

*FRIENDLY
 RETIRED
 OPTIMISTIC
 GENTLE PEOPLE
 SEE BE ESSERS*

October 2006

CBS Alumni Autumn 2006

An Intimate Gathering



Picnic photo's taken by the Magic Raven

Only a few members showed up for the picnic at Clover Park in Santa Monica Thursday, September 21st, but they were all high caliber personalities and everyone had a real good time. We had green and white balloons, green tablecloths and lots of signs to make it easy to find.

Penny, my daughter, and her husband, Larry made up a great CBS Alumni Picnic sign with a couple of Frogs frolicking in a pond. (We'll be keeping that for next year!) Julie Strnad, our November Gala flower lady, helped out by picking up the balloons and strategically placing them around the area. And, **Phil Ronney** not only took pictures but handled putting up the signs.



Sardine Fest separate table

Because there were less than 20, we all ate at the same table and everyone got to talk to each other which, sadly, doesn't happen at our larger gatherings. **Ben Wolf, Stanley Thorsen and Dick Nelson** sat at another table where they had a "Sardine Fest". Guess they didn't want to gross us out.

(Picnic article continued on page 2)



Picnicers pose—Photo by Dick Nelson

Mark Your Calendars!

Sunday, Nov 5th, 11:00 AM.

Gala Luncheon at California Yacht Club, Marina Del Rey.

See reservation mail-in application on page 8.

(continued from page 1)

I passed a tablet around and asked everyone to write something. Here's what I got:



Peggy Davis

Jane and Cappy Cappelman: "The new location is great; fresh breeze in from the ocean. See you all in November."

Else Ward: "Still being an Ombudsman – it gets me out of the house but I also find time for badminton."

Jerry Colet: "Didn't you get my E-mail? Sorry we missed you. Nice get together with old friends. Don't forget November 5th!"

Lou Holcombe: "Outstanding 'Frogs'."

Brigit & Jim Drake: "Great fun – missed you all who stayed away – and no bees!"

Dick Nelson (all the way from Atascadero): "It just happened that the picnic was scheduled for a time I'm in L.A. Normally, I'm like a cheap wine – I don't travel well."

Stanley Thorsen: "I missed the bees and the flies. Great place for a picnic! Seeing old friends and telling many lies!! We had a great time."

Dan Gingold who is an excellent writer (did you see his piece on Jere Witter in the last newsletter?), wrote this: "Like Kilroy, we were here." (I should have asked his wife, **Roz**, to write something!)

Ann Ardigo didn't write anything but she told some funny stories about her days at CBS.

Cappy and Jane have a new grandson. Jane and #3 daughter, Melissa, flew down from Denver to Guatemala to pick up her adopted six-month old baby. Cappy drove to Denver to see the new addition to the family... and, oh yes, to pick up Jane. As a member of the Pacific Pioneer Broadcasters Board of Directors, **Cappy** has been in charge of inviting students from local colleges to attend the luncheons as guests.

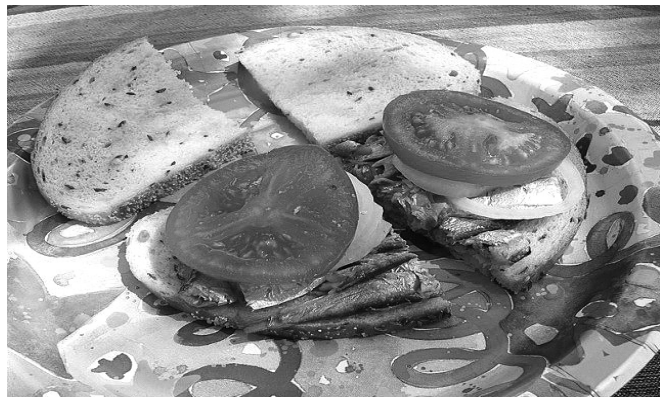
Dick Nelson gave us some news about **Boyd Benham** who lives in Cambria. **Hazel** just celebrated her 88th birthday; Boyd is 92 and still on the ham radio kick.

Isabel Dodge showed up about 12:30 in a **cab!** What a pleasant surprise!

