



# Alma Carroll

**Class of 1991**



**Silver Circle Profile**  
By: Kevin Scott Wing

These days, **Alma Carroll** prides herself on "refining the aristocratic art of doing as little as possible" in her quasi-retirement.

San Francisco resident Carroll was inducted into the chapter's *Silver Circle* of NATAS in 1991. These days she tends more to her business properties in Hawaii. In fact, she recently returned from the islands after a three-month business sojourn there. Not a bad place to be in business.

The San Francisco Bay Area isn't a bad place to be involved in the business of local television either. Some will say that Carroll is a true pioneer of the nation's sixth largest television market as well as this chapter.

Her broadcasting career began as an assistant to the program director at KTVU when it was located in a warehouse along Jack London Square. She was directly involved in putting the station on the air.

Following her tenure at KTVU, she became an announcer and engineer at KAFE Radio. She remained at KAFE, until it was purchased by KABL Radio.

Carroll is perhaps best known for her work at KQED-TV, where she was the station's publicity director and a staff writer for many years.

Her career took her to southern California for a time where she worked as a production assistant for Quinn Martin Productions, a production company known for creating numerous, successful crime dramas for television, including *The Streets of San Francisco*, *Barnaby Jones*, *Cannon* and *The Fugitive*.

A prolific writer, Carroll has been involved in almost every aspect of television, from her work in Bay Area television to writing a screenplay. Her writing has also appeared in the *San Francisco Chronicle*, *Miami Herald*, *Reader's Digest*, *San Francisco Symphony Magazine* and numerous other publications. At the *Chronicle*, she was a special assignment feature writer.

She was also a stringer for *Broadcast Magazine* and the *National Enquirer*, plus an editor of *Focus Magazine* and NATAS' *Off Camera*.

"As a freelancer, I have written and done almost everything," Carroll says. "I once spent three hours interviewing (actor) **Stacy Keach** in his dressing room in Coral Gables, Florida. I've witnessed Satanic



Class of '91: **Rob Roth, Jack LaLanne, Alma Carroll, Fred Zehnder, Marty Pasetta, Dick West, Al Kasch, Elaine LaLanne**. Not pictured: **Tony Tiano, Dick Cable**.

rituals in the pouring rain in Haiti, and was run out of the country in Peru, barely escaping with my life."

Throughout her career, Carroll has been involved with numerous professional organizations, including Northern California Press Women, of which she served twice as its president in the late 1970s and the San Francisco Press Club of which she was elected first woman president.

Over the years, she has received numerous honors for excellence in journalism and speech writing, and the accolades keep pouring in. In August, Carroll will travel to Chicago to receive a Milestone Award from the National Federation of Press Women. Recently, she represented the NATAS San Francisco/Northern California Chapter on San Francisco's Ballot Simplification Committee.

Carroll, who was once recognized by the California Legislature for her work in northern California television, remains active in numerous business clubs and civic organizations, including the National Federation of Press Women, Broadcast Legends, the San Francisco Museum and Historical Society and the Women's National Book Association.



(**Kevin Scott Wing** pens *Silver Circle* and *Gold Circle* profiles each month for "*Off Camera*." The two-time Emmy® Award-winning Bay Area television journalist is a freelance news writer at NBC Bay Area/KNTV in San Jose and a freelance field producer for ABC News. Email him at [kevinscottwing@gmail.com](mailto:kevinscottwing@gmail.com).)

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