

# VALLEY BROADCAST LEGENDS

Issue #133 “Honoring the Past, Sharing the Present, Embracing the Future in Media”

June 2023

June 13 • Aviator’s Restaurant at Executive Airport • Doors open 11 a.m. • Lunch service at 11:30

## It’s Everybody Into the Pool!



Former KCRA assignment editor **Bill George** will share inside stories from his new book at the next Valley Broadcast Legends luncheon, June 13 at Aviator’s restaurant. *Victory in the Pool* chronicles the achievements of the swimmers of Arden Hills who won 20 Olympic gold medals in the 1968, 1972 and 1984 Olympic Games.

The team was guided by the legendary **Sherm Chavoor**, and Bill will reveal how Sherm worked with the media to project the Arden Hills story worldwide.

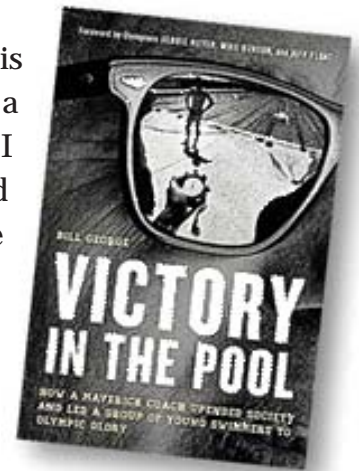
**Debbie Meyer, Mark Spitz** and **Mike Burton** were among the most famous athletes in the world, and it was Chavoor’s PR skills that helped turn them into

celebrities. Bill will present previously unpublished photos and talk about Chavoor and Arden Hills’ legacy.

Our own **Kristine Hanson** says, “Bill George made a huge splash with this book! I jumped in and never stopped swimming through the pages. As a Sacramento sportscaster I knew and was a neighbor of Sherm Chavoor. I covered his many accomplishments, knew people that worked for him, and knew the respect the athletes had for this man. But, I never knew the whole story until now. I’m even more in awe of the drive and vision one man can have on people and history! Bill George brought this to life in this page turner about the modern history of swimming in this country.”

Bill’s publisher describes *Victory in the Pool* as, “The ultimate underdog story of a swim coach who could not swim, a swim club that accepted minorities when others would not, and a group of young swimmers who became Olympic champions.”

Bill is president and executive producer of Nimbus Films and Books. He has written and produced seven award-winning documentary films about California history for PBS and is the author of *Rails, Trails and Tales*. Bill has more than forty years’ experience in journalism, government public affairs, and corporate marketing. He was an award-winning television and radio journalist who covered the World Series, the Super Bowl, and NFL and MLB playoffs for CNN and ESPN. Oh, yes—he also recently volunteered to be VBL’s treasurer.



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

**VBL-geek@theguys.org**

**Cost: \$30 payable at the door. Cash or check only!**

**Reservations required by June 6!**

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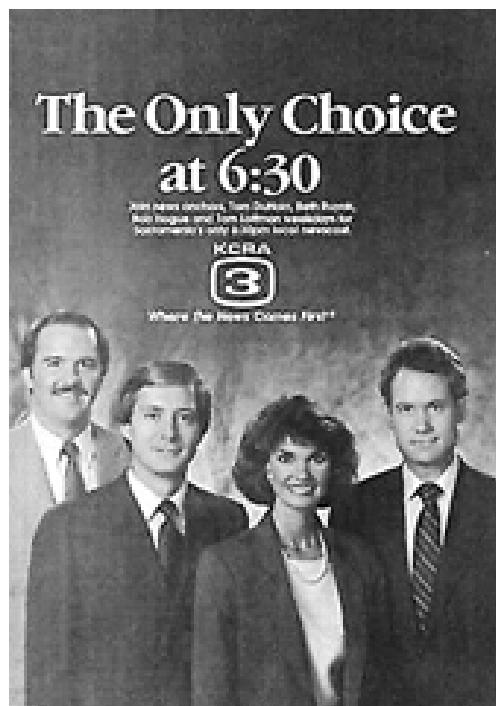
# June Program

Continued from previous page

Normally *Victory in the Pool* retails at \$36, but Bill will be making them available for sale and signing at a discount price of \$30 at our meeting.

We are planning once again to feature the 50/50 “opportunity drawing” at our meeting. This is our main method of raising funds for the grant we give to a deserving school each December. Your support of the next generation of broadcasters is much appreciated.

That’s Tuesday, June 13, at Aviator’s restaurant at Sacramento Executive Airport. Doors open at 11:00; lunch service begins at 11:30 and the presentation happens at roughly straight up noon. As always, reservations are required one week in advance for the all-you-can-eat buffet.



## Meet Our New Member

VBL welcomes News10 veteran **Mark Hedlund** into our ranks.

