



VALLEY BROADCAST LEGENDS

Issue #129 *“Honoring the Past, Sharing the Present, Embracing the Future in Media”*

October 2022

To the Nut Tree — and Beyond!

Oct. 13 • Club Pheasant • Doors open 11:00 a.m. • Lunch service at 11:30 • Zoom starts 11:50

Our October program promises to be super-fun, as VBL’s own **Mark Chiolis** is bringing highlights from his vast collection of Sacramento media memorabilia, mostly circa late 1970s to early 1990s—right when most of us were working in broadcasting.



October presenter **Mark Chiolis** with one of the many gems in his collection, a Nut Tree cookie featuring the Channel 40 logo.

Yep, he’s got the unforgettable **Leslie Nielsen** “Beyond the Nut Tree” promotional spot for KTXL. But there’s more, much more. Remember a group called Sacramento Women in Advertising, and their annual talent revue, “SWIA Struts?” He’s got a clip from that. Then there’s KCRA’s short-lived “More Time for Sex” campaign, plus vintage commercials for business as varied as Weinstock’s and La Brie’s Waterbeds. From Cap’n Delta to Jerry Reynolds, there’s something to bring back memories for everyone who was there “back in the day.”

This is a program that needs to be enjoyed in person. Of course, we’ll be offering a Zoom option for those who really and truly cannot attend our in-person meetings. Our AV guru, **Bud Kress**, is doing his best to provide a quality experience to the Zoomers, but one never knows how well a laptop camera/microphone aimed at a pull-down screen will pick up all the images and sound. If you can, come to the meeting. If for no other reason, a program such as this, packed with laughs and nostalgia, will be lots more fun when surrounded by your colleagues.

Our presenter, Mark Chiolis, is the Director of Business Development for Mobile TV Group (MTVG), which provides facilities for over 4,000 live professional and college sports and entertainment events annually, with more than 35 mobile units, and dozens of remote *Cloud Control* facilities, based throughout the U.S. MTVG has been leading the 4K/UHD/HDR/Cloud live event production with key broadcasters, networks and distribution companies.

Mark is currently working to interface with customers and partners to develop and support MTVG’s entertainment, awards, corporate, concerts, egames, and esports events with current and new trucks, using both broadcast and cine workflows.

Prior to MTVG, Mark worked in marketing, business development, and sales for Grass Valley, Thomson, Technicolor, Philips, and BTS as well as at television stations KMUV, KRBK and KVIE.

Mark is an active board member of the Hollywood Professional Association (HPA), an associate member of the American Society of Cinematographers, and holds memberships in the NAB Cine Consortium, the SciTech group at the Television Academy (Emmys), the National Academy of Television Arts & Sciences (NATAS), and California Broadcasters Association, among numerous other professional affiliations.

**RSVP for the October 13 Meeting:
Allen Chamberlin: 916/456-7654**

VBL-geek@theguys.org

**Menu: 1/2 Steak or Chicken Sandwich
Pasta (Vegetarian or Meat Sauce)
Shrimp Louie Salad**

Cost: \$25

Reservations required by Oct. 10!

Dann Shively: Shelby, Lotus and More

by VBL Board Member **Ward Koppel**

Retired Valley Broadcast Legends member **Dann Shively** has long had an interest in hobby cars. His first hobby cars were Mustangs. Seven have lived in his garage over the years, including two Shelbys. He does limit his hobby to one car at a time. His current “just for fun” car is a blue 1962 Lotus 7. Dann says it is “totally impractical” but a lot of fun. Dann purchased it earlier this year after selling his yellow 2000 Caterham 7. Lotus stopped making the 7 in 1973, at which time Caterham bought the rights to make the open-air two-seater. Dann has owned two other Lotus 7s, and over the years, four Lotus race cars. He can be seen at various car gatherings with his Lotus 7, including the Cars and Coffee gatherings in Folsom and Carmichael on Saturday and Sunday mornings.

Any regrets? Dann says, “There are several I should have held onto, one of the Shelbys, a Sunbeam Tiger and a 1968 Corvette. I couldn’t afford (to buy) them today.” Oh, and he bought a 1996 Jaguar XJS that he says he probably shouldn’t have; it just wasn’t his style.

One thing you need to have if you have a hobby car: a tolerant spouse. Dann’s wife **Shari** is that, but Dann says she has told him, “The next hobby car must have doors and a roof.”

Editor’s Note: This is the first of what we hope will be a series of articles about Legends and their hobbies. If you’ve got an interesting or unusual hobby, collection, sport, or past-time, share it with your fellow Legends! Contact Ward Koppel, ward_koppel@prodigy.net.

