

news media president voice of 'Safety Sam'

Dave DeCosmo is "The Voice of Safety Sam!"

Mr. DeCosmo, news supervisor of Radio Station WILK in Wilkes-Barre, volunteered to become the voice of "Safety Sam," the elf-like character first appearing in cartoon strips to promote the Governor's Traffic Safety Club.

Subsequently, the promotion was expanded to include radio and television in addition to newspapers, and more than 7,000 Pennsylvania motorists who have taken the pledge to drive carefully are now enrolled in the club launched by Gov. Raymond P. Shafer at the Governor's Traffic Safety Conference in November 1969.

Transportation secretary Victor W. Anckaitis and Edward A. Hitchin, the Pennsylvania Department of Transportation's deputy secretary for safety administration, both commended the broadcaster on the concern for the safety of motorists which prompted Mr. DeCosmo to volunteer to cut master tapes with a safety message to drivers from "Safety Sam" at no cost to the Commonwealth.

Typical of the messages from "Safety Sam" are: "Wearing seat belts you'll agree, may save you from eternity;" "Wanna meet the grim old reaper? Just be a super-highway creeper;" and "A little rain, or ice and snow, are warnings that you'd best go slow."

A native of Hazleton, Mr. DeCosmo, unlike many broadcasters who seem more interested in spinning records and basking in the glamor of the trade, has taken a deep personal interest in the journalistic aspect of the field.

Throughout his tenure in his present position, he has endeavored to bring the listeners in the Wilkes-Barre area a clear, accurate picture of the news of the day or hour.

As president of the Northeastern Pennsylvania News Media Association, Mr. DeCosmo has sought to bring about a closer tie with members of the various media—radio, television and newspapers.

He said he appreciated the opportunity to play a role in PennDOT's Bureau of Traffic Safety program to promote traffic safety in the State.

Steering from an avid interest in driving and traffic safety—for the past several years Mr. DeCosmo and his wife have put over 30,000 miles



Dave DeCosmo

on the family car per year. Mr. DeCosmo said, "I think the Pennsylvania roadway system is second to none!"

A genuine desire to help people has also been a factor in his interest in traffic safety as evidenced by his observation at a recent lecture that "our highways should be used for convenience and pleasure and certainly not as instruments of death."

Mr. DeCosmo, an 11-year veteran of the air waves, literally started in the business from "the ground up," breaking into the broadcasting field in 1959 while still in high school in Hazleton.

After school, he labored as an errand boy for station WAZL, and upon graduation landed a job as janitor at station WTHT in Hazleton where, after completing his janitorial duties for the day, would familiarize himself with one of the spare control boards in the station, and eventually filled in regularly for the station's announcers when the occasion called for it.

Later, he moved to Station WNAK in Nanticoke; a station in Massina, N.Y.; back to WTHT, then to WBRX in Berwick where he rose to program director. Finally, about four years ago, he settled in Wilkes-Barre where he is presently news supervisor for WILK.

Motorists wishing to enroll in

baked chicken at Huntsville

The Huntsville United Methodist Church will serve a baked chicken dinner Nov. 14 with serving starting at 4:30 p.m. The public is invited. Tickets may be purchased at the door. The menu will include baked chicken, mashed potatoes, gravy, green string beans, pickled beets, applesauce, cranberry sauce, buns, assorted pies and beverage.

Kimberly Hunter observes birthday

Kimberly Ann Hunter was guest of honor at a party Nov. 7 in observance of her ninth birthday.

Leona Hunter and Pam Houck gave the party at Mrs. Hunter's home in Fernbrook.

Those present were Christdy Mikulka, Cathy Lumly, Dawn Schramko, Danny Kitchen, Connie, Barbie, Cindy, Joey Shields and Carl Houck, Tracy Hunter, Jamie Opalicki, Jim Hunter, Mrs. Hunter, Pam Houck and the guest of honor.

A cake, baked by Pam Houck, was decorated as a carousel.

the Governor's Safe Driving Club can obtain membership applications from the Bureau of Traffic Safety, Transportation and Safety Bldg., Harrisburg, Pa. 17120.

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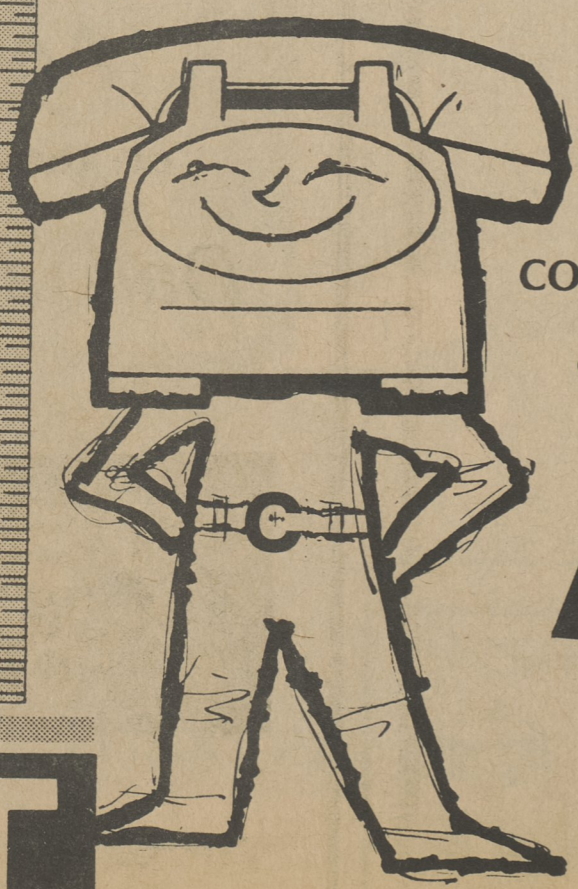
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