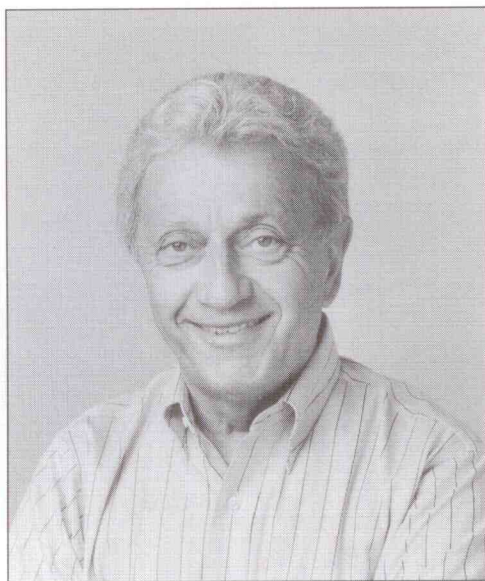


Al Parker



As testimony to the high quality of Al Parker's teaching career at Chicago's Columbia College we need only look at a brief list of his students: Bruce DuMont, President of the Museum of Broadcast Communications; Fox 32's Bob Sirott; national TV personality Pat Sajak; Joe Peyronnin, President of Fox TV News; sportscaster Chet Coppock; traffic reporter Roz Varon of WLS-TV; Chicago Eddie Schwartz; and WXRT's Frank Lee and Johnnie Mars, among many, many others. His students' success and broadcasting excellence are among his contributions to the broadcasting industry, and it is a better industry because of Al Parker.

All Al wanted to do was keep earning money. Raised in the Depression on Chicago's West Side, he finished a tour of duty with the U.S. Army Air Corps during World War II and immediately found work on the overnight shift at WJJD. Just in case that didn't work out, Al began teaching his fellow returning vets in Columbia College's radio department. He soon found out he was the radio department, and helped build it into the broadcasting mecca we know today with a faculty and staff of 22.

Al's broadcasting career actually worked out quite well. He left WJJD in 1955 to do freelance work, and became known for a quarter of a century as the voice of such clients as Nelson Brothers Furniture and Community Stores. In 1963 he became a staff announcer at WLS-TV—just in case those other gigs didn't work out—and stayed for the next 23 years.

To build a career like this, and then to share with others what you've learned— what could top that? Only family. Al Parker is most proud of the work of his three children. His daughter Marla has a market research firm. His sons Neil and Dan built their careers in broadcasting—the Parker legacy continues.