Mark worked as a reporter at KXTV from 1981 to 2009. Before that, he spent a year at KPIX in San Francisco, and started his broadcast career at KFSN in Fresno. During his career, he covered major court cases, including Unibomber and the Polly Klaas kidnapping and murder. He witnessed two executions at San Quentin and was in the stands at Candlestick Park when the 1989 Loma Prieta earthquake struck the Bay Area.

He is the first-place winner of a national Scripps Howard award for investigative reporting in a major market, and has been inducted into the Silver Circle of the SF/NorCal chapter of NATAS. He has won a variety of regional Emmys and Associated Press awards.

After leaving News10, Mark was the communications director for Darrell Steinberg during his years as President pro Tempore of the California State Senate. He retired from that gig in 2014 and has since kept busy as a board member of Uplift People of Elk Grove and Elk Grove HART. His honors include being named Elk Grove’s “citizen of the year” and the Elk Grove mayor’s volunteer award. In his spare time, he enjoys golf, travel, and classic cars.

## Officers

**Interim President:** Joyce Krieg

**Vice President:** Bud Kress

**Treasurer:** Bill George

**Secretary:** Allen Chamberlin

**Directors:** Walt Shaw, Anita Fein,

Kristine Hanson, Ward Koppel

**In Perpetuity Our Founder**

Harry Warren

**Newsletter Editor:** Joyce Krieg

**Webmaster:** Allen Chamberlin

**Audio-Visual:** Bud Kress

**VALLEY BROADCAST  
LEGENDS**

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# We Have a President, Sort Of . . .

by VBL Interim President **Joyce Krieg**



Wait, what? Yes, it's true. I've agreed to be president of Valley Broadcast Legends, but only temporarily—I promise!

Like much in life, it's complicated. See, VBL is facing a minor legal issue, and getting this thing resolved requires us to have a president, at least on paper. With no other candidates waiting in the wings,

I raised my hand, and the board nominated and approved me as interim president. Only because we have to have someone to sign on the dotted line, and only until this legal issue is behind us.

So, like, what legal issue? Are we being sued? No, nothing like that. Your VBL board is exploring the possibility of incorporating as a 501(c)-3 nonprofit so we can accept tax-free donations to support our school grant program. If this pans out, it's going to be "a good thing" for VBL. Scratch that. It's going to be a great thing!

For those of you who don't know me, I am the last remaining of the original "Fab Four" founders of VBL. Back in the spring of 2001, **Harry Warren, Charlie Duncan, Maxine Carlin** and I got together for lunch at the old Lyon's restaurant on Howe Avenue. We were chatting about the Broadcast Legends group in San Francisco, and next thing you know, we're saying, "Hey, let's do it here." I've been your newsletter editor from Day One of our little social club. As to my own broadcast experience, I was the first female news announcer at KFBK, at least in modern times, and worked for many years as the station's marketing/promotions manager in the glory years of the 1980s and early 90s. I was also the voice of KVIE/6 in the early 1980s. Nowadays, I keep busy with editing and ghostwriting, plus my own writing projects.

As to why I'm not willing to take the presidential gig on a more permanent basis, it's all due to me being on the Monterey peninsula and you guys being in Sacramento. VBL needs a local leader. So, once this incorporation thing is wrapped up, I will gratefully and gracefully turn over the orb and scepter to someone else. In the meantime, I appreciate your support!

# The Legends

Membership as of May 30, 2023

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



## Stock up on Swag!

VBL logo mugs, t-shirts, caps and more:

<https://shop.spreadshirt.com/vbl-boutique>



# Congratulations, Rich Ibarra!

Few of life's honors can top having a scholarship given in your honor, and that's exactly what has happened to VBL's **Rich Ibarra**. The Sacramento Press Club has named a scholarship named after him, making awards to 11 deserving students. Rich began his journalism career at KXTV in 1972, becoming the station's first Hispanic reporter. He later went on to have a 32-year career as Stockton Bureau Chief for KCRA. He became so well-known in Stockton that residents began referring to him as "Mr. Mayor." He continues to work freelance for Capitol Public Radio.



Channel 3's **Edie Lambert** said, "Rich is a talented journalist who has put his heart and soul into providing excellent coverage of the

Stockton region. The Sacramento Press Club awards these scholarships to the best and brightest students who show promise as the next generation of journalists to cover the Capitol region and beyond."

## Phil Melrose: 1944-2023



Longtime Sacramento radio exec **Phil Melrose** passed away on March 11 at his home in Carmel. Phil was the general manager of KOXA-K108 in the late 1970s and early 80s, eventually becoming president of its parent company, Brown Broadcasting, a chain of family-owned stations throughout the western states.

