

# *Closed Circuit*

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THE WGN FAMILY LETTER

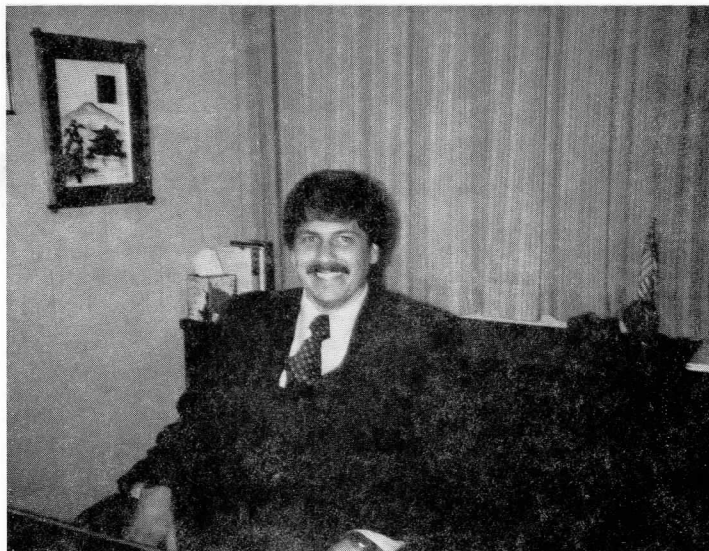
February 16, 1979

## DANIEL J. ZIMMERMAN NAMED CONTROLLER FOR WGN CONTINENTAL BROADCASTING COMPANY

DANIEL J. ZIMMERMAN has been named CONTROLLER of WGN Continental Broadcasting Company. The announcement was made by DANIEL T. PECARO, President and Chief Executive Officer, WGN Continental Broadcasting Company. The appointment was made February 12.

Zimmerman, a Certified Public Accountant since 1969, earned his Bachelor's and Master's degrees in accounting at the University of Illinois. Prior to joining WGN, he was a CPA with the firm of Touche Ross and Company serving as an audit supervisor. While with the company in 1977, he participated in the prestigious Touche Ross International Exchange Program in London, England. The 32-year-old Chicago native also served with the U.S. Army as a finance specialist for two years beginning in 1970.

Zimmerman, who also taught accounting at the University of Illinois, is a member of the American Institute of Certified Public Accountants and the Illinois Society of Certified Public Accountants.



Dan can be reached  
on ext. 439 or 440.

CHICAGO AUTO SHOW ON WGN TELEVISION

FOR 30TH CONSECUTIVE YEAR

For the 30th consecutive year, WGN Television 9 will produce a 90-minute special on the Chicago Automobile Show - the world's largest - on Sunday, February 25, from 5:30 - 7:00 pm. Kenny Price and Kathie Lee Johnson, stars of "The Hee Haw Honey's," will host the program taped at Chicago's vast McCormick Place complex.

The \$40,000,000 exhibit will feature hundreds of vehicles of all makes and models, including antique autos and cars-of-the-future. In addition, there will be magicians, comedians, sports celebrities, demonstrations and many auto-related exhibits in this 71st Annual Showcase.

Kenny Price is a nationally-known country and western performer who has appeared in many musical television series including "Hee Haw," Kathie Lee Johnson, a talented singer and performer on "Name That Tune," is appearing in her first television series this year as a member of "The Hee Haw Honey's."

They will conduct the video tour and visit with famous sports and entertainment personalities just hours before the doors open to the public, utilizing a completely self-contained mobile television truck complete with a minicam and full-size cameras.

The "Chicago Auto Show" will be produced, written and directed by AL HALL.

## WGN CONTINENTAL SCHOLARSHIP PROGRAM

The WGN Continental Scholarship Committee has announced that applications for 1979 are now being accepted.

Two \$1,500.00 grants will be awarded annually by WGN for four years of study at any accredited college or university.

The Scholarship Program will be administered by a Committee of WGN personnel and a Vice President and Dean of Students, who serves on the scholarship committee of an outstanding university. Deadline for all scholarship applications will be March 30. The Committee will meet during May to announce the winners.

### WHO IS ELIGIBLE FOR A WGN SCHOLARSHIP?

Sons and daughters (high school seniors) of full-time employees with at least five years of full-time service on January 1, 1979.

### PROCEDURE

Application forms, explaining eligibility, selection criteria, scholarship payment and the procedure involved in processing a student's application, will be available in WGN's Personnel Department.

Students must keep an average that would enable him/her to maintain a scholarship through their university.

Again, please remember that the deadline for applications is March 30th.

FEBRUARY ANNIVERSARIES --- CONGRATULATIONS!



Nancy Toepke  
Assistant Director/TV  
5 years - February 10



Carol Hankner  
Secretary/Radio Sales  
15 years - February 24



Lottie Kearns  
Secretary/Farm Department  
10 years - February 24



Gerri Bafundo  
Traffic Systems Assistant/Radio  
5 years - February 25

CONGRATULATIONS also to Tom Fitzsimmons (musician) who celebrated 20 years with WGN on February 14.