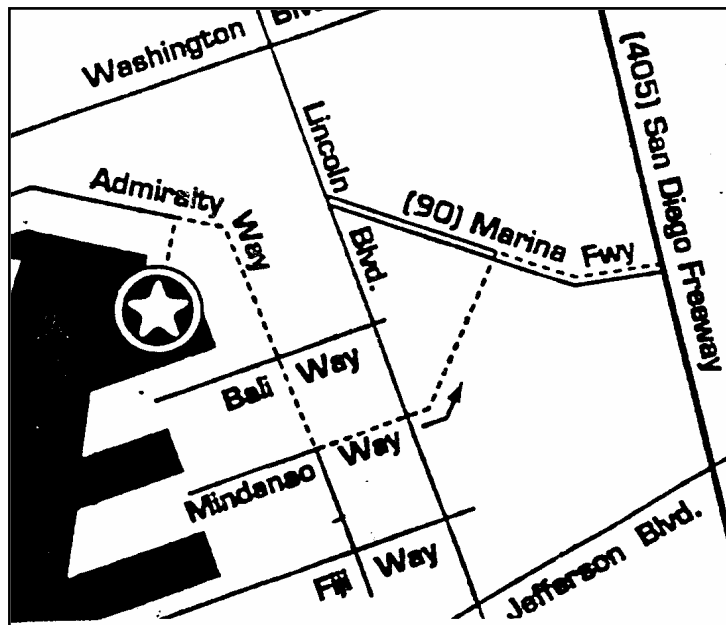
Phil Ronney "This park works. It's easy to find and there is plenty of parking very close to the picnic table."

As we started cleaning up and taking down the balloons, Brigit said why don't we give them to some children? You should have seen her happily skipping across the park with all those balloons to the playground full of little kids. An excellent way to end an excellent day!

~ peggy d.



Sardine Sandwich left over from the picnic. Pungent odor required us to put this on page two away from the rest of the picnickers. Photo by Dick Nelson



Map to California Yacht Club

EMAIL & SNAIL-MAIL

Dorothy Hoffman, widow of **Lee Hoffman**, loves receiving the newsletter, seeing names of old friends.

Dick Schacht, living in Indio, says he ran into **Artie Welcher**, at Eisenhower Medical Center. Art is a volunteer there. They had a nice talk about the old days, and as Dick says, what else is there to talk about anymore?

He also sent a clipping about **Steve Weiss**, one of four participants discussing the film, "Good Night and Good Luck" in front of an audience packed with Washington State University communication students. Steve Weiss worked on **Edward R. Murrow's** "Person to Person" and is now a retired research fellow of war studies at Kings College London.

Art Gilmore sent us a note after he read the item written by **Ted Denton** about **Chet Huntley** which appeared in one of our newsletters. He said it brought back memories of his early years at KNX. He started there on September 29, 1936 after leaving KFWB.

His first job was announcing a Western trio which turned out to be the nucleus of the Sons of the Pioneers! The guitar player was none other than **Len Sly** who, as you know, later became - **ROY ROGERS**.

Art writes: "I was at KNX but 6 weeks when the station was bought by CBS to be their West Coast anchor. They needed programs; so the "remotes" were invented. It was my lot to do the remote at the Earl Carroll Theater in 1937 with **Ray Noble's** orchestra. That great group of top musicians were on the air each night from 11:30 to 11:55 playing the music we all loved. Ray Noble was replaced by a leader from New York named **Archie Bleyer**. I remember him well because he honored the tradition of New York band leaders who always gave remote announcers a FEE!"

"I recall those days vividly because after doing that stint at Earl Carroll's every night in a tux for a year, I went back to the station and asked the announcer group there "who wants that job?" We all know now whose hand went up - **CHET HUNTLEY!**"

"My very first remote broadcast was at the **FAMOUS DOOR**, a small club always packed with the elite of Hollywood. Movie stars made it their meeting place to listen to the famous jazz trios of the day...**Louie Prima**, **Stuff Smith** and **Jonah Jones**. **Clark Gable** and **Carole Lombard** were there often, and they seemed to thrive on the jazz of the day.

Along with other staff announcers, such as **Jackson Wheeler** (what a guy!), we made many remote broadcasts."

"Early on, I drove down Pico Boulevard to the Ocean Park Casino for the music of **TOMMY TUCKER**. Another gig I had was the **PALOMAR** on 3rd & Vermont to cover the remote of the **GLEN GRAY CASA LOMA** orchestra, followed by **TED FIORITO** with **Muzzy Marcelino** which was **Charlie Barnett's** orchestra.

Later the PALOMAR burned to the ground along with all of Charlie's music. It was a sad time."

"The high end was reached when we did a broadcast from the beautiful Beverly Wilshire Hotel with **HENRY KING's** orchestra. I even sang a few numbers with Henry as there was no male singer. We were paid travel money - all of 86 cents for the trip to Beverly Hills!"

"In the 70 years I have many memories, but you must know that the treasured ones were from those early days at KNX and CBS."

(Thank you Art. We would love to receive remembrances from our other members.)

