

Heere's Howard!



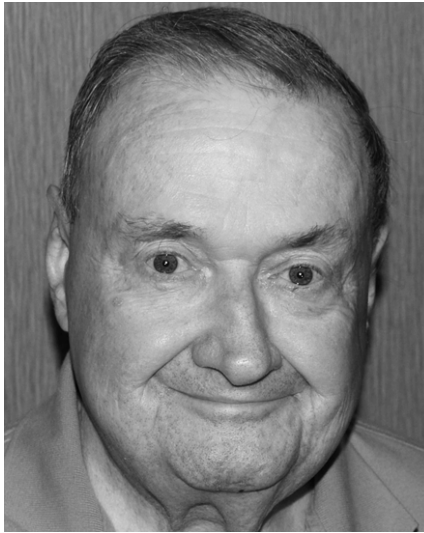
The WordchipperSM

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If you watched WDAY-TV, Channel 6, from the 1960s through the early '90s, you very likely remember hearing and seeing the work of Howard Campbell. During the early '60s, he moved from doing radio announcing to television “booth duties,” the voice you heard on many commercials, station breaks and various off-camera introductions. Howard appeared regularly on-camera too, doing the Saturday evening news and Sunday night sports. He often filled-in for the late sports directors Bill Weaver and Boyd Christenson and for veteran news anchor Marv Bossart.

For those of you who have wondered where Howard is, I'm happy to report that he's very much alive and well right here in River City, enjoying a retirement he began in 1992 after 34 years with WDAY. In fact, I see Howard every month at the WDAY “Alumni” luncheons, which I attend because of my time with the station from the mid-1960s until 1975.



Howard Campbell

Born in 1927, Howard knows a lot of broadcasting history, and I enjoy hearing his anecdotes and other memories from an era in local TV and radio that came long before today's fractionalization of the media audience and the resulting over-commercialization of programming.

Howard is a native of Rice Lake, Wis., but was raised in Chetek, a sport-fishing and resort-type community situated in the midst of six lakes in the west-central part of the state. Think Detroit Lakes or Park Rapids in Minnesota. He was in the U.S.

Navy during WWII, serving from 1944-46. After his discharge, Howard went to school in Minneapolis at the American Institute of the Air, which later became Brown Institute, a popular school at that time for many upper midwest broadcasters. Following graduation he joined the Alexandria, Minn., radio station as a staff announcer and, during his time there, he listened to WDAY, the preeminent regional station. He started to think about working there one day.

Following several positions at various radio stations in the Midwest, Howard saw an ad in *Broadcasting* magazine for an announcing position at WDAY. He applied, got the job, and that's where he stayed for a career he describes as very satisfying and full of lasting memories, working with some exceptional people that he's still friends with today.

Howard's wife Beverly passed away in 1971. They had five children, one of whom died; the others all make their homes today in the state of Washington. He'll proudly tell you he has six grandchildren and three great grandkids.

In every industry, you'll find consummate professionals who do their jobs and serve the public every time they report for duty. In broadcasting, Howard was one of those, and his long career reflects his dedication to his profession. I was privileged to work with him back then and am glad to know him today as a friend and colleague. When it comes to visiting about the “good old days” in the industry, it's always great fun and very worth my while to talk to Howard Campbell.

SPEAKING OF TIMES, TRADITIONS AND FADS PAST, DO YOU REMEMBER:

Dancin' close, little moron jokes, and cooties in her hair

Captain Midnight, Ovaltine and The Whip at the County Fair

Charles Atlas Course, Roy Roger's Horse, and “only The Shadow knows”

I had to look up “cooties.” Has to do with lice in one's hair. Those are a few of the lyrics from the song, “Do You Remember These,” written by Don and Harold Reid, the only actual brothers in the country-music quartet that calls itself The Statler Brothers. Nobody in the quartet is named Statler. The group named itself after a paper-towel dispenser in the men's room of the first hall they performed in together. Now retired but still recording, The Statlers put together one of the most pleasant, unique and enduring group vocal sounds in country/pop.