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VALLEY BROADCAST
LEGENDS

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‘On the Road Again’



The Veep Speaks

by VBL Vice-President **Bud Kress**



We said goodbye to our longtime president, **Jim Drennan**, on Thursday, September 22. The turnout was lovely, good to see so many of his friends and co-workers. When the service was over I walked by his simple coffin, looked at him, and said, “Jim, we could not let this newcast go by with something not going to work.” Just minutes before the service was to begin, the DVD player failed. I asked the staff at Sacramento Memorial Lawn if they had an extra

player. All they had was a super budget model. I wired it up and we were back on the air.

In this message today I would like to pay homage to those engineers that keep our stations alive and kicking, who figure out problems using duct tape and baling wire, and are never given the credit they deserve.

I am so fortunate to have been here in the Valley Broadcast Legends during the days of **Jim**, **Claire Elliot**, and **Ron Middlekauff**. I heard lots of great stories and learned from the master on how to run a meeting and to always do it with class. Plus **Allen** is a great host.

To keep our club sustainable, we need more members, especially members who will serve on the board.

This month’s meeting is going to be a fun one so plan to attend, in-person if you can, or if not, then on Zoom.



Highlights from **Jim Drennan's** Celebration of Life are posted on the Valley Broadcast Legends Facebook page, courtesy of **Kerry Shearer**.

The Legends

Membership as of Sept. 26, 2022

John Archer • Julie Archer
 Jay “DJ Jay” Arnold • Stan Atkinson
 Linda Bayley • Vic Biondi
 Bill Bishofberger • Thomas Blazowski
 Matias Bombal • Tom Buck
 Allen Chamberlin • Mark Chiolis
 Chris Cochran • Anita Fein • Curt Foley
 Vicki Fox • Gary Gerould
 Dennis Grayson • Cyndy Green
 Michael Guiliano • Kristine Hanson
 Bud Harmon • Fred Harris • Jerry Henry
 Betsy Hite • Rich Ibarra • John Jervis
 Rick Kavooras • Richard Kermickel
 Tip Kindel • Jan “Neely” Klevan
 Kim Kline • Ward Koppel • Bill Kreutzer
 Bud Kress • Joyce Krieg
 Eleanor Kuechler-VanAcker • Bob Lang
 Dick Leeson • Mike Luery • Dee McCafferty
 Michael McCarron • Jeanne Marie
 Lizette Martinez-Hopkins
 Michael Messmer • Dana Michaels
 Bob Miller • Alan Milner • Joyce Mitchell
 Keith Moon • Ray Nelson
 George Nyberg • John D. O’Brien
 Alan Oda • Sandy Ofsenek Helland
 Deborah Pacyna • Mary Jane Popp
 Tiffany Powell • Craig Prosser
 Rich Raymond • Bruce Riggs • Jay Rudin
 Beth Ruyak • Bill Schmechel • Walt Shaw
 Dann Shively • Barbara Souza
 Roy Stearns • Barry Stigers • Bob Suffel
 Steve Swatt • Gregory VanAcker
 Bob Venditti • Gregory Virtue
 Tom Wagner • Marla Wells
 Dave Williams • Adrian Woodfork
 Dennis Yoder • Jan Young



Jim Drennan: 1936-2022

by VBL Secretary **Allen Chamberlin**



I have yet to find evidence to support my guess that **Jim Drennan** never wanted to grow up to be a fireman, or president, or racecar driver. But drawing his life's timeline backwards points unwaveringly toward his always wanting to be a journalist. It seems likely his childhood super hero would have been Clark Kent— not Superman. I can imagine him dreaming of the day he could be cub reporter Jimmy Olsen, Clark's colleague and very, *very special* loyal friend.

Speculation aside, at age 11 he was writing for his junior high school newspaper. Within two issues he rose to literary editor. A year later (1948) he edited and appeared to publish Miss Hanson's Homeroom sheet "Spilled Ink". He or his parents proudly kept the full set. But in all of Jim's documents, there is only one issue of *The Challenge*, Bakersfield's First Baptist Church bulletin. Why would he have kept this mimeographed rag from May 1951 when he was 14 years old? My guess is because it contains his first byline in a non-school publication. He interviewed Reverend Selby Swift and with a touch of wit employed throughout life, he titled the piece "A Swift Interview".

From there, it was on. He became Bakersfield High School's newspaper and yearbook editor. He edited Bakersfield College's yearbook, where he earned his Associate's Degree. He received his B.A. in journalism at San Jose State where he was a member of the Sigma Delta Chi journalism honor society and News Editor of *The Spartan Daily*. Thereafter, he went straight to work for major newspapers in . . . Madera, then Reno.