Also to Roger DeWert (Assignment Editor/News) on his 15th anniversary with WGN on February 17.



COMPANY PROMOTIONS....CONGRATULATIONS....

BARBARA SHIKAMI on her promotion to Assistant Director/TV and to  
JOYCE MOSEBACH on her promotion to Production Assistant/TV.

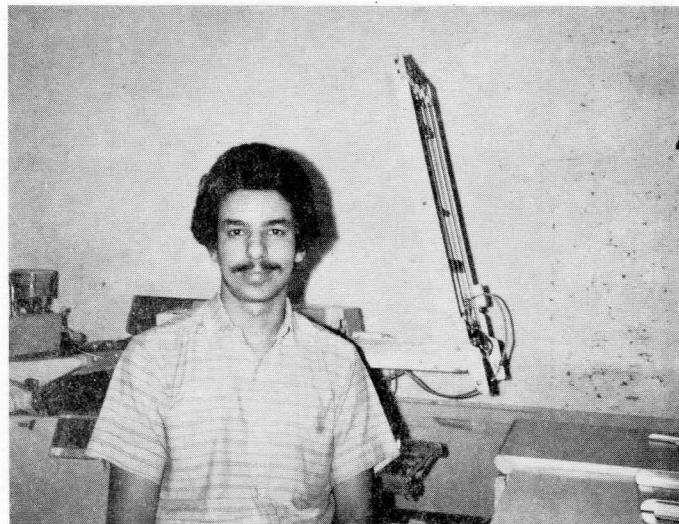


*Barbara Shikami*



*Joyce Mosebach*

WELCOME TO THE WGN "FAMILY"



*Junito Morales  
Duplicating*

FUTURE WGN INTERNS???????



Eric and Todd Robertson are the adorable twins of Ed and Karen Robertson.

Ed, a Major in the Air Force, is with WGN as an intern in Community Affairs. He will be with us until June.



Would you believe this lady who started out her life in a washtub surrounded by chickens has been a WGN employee for 12 years, presently working as a secretary in Radio Sales.

Jeanne Johnson is the mother of 4 and grandmother of 2.

CROMIES RECEIVE HONORARY DEGREES

BOB CROMIE and his wife, ALICE HAMILTON CROMIE, both were recipients of honorary Doctor of Literature degrees at Lincoln College's 114th Charter Day Convocation on February 4th in Lincoln, Illinois.

Bob's sponsor was Ralph G. Newman, renowned Lincoln scholar, author and a friend of many in the WGN "family." Mr. Newman is Chairman of the Chicago Public Library's Board of Directors and a Trustee of Lincoln College.

Mrs. Cromie's candidacy for an honorary degree was sponsored by Mrs. Donald L. Burhans.

Mrs. Cromie, author, journalist and literary critic like her famous husband, is author of "LUCKY TO BE ALIVE," which is 7th on Chicago's best sellers book list.

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PERSONAL APPEARANCES

TOM SKILLING addressed students at Columbia early this month on "Star Series of Television Weather."

Tom is scheduled to make a weather presentation before a dinner meeting of the American Institute of Plant Engineers (Chapter #5) at 6 p.m. on March 1 in the Holiday Inn in Hillside, Illinois.

\* \* \* \* \*

ORLANDO WHITE appeared in a one-man concert on February 3, singing for the Afro-American History Society in the Palmer House. On February 9, he was the principal speaker at the "Voice of Democracy" dinner in Springfield, Illinois.

Orlando's latest appearance on February 16 was a special children's concert and Afro-history presentation for the PTA and children of Guggenheim Elementary school. His performance included songs and poems to the heritage of Afro-Americans.

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JIM CAVANAUGH will be the guest speaker at the Illinois Trucking Association's 4th Annual Safety Awards banquet at the Sheraton Oakbrook Hotel, Oak Brook on February 10 at 6:30 p.m. Chairman is Burny Melton.

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It is not a small world to a man who chases his hat on a windy day.....

HAPPY BIRTHDAY to...

Dick Leigh	- February 19	Gwen O'Connor	- February 24
Bob Currier	- February 20	Al Fabbri	- February 26
Chris Flor	- February 20	Vello Nickolaou	- February 27
Tom Skilling	- February 20	Bob Cromie	- February 28
Pat Duda	- February 21	Bob Collins	- February 28
Al Field	- February 21	Rich Isaac	- March 1
Dick Fenzke	- February 22	Jeffrey Clauberg	- March 2
Bill Hartmann	- February 22	Sam Rubenstein	- March 3
Forrest Respass	- February 23	Jim Wirth	- March 3
Dan McGowean	- February 23	Ed Wootton	- March 4

PLEASE CHANGE YOUR DIRECTORIES

FRANK BONDZINSKI is now located in West Building ---- Ext. 513

FOR SALE: 8 WEEK OLD FEMALE COCKER SPANIEL PUPPY. Black and white marking. With papers. \$150.00 or best offer. Puppy has beautiful temperament. Call Frank.... 398-1804

RECIPE OF THE WEEK

BEEF BOURGUIGNON

2 lbs. boneless beef - cut into chunks.  
1-1/2 cups chopped onion  
4 carrots, sliced thin  
1 cup red table wine  
1/2 lb. to 1 lb. fresh mushrooms - sliced  
1/4 lb. margarine

3 tbls. flour - 1 tbls. tomato paste - 1/2 cup beef broth - 3 tbls. oil

Brown meat on all sides in margarine. Remove from pan.