If you have been watching the Today Show on NBC (gasp!), you might be interested to know that the couple, **Molly** and **Jason**, who won the Wedding Contest and were married on the air, Friday, October 6th, have a tie to CBS. Jason's last name is **Waggoner**. Does that ring a familiar note? Yes, he is one of **Lyle Waggoner's** sons. *peggy d.*

Welcome New Member

Ruth Ashton Taylor: Ruth was a pioneer in news broadcasting in Los Angeles. She was the first woman to join "The Big News" as a staff reporter after having her own show on KNX radio for many years.

We all wish Chuck Franklin a speedy recovery from his recent surgery.

Back Lot Café: Continued

In our September addition we had to leave out a portion of several articles because of space limitations. One of the articles we had to shorten was by Tom Richmond who reported on the CBS Studio Center luncheon at Carla's Cafe on June 7th. Here is the part we had to exclude.

George introduced **Charles Cappleman** who in turn recognized three "stars" in attendance. **Bernie Oseransky**, former Vice President and General Manager of Studio Center; **Sam Lovullo**, former CBS Business Affairs Executive and "Hee Haw" Executive Producer; and a REAL STAR, **Elena Verdugo**, who starred as Millie, in "Meet Millie," CBS's early sit-com of the fifties. Capp introduced Elena to this anxious crowd of well wishers who greeted her with applause as she walked to the lecturn. She reminded us of the early escapades of live television.



Elena Verdugo at FROGS Luncheon. Photo by the Magic Raven

What an adorable lady she is! With her wit and humor, she gave us first hand the fun of being a "TV Star". "Meet Millie" first aired live from The Earl Carroll Theatre in Hollywood in 1952. There she attempted to "out-wit" the stage turntable allowing for movable sets. Not an easy maneuver while on live TV and perhaps going in the wrong direction! The move to Television City came later and gave the show stability through 1956. Having recognized several studio technicians who worked "Millie", she asked them to stand and take a bow. In attendance were **Ben Wolf** (camera); **Buddy Martin** (boom); **Bob Wagner** (boom); **Ron Wright** (boom); and her Stage Manager, Cappy. Her husband, **Charles Rosewall**, with Jane and Charles Cappleman, accompanied her to Studio Center. This was a special treat and we thank them! *Tom Richmond*

Around the World in 103 Daze: Continued

We pick up Barney and Jeannette Phaneuf's excellent adventure in Sri Lanka as they recover from an acute respiratory infection on their cruise around the world.

At Sydney there had been a large change in passengers and crew, which we feel accounted for the large outbreak of similar illnesses on board. The air conditioning circulated the germs. A sanitation plan was put in operation. Each area had anti-bacterial lotions for the hands. The medical staff and small hospital were excellent. We were x-rayed and medicated which staved off cancellation of our remaining cruise.

Military unrest in Sri Lanka, military patrols along the Suez Canal, and the elimination of the port of Aqaba, Jordan, on our itinerary, accented the troubles in the middle east. Kusadasi, Turkey, was substituted as a port en route. It paid off. We bought a Usak carpet, but it doesn't fly.

In Greece we viewed the Parthenon from below; the climb was listed as extensive walking; also, it's fenced off.

The port for Rome was Civitavecchia. Tour buses took us to the Coliseum, the Pantheon, the Forum, Circus Maximus, and Mussolini's balcony, all on an impossible one day visit to Rome on Easter week.

My pictures of the Rock of Gibraltar are nothing like the Prudential ads, hmm?

There are passengers on their fifth, ninth, and more world tours; Bea Muller has lived aboard the QE-2 for nine years, leasing a suite (room and board) which she claims is less expensive than her former apartment in London for the year. While the ship is being refitted she will live with family.

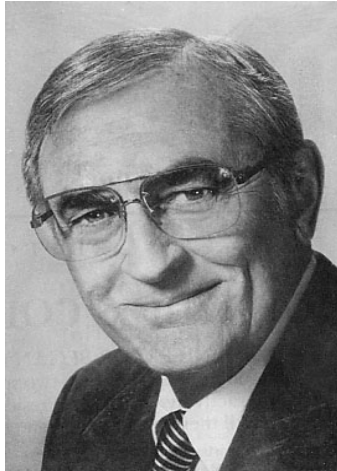
We disembarked at the port of Lisbon, foregoing a return on the Queen Mary 2, due to a recurrence of our malady. The flight home from Paris concluded our tour.

Would we do it again? Yes, but in smaller increments. please.

Barney Phaneuf.