From the time he appeared on Wink Martindale's *Dance Party* as a teen in Los Angeles, Phil was bitten by the broadcast bug. He was a student DJ while at Foothill College in Los Altos Hills. His talent caught the attention of Mike and Willet Brown while he was working at their station in San Diego, and they tapped him to run their station in Sacramento.

Under Phil's leadership, K108 became a ratings powerhouse. The soft rock format he developed proved to be a hit with 30-something Baby Boomers, while the station's mascot, the K108 "Mellow Beaver," was a familiar site at fairs, festivals and advertiser events.

Phil retired from broadcasting and moved to Carmel in the late 1990s. He is survived by his wife of 50 years, Jude, daughter Michelle, son Bradford, and three grandchildren.

## Our Condolences ...

... to Legend **Craig Prosser**, whose son Tim passed away on May 2 in San Leandro while under hospice care. He was 55 years old and had been living in Alameda. He held a variety of jobs in electronics and sales and enjoyed vacationing on the Mendocino coast. He is survived by his parents and three children.

# Look What They're Selling on eBay

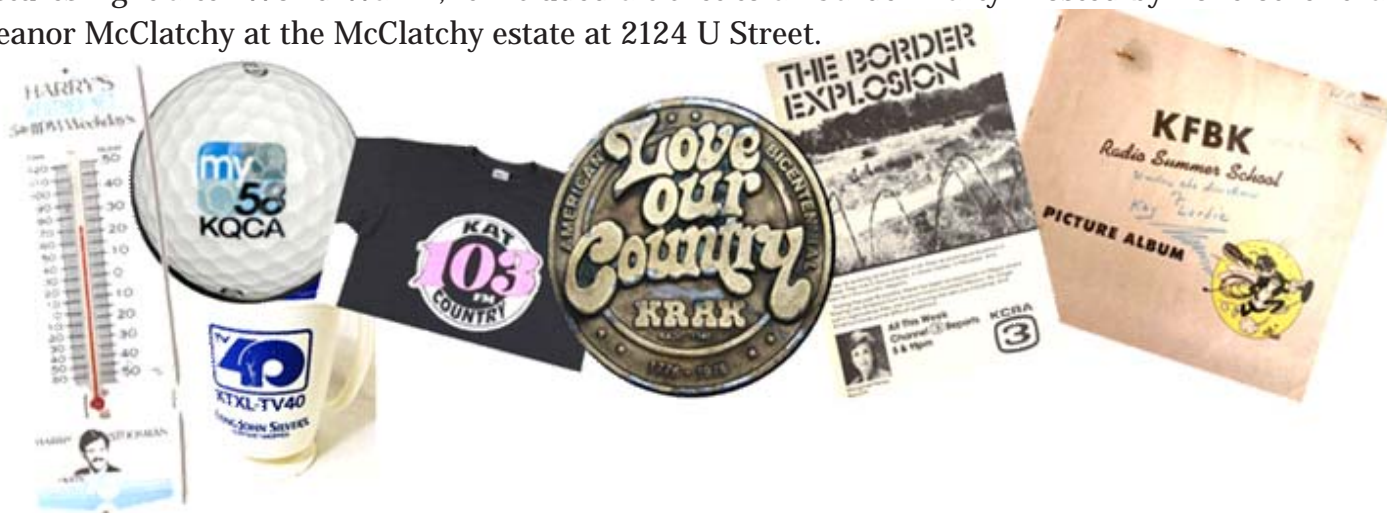
by VBL Board Member **Ward Koppel**

A quick search on eBay reveals some of the promotional items given away by area TV and radio stations over the years have become quite the collector's items.

Pens, pencils pocket flashlights and cardboard fans have been common giveaways. But who wouldn't want a "Harry's Weather Net" thermometer given away by KXTV? As of this writing, it's on sale for \$31.49, marked down from \$34.99 Take Harry's thermometer with you on the golf course, while you are using your KQCA My58 golf ball while sipping coffee from your "KTXL TV 40 Long John Silver's" coffee mug?

Radio giveaways are up for sale too. How about a KRAK bicentennial "Love Your Country" belt buckle? Or a KAT Country tee shirt? Even the old *TV Guide* advertisements can be purchased. How about an ad for KCRA's Margaret (Pelly) Larsen's special reports on "The Border Explosion" from 1983? Current bid is \$10. While the story is ongoing 40 years later, Margaret told me, "Even I wouldn't pay \$10 for that."

But, what I consider the best find is the "KFBK Radio Summer School Picture Album." It was a giveaway during the summer of 1945. And while I do wonder how many children could afford to take pictures right after World War II, it included a ticket to a "Garden Party" hosted by none other than Eleanor McClatchy at the McClatchy estate at 2124 U Street.



## Meeting Memories: April 11, 2023



Jerry Henry, owner of KAHl in Auburn, shared the challenges of keeping a small, independently owned radio station alive in the 21st century. *Photos by Ward Koppel.*