Brown onions, carrots in oil. Add meat and wine.

Blend in tomato paste mixture. Cover and simmer for 3 hours or until tender.

Saute mushrooms and add to meat just before serving.

Serve over noodles.

CUBS OPENING DAY --- APRIL 5th ---- WHITE SOX OPENING DAY - April 10

Two spinsters were discussing men. "Which would you desire most in your husband," asked one, "brains, wealth, or appearance?"  
"Appearance, snapped the other, "and the sooner the better."

RAY RAYNER says .."Talk is cheap because the supply is greater than the demand."



SYMPATHY

DEEPEST SYMPATHY to members of the WGN "family" who have lost loved ones recently:

To Wayne Vriesman on the death of his father-in-law, Walter Vannette,

To Robert Umpleby on the death of his wife, Janine,

To Robert Prestegaard on the death of his mother, Inez Prestegaard,

To Bob Meinhardt on the death of his father, Walter J. Meinhardt.

MAY THEY REST IN PEACE!

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JANUARY PHOTO CONTEST AWARDS

First Place: "Do I Have To Come In, Now"  
John Bobera, Radio Engineer

Second Place: "Time Out"  
Al Jones, TV Engineer

Third Place: "Hubert J. Pudge In Repose"  
Forrest Respess, Newsroom

Honorable Mention: "This Is Fun"  
John Bobera, Radio Engineer

"Red Sails in New Zealand"  
Ginny Adrig, Building Dept.

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ATTENTION:

"Classes in Cardio Pulmonary Resuscitation (CPR) will be conducted by the Tribune Medical Department starting on March 20 through April 24. Any employee interested in taking this training should contact JAN ROOK, 222-3157 between 10 a.m. and 6 p.m.

Classes will be held on Tuesday evening from 6:30 p.m. to 8:30 p.m. in room 633 Tribune Tower. If you sign up for this class you must attend all sessions.

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Editor's Quote Book

A gossip is one who talks to you about others; a bore is one who talks to you about himself; and a brilliant conversationalist is one who talks to you about yourself.

# TV/C

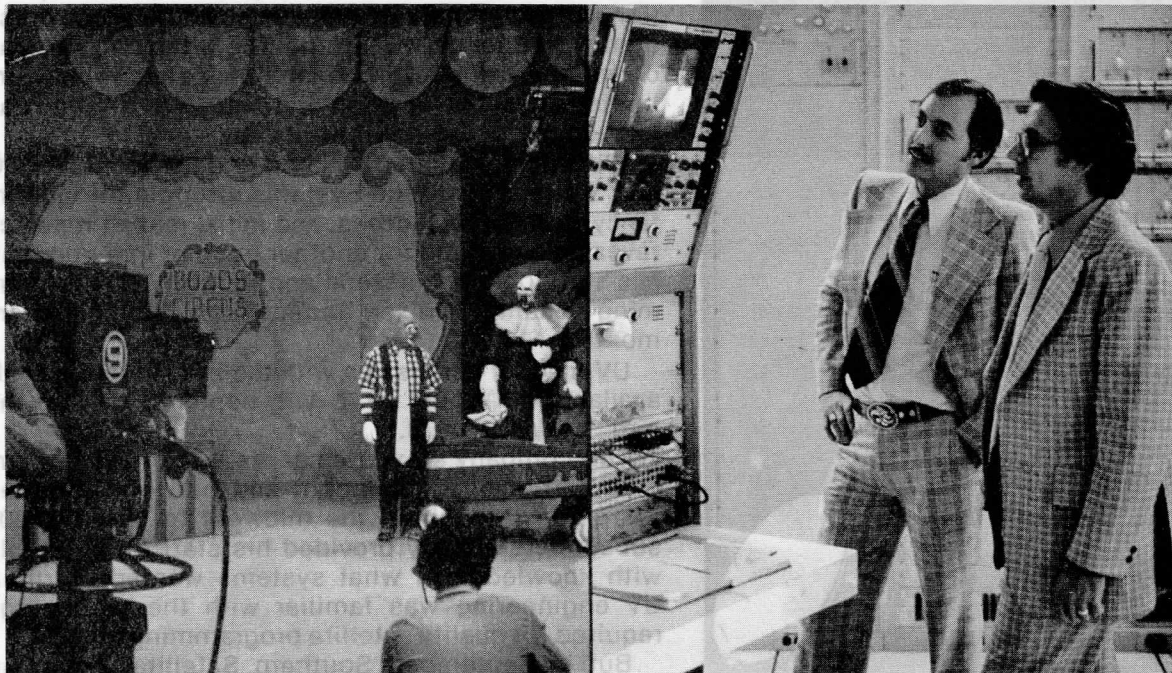


United Video's Triumph with WGN  
Cable Calendar • Year-End Critique • Man of the Year





The offices of WGN in Chicago where executives will plan the programming strategy of the station now reaching a national audience.