Ya gotta start somewhere. It was there in Reno where he made the leap from print to broadcast medium, becoming KOLO-TV news director in 1967. By 1969 he was ready to go to 'where the there was there', i.e. here, Sacramento. He joined KXTV as assignment editor.

Speaking of beginnings, in 1973 Jim and Kenneth Matsumoto fell in love, forming a partnership that lasted 46 years until Lewy body dementia took Kenny on Christmas Eve, 2019. Kenny was a social worker for the Sacramento County Welfare Department. According to Jim, "Kenny's main job in life was helping people with warmth and kindness and love." Unlike Jim who has no surviving relatives, Kenny had a large and loving family, with a multitude of aunts, uncles and cousins. Two more extremely important things to know about Kenneth Matsumoto: 1) he was born in the Manzanar Concentration Camp, and 2) Jim and he were able to visit his relations in his ancestral home town of Hiroshima, Japan.

After 10 years at Channel 10, Jim got the Kelly Brother's call and took the job of news assignment editor for KCRA. He stayed until retiring in 1993.

Of course retirement didn't slow him down. He passionately volunteered 24 years with both the Sacramento Chapter of the Alzheimer's Association as well as the Association's California Council. He rose to hold office in both affiliates.

Which brings us to the zenith of his career. In 2009 Jim gained a seat on the board of directors for the prestigious Valley Broadcast Legends organization. With meteoric speed he ascended to the presidency in 2010. That's how and when I met Jim and Kenny. Under Jim's leadership, VBL's membership grew to a peak of 100. It was Jim who led the way for our tradition of giving a financial grant to a school with a broadcasting program each December. And he guided us through the darkest days of the pandemic, quickly adapting to the new Zoom technology to keep our beloved social club afloat during hard times.

Which leaves me only one more thing to consider about the arc of Jim's life: meteoric *ascent*? Then what? That can't be the right direction, can it?

Moving on from the Club Pheasant



One question we frequently hear at VBL World Headquarters: “Where are we going to go when the Club Pheasant closes?”

Good question! And one with no easy answers.

What we can tell you is that your VBL board is as concerned as you are about finding a suitable location for our every-other-month luncheons once the Club Pheasant serves its last plate of ravioli at the end of December. We’ve been checking out a number of options, including: the Black Bear Diner in Natomas, Rubino’s Restaurant in Rocklin, the Mandarin Drum Corps Bingo Facility (Highway 50/Bradshaw), the Old Spaghetti Factory, Vince’s Italian Restaurant in West Sacramento, Cattleman’s in Roseville and Rancho Cordova, Piatti’s Italian Restaurant, and various hotels with banquet rooms.

If you’d like to help in the search, these are the considerations:

- Able to accommodate as few as 30 or as many as 80-100.
- Plenty of parking, ideally free.
- Accessible for members with mobility issues.
- Audio-Visual capabilities: projector, screen, sound system.
- Location: As central as we can find, not beyond the Nut Tree!

Then, of course, there’s the sticky issue of price. The hard truth is, in these inflationary times it’s going to be next-to-impossible to find the kind of deal we’ve had at the Club Pheasant for so many years. Members of the San Francisco Broadcast Legends pay \$40 for their lunches. We’re doing our best to keep the price well under that, but still—get set for sticker shock.

If you have any ideas of a suitable venue, do pass it along to any VBL board member.

And Speaking of Money . . .

We gave you a free ride during the pandemic, but now that things are back to the “new normal,” your VBL board has decided it’s time to start collecting dues again. Starting on January 1, we’ll expect to receive \$25 from you to maintain your membership. Twenty of that is the basic dues, while \$5 is earmarked for the Oral History Project.

But don’t wait until the calendar turns over to 2023! You can pay your 2023 dues anytime starting now. Bring \$50 to the October 13 luncheon, and you’ll cover your meal and your dues for next year. Or, make out a check for \$25 in the name of Valley Broadcast Legends and mail it to:

P.O. Box 601861

Sacramento, CA 95860-1861

Even though we’re no longer mailing a paper newsletter, we do have a certain number of expenses to cover to keep the club operating. These include the post office box, our website hosting and domain name registration, and the guest speakers’ lunches. We weren’t able to conduct an opportunity drawing during our Zoom-only meetings during the lockdown, and if it weren’t for a generous donation by **Claire Elliot**, we would have run out of funds for the annual school grant.

Thanks to Claire, that is not the case. The board has decided that this year’s recipient will be Sunrise Elementary School in Rancho Cordova. These enthusiastic and talented youngsters produce a regular television news program through the school’s media program. You can get a taste of it at <https://youtu.be/CY1puSBOsMc>.