Los Angeles and CBS Lose an Icon

There was something magical and unique about the way Ralph Story told us about Los Angeles. Ralph passed away September 26th but none of us will ever forget his wit and humor and the way he made life just a little bit more interesting for us through television.



*Ralph Story 1920—2006
Photo Courtesy L.A. Times*

Ralph came from Kalamazoo, Michigan. He was a P-51 pilot during World War II before starting his career in broadcasting as an announcer at WGR in Buffalo, N.Y. in 1948. According to the Los Angeles Times, he moved to Los Angeles in 1948 and did an early morning show on KNX radio. He left KNX in 1956 to host the CBS television quiz show, "The \$64,000 Challenge." After that show was cancelled he returned to Los Angeles and hosted a four hour daily news show called "Storyline."



Big News team, circa 1961. Ralph is in upper left corner.

In 1961 he joined the Big News with Jerry Dunphy, Gil Stratton and Bill Keene where his quirky "Human Predicament" features worked to offset the hard edged and often disturbing news of the day.

It was in 1964 that Ralph began hosting the KNXT half hour magazine series spotlighting the strange and wonderful life style unique to Los Angeles. "Ralph Story's Los Angeles" ran for six seasons, won numerous awards and became the model for many magazine style shows that followed. That show was produced by one of our members, Dan Gingold.

During the 1970's, Story co-hosted, along with Stephanie Edwards, "AM Los Angeles" on KABC-TV Channel 7. George Sunga, our president, worked with Ralph on that show as its producer.

In 1984, Story moved to Santa Ynez, and for several years he and his wife, Diana, operated an art Gallery in nearby Los Olivos. He was also active in civic and professional groups. He later was a judge for the Rose Parade while finding time to help as a fundraiser for Public Television stations KCET and KOCE.

Ralph died of Emphysema. He was 86. He is survived by his wife Diana and his son from his first marriage, Bradley Snyder.

A reflection by Dan Gingold

Call it serendipity or karma or just good fortune. Those mysterious forces must have been at work that day in 1963 when I went to pitch Ralph Story on a vision I had for a new kind show about Los Angeles. Whatever the cosmic alignment, it was to bring an extraordinary talent together with an inspired staff to create an iconic television series called "Raph Story's Los Angeles."

Although we previously had worked on the Big News together, I as director, and he doing his wonderful Human Predicament pieces, Ralph and I really didn't know each other except for occasional encounters in the newsroom. So it was with some trepidation that I met with him to describe my vague vision of a different concept, a magazine format in which to do stories about Los Angeles. Ralph listened patiently and then asked me to give him just the nuts and bolts of the show. Having no more specifics to offer, I vamped and blue-skied about how we would film and tell stories about the history, legends, lore, and people--famous and infamous--that gave our city its character. A gifted journalist with unbounded curiosity and a keen story sense, Ralph was intrigued by the challenge of this new kind of show, even in its embryonic state. The "nuts and bolts" would come later.

Ralph Story was a brilliant story-teller with an innate ability to grasp meaning and nuance in a piece with such ease that he made it his own. His voice was slightly high-pitched and more than a touch nasal but his delivery was extremely warm and comfortable. He could be witty, wry, compassionate, humane or just plain authoritative. He was incredibly credible. (continued on page 6)



Ralph Story and Dan Gingold accepting Emmy Award in the 1960's Photography by Tony Esparza

In the six years of our association on "Ralph Story's Los Angeles," I came to know Ralph not only for his superb story-telling ability but, more importantly, his humanity. He was modest to a fault and quick to express appreciation for someone else's work. His involvement with the production staff, writers Jere Witter and Nate Kaplan, researcher Melinda Cotton, field producer Joe Saltzman and film editor Fred Nelson, gave us continuing incentive to produce the kind of show that elevated our craft and reinforced an already established broadcasting icon. It was the best work any of us had ever done.

As it turned out, we were the nuts (figuratively and literally) and Ralph provided the bolts that forged Ralph Story's Los Angeles," a lasting tribute to the man and the city he loved.

Mr. Story, you made us proud. *Dan Gingold*

Historical Note: "Ralph Story's Los Angeles" was, arguably, the first television show to use what is now called the "magazine format."

My Personal thoughts on Ralph by George Sunga
 Judy and I first met Ralph Story at the Mulholland Tennis Club when we became members in the 1960's. He was a Los Angeles celebrity, tall, but friendly, warm and funny.

Occasionally, we played men's doubles together. My quickness complimented his formidable stature. At that time, I was producing the Smothers Brother's Comedy Hour and when I was able I imbedded Ralph into the "Pat Paulsen For President" national campaign as the on-air correspondent of record...all tongue in cheek, of course.

