

Remembering the Voice of Vic Sterling



By Terry Lowry

More than 150 family, friends and colleagues were present at a memorial service in Fair Oaks (Sacramento) last month to honor the man with the beautiful deep voice, Announcer-Director **Vic Sterling (Holshevnikoff)**.

NATAS members **Stan Atkinson, John Iander** and I were among those who eulogized Vic, describing him as a great friend, confidante, mentor and father figure to many young

people in the broadcasting business over the years.

Vic passed away on November 4th at the age of 78 following a brave battle with cancer. He leaves behind his wife of 57 years, **Patty**, four sons, six grand-children and one great grandchild.

Vic began his 53-year broadcasting career as a radio disc jockey but moved quickly into television as on-camera talent, announcer and director. He



Patty Holshevnikoff with her four sons

worked at KJEO Fresno, KCRL Reno and KRON-TV in San Francisco as an announcer-director. During his 20 years at KRON, he was a stage manager and associate director for NBC Sports on West Coast telecasts and in 1986 joined KOVR in Sacramento for an 18-year stint.

Vic was very active in AFTRA, President of the "Valley Broadcast Legends" and a member of and frequent attendee at Bay Area Broadcast Legends events.

Vic was inducted into the NATAS Silver (2001) and Gold (2004) Circles in honor of his longevity in and contribution to the television industry.



Fresno's Bob Long Passes

By Paula Lloyd
The Fresno Bee

Veteran newsman **Bob Long**, who for years told stories of the Valley on his popular *On the Map* television spot, has died. His death was reported Nov. 26 on the evening news of KSEE (Channel 24), where Long worked as reporter and news anchor for 40 years.

The station's call letters were KMJ-TV when Long began his career. After his retirement in 2002, he continued the *On the Map series* — spotlighting historic locations around the Valley with the trademark line, "with **Earl Bradley** behind the camera."

A spokesman for the station said Long was 76. **Brent DeMonte**, who worked with Long from 1964

to 1992, said Long had Alzheimer's disease.

Long had been ill with pneumonia in recent weeks.

"He was one of the most dedicated newspeople I ever knew, even calling the station to critique the news shows after he retired," DeMonte said.

Long worked for radio stations KARM and KYNO while attending then Fresno State College, where he graduated in 1961 with a degree in journalism. He went to work for KMJ-TV in 1962.

Mike Hartman, part-time managing editor for KSEE, worked with Long after joining the station in 1967.

"We worked well together," Hartman said. "I don't think anyone who knew Bob had anything but respect for him."

KSEE anchor **Stefani Booroojian** recalled that Long was the first co-anchor she worked with when she came to the station more than 25 years ago.

"He really showed me the ropes. He was such a professional person and put up with a lot of my mistakes," she said. "I was green and I was young. He was very patient."

Bob was a member of the Silver Circle (2006).