Left: Televising the popular WGN children's show, *Bozo's Circus*, that has a ticket waiting list of eight years. Above Right: Roy Bliss, left, with Val Barron, manager of the RCA Lake Geneva Earth Station inside the RCA control room north of Chicago. Facing Page: A microwave tower, left, part of the link which handles the signal from the WGN studios in Chicago to the Lake Geneva satellite transmitter 70 miles away is pictured here with the RCA uplink facility.

The Halfway Point

# United Video's Struggle Over WGN

The frustrating 15 months United Video and executive vice president Roy Bliss worked and waited to secure the go-ahead on WGN finally paid off.

By Jim Trecek  
President, Associated Communications, Inc.



**W**hen RCA activated Transponder 3 on Satcom I Satellite Nov. 9 and began transmitting Chicago's WGN Television, more than 15 months of tireless efforts culminated for United Video, Inc. to begin a new service of the 14-year-old microwave common carrier company.

Following struggles with protest filings, governmental delays, speculation expenses and cooperation with equipment owners, UV executive vice president Roy Bliss now, two months after turn on, can claim approximately one million subscribers contracted to watch or soon watching WGN. The road to success, however, was not easy.

Bliss had watched Atlanta independent WTCG and Southern Satellite Systems struggle through infancy to satellite success, and initial market research revealed a demand for another popular independent. His staff looked at several and found WGN programming leading Nielsen independent ratings every month.

UV filed for permission with the FCC to make WGN available in August 1977 with hopes to be "on the bird" by Jan. 1, 1978.

The company's experience as a microwave common carrier of independent and network affiliated television throughout the midwest to over 500,000 subscribers already provided his staff of 30 people with knowledge of what systems wanted. Further, UV engineering was familiar with the technology required for quality satellite programming.

But in September, Southern Satellite, American Microwave, Midwest Relay and Motion Picture Association of America (MPAA) filed competing applications and protests against UV's action. All but Midwest filed applications also to carry WGN.

In spite of the opposition, a quick market survey





*"We were so discouraged at times that we wanted to quit," admits Bliss. "But our survey numbers and the interest in WGN kept building." Contracts now have been signed with systems representing the needed 1 million subscribers.*

urged UV to forge ahead, so a cautious marketing campaign was detailed and incorporated. Spot advertising, direct mail questionnaires, promotions and a public relations campaign aimed at promoting WGN and UV raised customer interest and curiosity.

Bliss' confidence in the project grew, so negotiations with RCA for a transponder were held and physical facilities for microwave transmission from Chicago to the Lake Geneva uplink began.

The FCC delayed its decision from month to month because of protest filings and pressure from all companies for a decision as to who would offer WGN, and United Video's May turn-on date was passing into summer.

The MPAA's protest was overruled in early spring, and in May 1978 UV was signing "feeler" contracts with cable systems wanting WGN programming.

Bliss' marketing strategy and appeal to the FCC for quick action was well founded. He argued that if he were not allowed to provide WGN, only Southern Satellite Systems would be providing independent programming, and without competition, charging what they desired for the service.

Forging ahead still without a

service, United Video quickly undercut SSS by offering full-time rates for 10 cents per subscriber instead of 15 cents and introduced special part-time rates. SSS dropped rates to meet the competition.

Bliss then provided a one-year 20 percent discount for systems signing contracts before turn-on date, and then followed with another 15 percent discount if systems paid a year in advance, a non-discounted prerequisite with SSS. Again SSS matched with a 15 percent discount.

These tactics, plus a stepped-up campaign promoting WGN programming, brought in more contracts weekly. Further Bliss pointed out to the FCC that by UV promoting competition, subscribers and systems were already benefiting if approval were given as soon as possible.

Bliss' anxiety grew daily, though, because there were only verbal agreements with RCA, the FCC was still dragging its feet and system owners were getting restless for WGN programming.

United intensified marketing efforts during the summer. Southern Satellite quickened its pace and added independent KTVU from San Francisco to its cam-

paign. Finally, in September, RCA assigned transponders and United was awarded number 3, and Southern 13 and 21. But a legal battle between Southern and RCA over the assignment was brewing.

