



## GOLD & SILVER CIRCLE PROFILES

by Kevin Wing



You may have never heard of **David Meblin**, but he was a true Bay Area television pioneer. He was one of the first to work in television in the San Francisco Bay Area, back when the new medium was just getting started.

In 1948, Meblin became one of the first employees of KPIX, the first San Francisco station to begin broadcast operations. The station went on the air for the first time on Dec. 24, 1948.

Back in those days when television was in its infancy in the United States, most Bay Area households didn't have television sets in their homes. Most people watched the Bay Area's first television station in department store windows, where TVs were on display for all to see.

Meblin was recognized for his many years in the Bay Area television industry when he was inducted into the *Gold Circle* of the San Francisco/Northern California Chapter of the National Academy of Television Arts and Sciences in 2002.

As an advertising executive for the station at that time, Meblin was a whiz at what he did. He successfully convinced a furniture store, Sterling Furniture in San Francisco, to sponsor a test pattern. KPIX was just starting out, of course, and not all of its broadcast day was filled with programming. In fact, early on, only a few hours of programming aired on KPIX. The rest of the day, the station put up the test pattern, which would remain on TV screens until programming would resume.

In later years, Meblin went to work for KGO-TV, followed by a stint at Avery-Knodel, Inc., an advertising firm.

Nearly 30 years after launching his television career, Meblin founded a company, Mighty Minute Productions. Beginning in 1975 with his company, Meblin began syndicating bite-size



feature packages to air on television newscasts. Undoubtedly his two most well-known became clients became **Joe Carcione**, who appeared as "The Green Grocer" on stations around the country, including KGO-TV, and Dr. **Dean Edell** (SC '09), who provided health and medical reports for KGO-TV and for stations coast-to-coast. **Michael Marks** was another client of Meblin's; Marks was known as "The Produce Man".



Meblin was born in Grand Forks, North Dakota, in 1911. The son of Russian immigrants, Meblin graduated from the University of North Dakota. He served with the U.S. Army in the Pacific during World War II. He and his wife, **Margo**, moved to San Francisco in 1946. In later years, they lived in Ladera, near Portola Valley.

Margo Meblin died in 1997. When David Meblin passed away in 2005 at the age of 94, a part of the Bay Area's early television heritage went with him.

He was, indeed, one of our true television pioneers.

**Next month in Gold & Silver Circle Profiles:** A very special interview with **Lee Mendelson**, a 1988 *Silver Circle* inductee who was inducted Oct. 24 into the **Gold Circle** of the San Francisco/Northern California Chapter of The National Academy of Television Arts & Sciences.

**Kevin Wing** (SC '13) is a San Francisco-based producer for ABC News' "Good Morning America", is editor of "Off Camera" and serves as San Francisco vice president on the Board of Governors of the San Francisco/Northern California Chapter of The National Academy of Television Arts & Sciences. Inducted into the Chapter's Silver Circle in 2013, he has been penning "Gold & Silver Circle Profiles" since 2007.

## And Baby Makes Four... And A Move To L.A. KFSN's Stephanie Stone Leaving Station, Heads South