charles rehearses Perry's part with his choir. Recognize Jack Shultis on the mike boom? What beautiful sound mixes Neal Smith made from all these.



The entire cast and technical crew, lighting personnel, Ivan's "Boonie Box", Stage Managers and the mass of cameras, mike booms, lights; Doesn't leave much room to maneuver, but by Air Time, Clark had everyone counting bars to make their moves. - everyone knew where one was going, and they did that successfully for many evenings. Everyone deserved an Emmy!

Coming Up Soon



**PERRY COMO IN
GUANTANAMO**



**YOUR
SHOW OF SHOWS**

A Message From

Pete Peterson



Congratulations! Peacock North celebrated its 10th birthday.

It was at a gathering of members at Picco Lissimo Ristorante in Ft. Lee, NJ on Sunday Sept. 14, 1997. A happy group was there rejoicing in their continued relationships,

recounting life's experiences in and out of their years at NBC. Three, of those present, were from the charter group that formed the association back on Aug. 12, 1987. (Frank DeRienzo, Horace Ruiz and myself.) From that start of 30 we have a roster of over 775 and an active membership that hovers in the 60 to 70 percent range. The greatest asset we have in Peacock North is the spirit of its people. There have been occasions when we have the need for some help in one of our social functions or in the production of our newsletter. The response has been a positive "yes," and "how may I be of assistance." I've received letters and phone calls over the years from members volunteering in different ways to help in various matters. Dolores Parylak, Tony and Nancy Nelle, Marie Finnegan, Dick Swicker and the list goes on and on. They are not doing this for fame or fortune, but like many other members, for the love and the truth of their feeling for Peacock North.

The principal group that puts the nuts and bolts of the PN newsletter together and keeps it "A-1" are high caliber people. They are dedicated, intelligent, generous people. Without the talents of Heino Ripp, Dan Grabel, and the inventive genius of Frank Vierling, we would be in a considerable dilemma. We are deeply grateful that they continue in their respective areas to make it all stay true. And too, the staff of interesting regular story tellers and contributing writers, Luftig, Hockstein, Alexander, Dudley, bios from many notables, wonderful letters (Tornabene, Weiss, Newman and others) and Grand Daddy Ken Arber, who at 83 has a clearer memory and recognition of the past than an encyclopedia.

Our newsletter is circulated to far larger audiences. Other company groups have followed our example. Some have been in touch to learn from us, and to start their own organizations. (Recently, at CBS, a historic group was formed). There is a need for this type of endeavor for its benefit is widespread for all. There is something to be gained by community, not withstanding recognition for

individual achievements.

New applications for membership are coming in. There was an NBC awards ceremony honoring those who reached their 25, 40, and 45 year milestones (over 100 in all). They were presented and certified at an assemblage in the office esplanade, on the 52nd floor executive area on Oct. 16, 1997. It was chaired by the Human Resources Department, headed by Ed Scanlon, and hosted by President and CEO Bob Wright. The recipients were enlightened by the President's news of NBC's winning program schedule and achievements that have "grown" the company further in the industry. He interviewed some of the longer term honorees by asking them about outstanding events in their recollections of earlier years. Some humorous stories were told and the occasion was an upscale event. Mr. Wright endorsed Peacock North, and it's newsletter in a very worthy manner. He introduced me, and presented me the opportunity to address the assemblage. I invited those present to join our ranks, and become part of NBC's great history as members of PN. (I only told one of my experience stories but it got a hearty laugh from all! Thank goodness). In response I am glad to say new applications are arriving continuously.

In this edition of the newsletter, Dan brings us up to date on what's happening at 30 Rock. There's always something interesting in what more he sees than we do. He reports it to us innovatively as Roy Silver sends him the info to cull and interpret. "NBC Moves To 30 Rock," is a marvelous consolidation by Frank Vierling of the very large story about NBC's relocation into 30 Rock, material provided by "Ear Bender" editor Dick Dudley. (Thanks Dick for your input.) It's a bit like the "Voices and Events" show I did in the 40's, when I was in my earlier days of radio with James Fleming. The article is an enlightenment of how the quality of public airwaves were used on important occasions. What a contrast compared to today! Dignity, respect and decorum were the hallmarks of broadcasting then. Wouldn't it be nice to have that all back again!

Once again our regular writers have their interesting stories for us, and we are reminded of the losses of our dear friends with the ever growing "Silent Mikes" pages. Ted Nathanson's tribute (A really nice guy), is covered in detail, and we are sorry that we don't have extensive details for some others we have lost who were just as important to us. We receive sorrowful news about many members who have health problems and we wish them all speedy recoveries. It is a difficult era for many, as time takes away that vitality of youth. Time and tides wait for no one.

We are coming to the end of the year, and for the most part 1997 has been a successful year for Peacock North. Our social functions and newsletter publication has been pretty much on schedule and with continued interest and

increased membership. Please send in your renewal dues for '98, still at \$20, and due Jan.1,1998.

And — *keep this in mind* — the tentative date for our spring reunion at La Maganette is May 17, 1998, see you there!!!

Regards, Pete

We, at PN headquarters,
once again, wish everyone a
Happy Holiday
Season
starting with Thanksgiving,
through Hanukkah,
Christmas
and
wishing everyone a very
Special, Healthy, Happy and
Prosperous New Year.

Have Some Fun in the Sun!

March 19-20, 1998

Join the Florida Retirees

at the

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Orlando, Florida

*For information about the reunion,
or joining the Florida group, call*

Walter Vetter, President,

NBC Florida Retirees

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NEW MEMBERS

Cavaliere, George — Bellmore, NY
Gardner, Rosemarie — Haworth, NJ
Goodman, Samuel — Larchmont, NY
Harasek, Robert — Pt. St. Lucie, FL
Zwanziger, Marie — New York, NY
Zweck, Robert — Las Vegas, NV

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Gloria Clyne Mort Hochstein

Jerry Cudlipp Tony Nelle

Dick Dudley Dolores Parylak

Roy Silver

◆

*And a special thank you to
Peg Peterson and Lois Vierling*

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