Bliss had hoped for exclusive WGN marketing rights for six months, but now he was hoping for 30 days, and saw that lead dwindling because of the FCC's indecision. SSS stepped up its marketing program, and negotiations between the two companies to market WGN under one company never made it out of meeting rooms. Midwest and American, without Satcom transponders, remained quiet.

United's exclusive microwave link-up from Chicago to Lake Geneva was in place and working, and Southern would have had to settle for an off-air 70-mile pickup, a marketing plus for UV.

Both companies poured money, time and effort into sharing system contracts, but still no word from the FCC. Efforts could all go for nothing.

Then, on Oct. 25, the FCC granted all parties permission to market WGN with the hope that only one transponder would be used. But Bliss had too much effort, money and, he felt, marketing advantage in the project, especially with the superior microwave signal to uplink. Twelfth-hour negotiations between United and SSS failed, so each company went its own direction.

## Strategy Pays Dividends

Bliss' strategy apparently paid dividends as he reaped contracts more than tripling Southern's efforts. But out of 14 million cable subscribers in the U.S., it was doubtful that WGN could be split and each company get the million subscribers needed to make the venture profitable in a reasonable length of time.

Bliss felt defeated not getting the lead time he felt he needed, and he had spent thousands of dollars creating interest and markets for WGN only to see his efforts formulate an easy market for the three other companies.

All of a sudden luck was balancing the odds. Transponder 13,

which Southern Satellite Systems had designated for WGN, became erratic. With a lawsuit against RCA pending, SSS President Ed Taylor recommended that his systems with WGN contracts contact United for the service. Midwest and American both asked for a piece of the action, but did not provide input in either dollars or effort.

WGN programming began on Satellite on Nov. 9, and the independent competition is now a battle between WGN and WTCG with SSS adding KTVU to the fray.

Bliss reflects that the long-term marketing program and competitive strategy paid off. "We were so discouraged at times that we wanted to quit, but our survey

numbers and the interest in WGN kept building, and by mid-summer we were committed to see this thing through.

### New Subsidiary

United's new subsidiary is United Satellite Corporation with Bliss the president, and he sees the future of satellite programming being governed by economics more than technology.

"As the economy continues to tighten, speculation dollars are harder to come by. People wanting to put more programming and independents on the 'bird' must consider more than doing it by betting on the come," he reasoned. "I think there's room for four, maybe five good independents,

but after that it's going to be a losing investment."

Bliss added that independent stations on satellite are going to have to change their thinking from regional to national exposure with commitments for constantly upgraded programming.

"If the programming attracts a large national audience, the station can financially benefit by attracting national advertising revenues. If programming is restricted, then so will be their ability to create new revenue, and the company selling the satellite signal will experience little growth beyond a geographical area. In the tradition of WGN, both United and WGN are committed to growth and excellence," he said. □

## Programming Strategy

# Marketing WGN — A Station Of Universal Appeal

It's perhaps because WGN Chicago used to be a CBS affiliate that its directors are so aware of its role today as an alternate choice to network viewing. For more than 20 years it has worked to perfect the concept of "counter programming" and has broad appeal already beyond the Chicago area through microwave relays.

As the second major independent to go on satellite, WGN has an advantage over WTCG Atlanta in sheer size and revenues. Its production crews, particularly those covering baseball — of which there are 145 games a year — are reputed to be superior to network crews. Its programming is so diverse and so popular that the children's show *Bozo's Circus* has a studio attendance ticket waiting list of eight years. And the pride which those who work for the station feel about what they offer viewers is now finding an outlet nationwide.

What this will mean eventually both to the station and to the cable industry is hard to determine but there are two aspects to the move from a regional to a national station

which demand attention: The total subscriber count and what that will mean to advertising revenues.

Already, WGN has, through the marketing efforts of United Video, systems representing a million subscribers signed up for service. UV's executive vice president Roy Bliss has been conducting a direct mail, telephone and personal contact marketing effort to sell the station to as many systems as possible. The next step will entail a more intensive hard-sell push with increased personal contact, says Bliss. The goal? Between three and five million cable subscribers during the next two years.

The restrictions Bliss is running into come both from the regulatory field and the technical area. While the recent decision by the FCC regarding ARTEC's request for a waiver from the Commission's distant signal rules is a step towards loosening them, nevertheless they still are very much in effect. Also facing Bliss is the limitation to 12 channels many smaller systems have on their channel carrying capacity.

During an interview, WGN officials Daniel T. Pecaro, president and chief executive officer, and Sheldon Cooper, vice president and director of broadcasting, said they foresee little immediate increase in their advertising revenues as a result of putting the station on satellite. The reason, they say, is because their advertisers are interested in appealing not to a national audience but to the Chicago market. And until the scales are tipped away from the regional market, there will be little change in the station's programming. But they say the programming is so good now, who would want to change it? However, the station probably will move from between 17 1/2 — 21 hours to 24 hours daily.