In early February 1971, Ralph asked me to give him a hand with his new morning tv show on KABC called "Ralph Story's AM Los Angeles." He wanted me to rebuild his staff (inherited from the previous host) and produce the 90 minute, five day a week series as well. Ralph opened the show reading the morning paper and bringing us up to date on significant matters and especially the human interest items. (All composed off the top of his head). Yes, Ralph was brilliant. Stephanie Edwards was a daily highlight in the program. She could make Ralph laugh with ease as she shared hosting honors. When I felt I had accomplished what Ralph had wanted, I left the show. How can you miss arriving at the studio at 6 AM, immediately conduct the first production meeting of the day at 6:15AM to get ready for air at 7:30AM. I did, but not as much as I missed Ralph and Stephanie.

I got even with Ralph later. Judy and I were in charge of the annual Mulholland Tennis Club musical review. We had chosen to take the music of "Guys and Dolls" with parody lyrics german to the club with members performing them on stage. What was needed was a narrative to pull the skits and music together. Who else but Ralph! He was cast as the "Godfather." With the help of writer members in the club, we prepared an outline of his narration and Ralph filled it all in with his own brand of vision and humor. Together, the production was a smash and I had the opportunity to work with Ralph again. Ralph was such fun and he will always be with us.

Final Curtain

Gordon Manning: Gordon was 89 when died at his home in Westport, Conn. As an executive at CBS, Manning led the news team that covered President Nixon's trip to China in 1972. He also was a key backer of the decision to run an unprecedented 14 minute segment on the Nixon Watergate Scandal on Walter Cronkite's report in 1972.

New CBS Alumni News Letter Editor Needed

I have been the editor of the CBS Newsletter for several years now but must give up my post. In the coming year I have a number of difficult but interesting projects I am going to pursue and I will not have the time I feel is needed to do this job.

I want to thank all of you who have contributed to the Newsletter with articles and suggestions. I have made new friends and have come to appreciate what a wonderful group of people CBS has spawned.

So the hunt begins for a new editor. If you have an interest in this job please contact George Sunga, our president. His phone is listed next door at the top of the "Your Committee," column.

Here is what the FROGS Newsletter editor does.

Collects articles from members and newsletter correspondents for inclusion in the Newsletter.

Using Microsoft Publisher (or any program that works), make up the eight page newsletter once every three months.



Here is a picture of me with the FROGS Newsletter staff preparing the next edition in the City Room. You will be supervising an office full of experienced, highly trained journalists. Perks include a six figure salary, an unlimited expense account, stock options, full medical insurance, a generous retirement plan, a full time chauffeured limousine and a corporate jet at your disposal. George Sunga will fill you in on the details.

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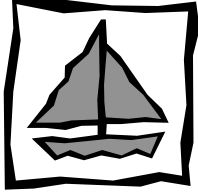
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THE CBS ALUMNI

proudly presents



Our 21st ANNUAL LUNCHEON



come join us at the
California Yacht Club
4469 Admiralty Way, Marina del Rey
Sunday, November 5, 2006
Attitude Adjustment Hour **11:00A**-No Host Bar
Luncheon at **12:15PM**

Le Menu

Mixed Green Salad with pears & Caramelized Walnuts

Roast Prime Rib of Beef Au Jus, Rustic Potatoes & Mixed Vegetables
or

Poached Fillet of Salmon, Rice Pilaf, Mixed Vegetables
Champagne Sauce on the side

or
Homemade Ravioli stuffed with Wild Mushrooms in a light cream sauce
(vegetarian)

Dessert
Coffee or Tea

Cost: \$44.50 per person, includes tax and tip
Relatives and friends welcome

CALIFORNIA YACHT CLUB REQUIRES PAYMENT IN ADVANCE NO LATER THAN OCTOBER 27th. Please fill in the form below, include your **check made out to CBS Alumni** and mail to: **Ben Wolf, 1480 Canfield Ave. #204, Los Angeles, CA 90035** before **October 27th** at the latest. Choice of entrée **may not be changed** at the luncheon table. Reservations are made in the order received, so why not write your check today?

Tickets not available at the door.

Number of people @ \$44.50 _____

Please print all information

Name _____ Salmon _____ Prime Rib _____ Ravioli _____

Name _____ Salmon _____ Prime Rib _____ Ravioli _____

Name _____ Salmon _____ Prime Rib _____ Ravioli _____

Name _____ Salmon _____ Prime Rib _____ Ravioli _____

Mail receipt to: Name _____

Street _____ City _____ State _____ Zip _____

e-mail address (ok to publish in Newsletter) _____

Please include extra guests (over 4) on separate page