The thought of becoming as large and as influential as another network certainly is a tantalizing one to those at WGN, but it will be the national advertisers, they say, who will have to make the next move in that direction now that the initial step of putting the station on satellite is complete.



# The Lerner TV & Radio Report

## Jack Jacobson plays dual role with WGN

By JERRY FIELD

JACK JACOBSON holds a dual title at WGN. He is vice president and assistant to the director of broadcasting for WGN Continental Broadcasting and also manager of operations for WGN Television.

If the title sounds nondefinitive, just a short glimpse of Jack's job may explain the generic job titles. Jacobson is, in part, responsible for the talent contracts for both radio and television; buys the feature films (WGN has a library of 2,000 films) and other products (shows) that are aired on the station; is very much involved in the sports contracts, i.e., contracts for the Cubs, the Sting (the professional soccer team), the Hustle (women's professional basketball team), the Bulls and other local sports events, and is involved with some of the day-to-day operations of the station.

One of the forthcoming projects on which Jack will be working is the "Earth Station," which will be located on the WGN property. This will enable the station to receive programs and news directly from the satellite to the WGN studios. WGN-TV is also the first television station in the nation that is seen on all 50 stations via satellite broadcast.

An Albany Park native, Jacobson started his career at WGN as a cameraman on March 3, 1948, just after the station went on the air. In the 31 years he has been with the station, his job assignments have included director (awarded two Emmys for "outstanding remote sports and special events telecasts"), production manager, program manager, and he was elected vice president of the company in 1971.

Jacobson can well be called the first international television director as he was the first director to direct a sports event carried around the world on the Tel-Star communications satellite. He has directed more than 3,000 baseball games, including one afternoon when he directed

both a Cubs and a White Sox game at the same time. A total of 18 runs were scored in the two games and Jackson didn't miss a run.

Jacobson, also concerned with the local programming of the station, pointed to more than 33 hours a week of live local programming, which does not include sports. Ray Rayner, Bozo, Family Classics, Book Beat, Phil Donahue (who just signed a three-year contract with WGN-TV) are just a few of the locally produced shows.

"And everyone loves a parade," commented Jack, "especially the way Chicago puts on parades. WGN-TV broadcasts live the State Street Christmas parade, the Columbus day, St. Patrick's day, Bud Billiken and LaGrange pet parades and the Miss Illinois Beauty Pageant. There are two nationally syndicated shows that couldn't find room on their networks which we felt our audience would like to continue to see—Wild Kingdom and Soul Train.

"And, of course, we have had Lawrence Welk and Hee Haw for some time. I would also like to mention that we have two of the few shows that have received a great deal of praise from the church—our Mass for Shut-Ins and the Chicagoland Church Show have been on our station about 30 years."

During our brief interview with Jacobson, we were able to see a list of a few new features for this fall and to hear the start of negotiations for feature films that will arrive at WGN-TV in 1987. "Sorry about not giving you the titles to release, but until the contracts are signed and delivered, I'd rather not give those out."

It might be fair to say that one feature stars Dustin Hoffman and concerns itself with a jail break, and the other is an adventure disaster film that takes place on the high seas when the ship is turned upside down by a tidal wave.



JACK JACOBSON

Jacobson now lives in Skokie with his wife Estelle. They have three children, two girls and a boy, all grown and on their own, developing their own careers.



# Needy Families' Christmas Fund hits record

**THE NEEDIEST Families' Christmas Fund collected more money in its latest drive than ever before—a total of \$1,572,162.42.**

Fund Chairman Norman Ross said this year's contributions top last year's by about \$16,200.

By the time all checks are mailed out, about 155,000 people receiving public aid in Cook County will have received \$10 from the fund, Ross said.

**THERE ARE 706,663 Cook County resi-**

**dents, including 365,000 children, receiving public aid—people devastated by illness and medical bills, sick and lonely elderly people, and those who simply didn't have the money to buy what their families needed, much less Christmas presents.**

Ross said the last checks will be mailed this week. Amounts vary from \$10 to \$100, depending on the size of the family.

"I'm really happy about the total," he said. "So much of the money goes for mufflers and scarves, and with the weather the way it is, these gifts are especially impor-

tant."

**ROSS SAID he was particularly pleased that contributions to the fund grew despite increases in the cost of living last year. He said \$955,000 came from listeners of Wally Phillips on WGN Radio.**

This was the fund's ninth year. It is a cooperative effort sponsored by the First National Bank of Chicago, the Cook County Department of Public Aid, The Chicago Tribune, 2 other newspapers, 27 radio stations, and 8 television stations.

Chicago Sun-Times, Friday, February 16, 1979

Bob Herguth

**WGN's Wally Phillips** was roasted and toasted at the Hyatt Regency Chicago Wednesday. Some of the better insults from Wally's pals at the Easter Seal fund-raiser:

—Jack Brickhouse: "I wouldn't say Wally's conceited, but he has a clause in his will saying he has to die in his own arms."

—Kup: "It's great to have Wally's program first thing in the morning because the rest of the day isn't ruined."

—George Halas: "Can you think of anyone else who wakes up thousands of women in the morning, and wakes them up smiling?"

—U.S. Judge Abe Marovitz: "Wally, old boy, wherever the hell you are..." (Wally was obscured by roasters.)

—Bill Kurtis: "The other half (Walter Jacobson) wanted to be here but he was stripped and searched last night."

—Lee Phillip: "Wally was voted the Sexiest Man last year, either by Successful Farming or Popular Mechanics."

—Bill Veeck, who has a peg leg: "I'm the only one who doesn't want to get rid of this snow. My feet can only get half as wet as yours."

—Wally Phillips, in reply: "My son, who's 12, will ask me what it's like to stand up in

front of a bunch of sophisticated, intelligent people. I'll tell him 'I don't know. I was down at the Hyatt Regency Chicago.'"



**Wally Phillips**  
Humanitarian of the Year

Chicago Tribune, Friday, February 16, 1979

**Tower Ticker**  
By Aaron Gold

**WEDNESDAY'S** Easter Seal toast-roast humanitarian luncheon honoring Wally Phillips raised \$16,000 for Easter Seals. It also proved — once again — that Donn Pearlman of WBBM Radio is the funniest and cleanest dais speaker in town.

# Elson joins the Hall

By Eddie Gold

All those old Cubs and White Sox players

in the baseball Hall of Fame soon will have their own broadcaster moving in with them.

Bob Elson, the voice of Chicago baseball, will be inducted into the Hall of Fame Aug. 6 in Cooperstown, N.Y.

"I'm higher than a kite," said Elson, still active in sportscasting at 74. "I got the news on Valentine's Day. What a Valentine's present."

"Baseball is my life. It's a great honor what a way for me to end my career. And it's best to get it when I'm still alive."

Elson is the first Chicago sportscaster to be named to the special wing of the Hall dedicated to greats of sportswriting and broadcasting.

He joins Edgar Munzel, former Sun-Times baseball writer; John P. Carmichael, former columnist for The Daily News, and the late Warren Brown, first sports editor of the Chicago Sun.

A VETERANS' COMMITTEE has yet to pick another Hall of Fame player from among those who have been out of the game for more than 20 years, and Elson says he hopes they select Hack Wilson, the Cubs' slugger who holds the National League record of 56 homers and the major league record of 190 runs batted in.

"It would be terrific if we made it together," said Elson. "If I had a vote, Wilson would have been in a long time ago. He really deserves it. Players like Kiner, Mays and Aaron made an onslaught on his records and they failed."

Elson, a native Chicagoan, planned on becoming a doctor until he won a radio announcing contest in St. Louis. "I was at the Chase Hotel visiting billiard star Willie

Chicago Sun-Times, Friday, February 16, 1979



BOB ELSON shows some of the mementos from his broadcasting days. (Sun-Times Photo by John H. White)

Hoppe," said Elson. "I didn't know what it was all about. I then received a call from station WGN and started broadcasting baseball in 1930. Connie Mack was my first interviewer."

"At that time, live stations were broadcasting the Cubs and Sox games. There were no soap operas—nothing but baseball every summer afternoon. The toughest part was doing the doubleheaders in the days when we used to 'recreate' out of town ball games from the ticker tapes," Elson said.

"There I'd be surrounded by four blank walls the 'crowd noise' record blaring away in the background, reading the bare details over the Western Union operator's shoulder as they came in, changing that 'OUT OF' notation into a 'great run-ning one-handed catch back by the flagpole in deep center.'"

"After seven hours of that, everything was a blur!"

ELSON DID THE CUBS and Sox broadcast.

"I've broadcast 12 World Series and six the Cubs went on to win the pennant."

"But this is another day. This is the great-est thing that could happen to me."

"One of the things I remember most was his contempt for Hollywood personalities,"

said Elson. "Once, before a World Series that I was going to broadcast, the judge called me and said: 'Now, there's going to be a lot of Hollywood people in the park and I don't want to hear a thing about them. I don't care if Harpo Marx slides into second base. . . . it better not be mentioned in the broadcast.'"

"My biggest disappointment? That's easy. After all those cellar seasons with the White Sox, I was denied the opportunity to broadcast the '59 Sox-Dodger World Series."

"But this is another day. This is the great-est thing that could happen to me."

"Then there was Gabby Hartnett's 'home-er in the gloamin' in 1938. The Cubs and Pitts-burgh were tied 5-5 in the last of the ninth in the game. . . . until Hart-

nett homered into the left-field bleachers and the Cubs went on to win the pennant."

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Elsou joins  
the Hall

Chicago Sun-Times, Wednesday, February 14, 1979

by Eddie Cobb

Chicago Sun-Times, Wednesday, February 14, 1979

2 **fashion**

# A Valentine's Day salute to happy Chicago couples

Valentine duos. People mag just came up with the world's 10 most romantic couples, but no hearts were fluttering among them in Chicago. So, not to be forsaken—especially on Valentine's Day—a minipoll was taken to pick this city's most happily married couples.

This was no mean feat, as happiness is hard to measure and seeming public bliss may be a different story behind the bedroom door. Couples married for eons got high points for stamina alone. The majority of the 13 Chicago couples chosen are in the public eye a lot, though the true-love marriages no doubt involve unknown couples who stay home privately and coo a lot.

- The heart-throbbing 13.**  
**Lee Phillip and Bill Bell**  
**Florence and Ike Sewell**  
**Esther and Eli Schulman**  
**Barbara Ann Scott and Tommy King**  
**Shelia and Roy Leonard**  
**Dawn Clark and Walter Netsch**  
**Marge and Neil Hartigan**  
**Dorothy and Richard Ogilvie**  
**Zorine and Arnie Morton**  
**Jeanette and Don Reuben**  
**Maggie and Richard Daley**  
**Mary and Fahey Flynn**  
**Carol and Irwin Ware**



## Click

Abra Anderson

The producer of 13 World Series and six other major league baseball games and who worked on the hit film "The Untouchables" is now back in the field. Anderson, who has worked on the hit film "The Untouchables" and the hit film "The Untouchables" is now back in the field. Anderson, who has worked on the hit film "The Untouchables" and the hit film "The Untouchables" is now back in the field.

# 1979 Ponte Award to Brickhouse

## 9 Inductees for Hall of Fame

BY REV. LAWRENCE COZZI, C.S.

As Chicago becomes a snow fortress and its streets look like highways in a Jack London novel, a lot of our Italian American organizations are still hard at work.

As hour followed hour with plenty of research and deliberation, the Italian-American Sports Hall of Fame Committee Chairman Pat Quinn came up with the names of the 1979 Class of Nine Inductees, who will be enshrined by the Hall's 3rd Annual Banquet.

**THIS YEAR** Rosemont's Regency Hyatt House will be the site of what has certainly become a must for our community. The Red Letter Day will be November 3.

The nine 1979 inductees touch a variety of sports. From the boxing world, Joey Giardello and Joey Maxim will join ten World Champions already in the Italian-American Sports Hall of Fame.

The names of Tony [Gray Ghost of Gonzaga] Canadeo and Leo Nomellini are to be added to the two other pro football playing greats — Gino Marchetti and Charley Trippi — enshrined in 1978. Larry [Yogi] Berra and Phil Cavaretta, selected for their brilliant contributions to baseball, join Dom and Joe Di Maggio, who passed



JACK BRICKHOUSE

the portals last year.

The Italian-American Sports Hall of Fame, at its 3rd Annual Banquet on Nov. 3, will have stars from three other sports previously not represented. They are: From Basketball — Angelo [Hank]

Luisetti; From Billiards—Willie Mosconi, and From Golf—Gene Sarazen.

Together with the nine inductees, the IASHF will honor media personality from WGN Jack Brickhouse with the Ponte Award. Formerly the Italian American Sports Hero Award, the Ponte Award will be a deserving tribute to Brickhouse for his dedicated contributions of time, energy and devotion to the work of the IASHF. Brickhouse follows previous award winners Angelo Dundee and Dave Condon

The Award has been appropriately dedicated to the memory of Don Ponte, who died unexpectedly last Nov. 30. This man embodied the spirit of the Award with his enthusiasm and dedication and drive for the work of youth in general and the IASHF in particular.

**THE BIG NOV. 3 NIGHT** at Rosemont's Regency Hyatt House will also spotlight the Induction of an Oldtimers Group into the Italian-American Sports Hall of Fame. This will be a first for the IASHF, and the 1979 Oldtimers will be followed a new list of inductees at each future banquet.

The list of twelve 1979 Oldtimers to be inducted and the sports they sparked in:

Auto Racing—Ralph DePalma and

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Inductees' Pictures, Sketches on Page 23. Randazzo, Granata Spearhead Hall of Fame, on Page 22. Red, White — Green Display on Page 5.

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Peter De Paolo. Baseball—Tony Lazzeri, Ernie Lombardi and Babe Pinelli. Basketball—Forrest [Red] DiBernard. Boxing—Batt Battalino, Young Corbett III, Johnny Dundee and Pete Herman. Football—Vincent [Pat] Pazzetti. Horse Racing—Frank Coltiletti.

The Story of the Italian-American Sports Hall of Fame is certainly a Cinderella tale. As a thought in the minds of a few some three years ago, it is most assuredly taking its place today with the venerable, well-established Italian American organizations in the Chicagoland Area.

Its aims—to honor our people in the athletic arena and to develop and inspire young people to follow in their footsteps—are certainly praiseworthy and unique. It boasts of an ever-growing membership and links this together with "Red, White and Green," a magazine for which yours truly is editor.

We most assuredly hope that its dreams will continue to become a reality. It certainly does us Italian Americans proud.