



WAYNE TISS

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As a youngster in Mason City, Iowa, Wayne Tiss played cornet in the municipal band with a friend who later became "Music Man" Meredith Willson. In 1925 he managed two radio stations in Des Moines when Ronald "Dutch" Reagan was a sports broadcaster there.

Tiss didn't envision the future success of either of these men any more than they expected that he would one day make an impact on Hollywood radio and television.

As vice president of the Batten Barton Durstine & Osborn (BBD&O) ad agency, Tiss handled such programs as The Jack Benny Show, Amos and Andy and Burns and Allen.

After moving to Leisure World in 1970, he served on the board of directors of the Laguna Moulton Community Playhouse and Lyric Opera Association of Orange County. He also was Community Relations chairman during 1973-76 as a Golden Rain Foundation director.

The youthful adventures of Tiss were numerous. "In high school Meredith and I organized a quartet. We called ourselves 'The Jones Brothers.'"

Meredith joined the John Philip Sousa band and Tiss became a journalism student at the University of Iowa, where he was editor of the school paper and paid for his education by forming a dance band.

Fresh out of college he became promotion manager of the Des Moines Register and Tribune and program director of its radio stations. After a similar position with the Minneapolis Star, Tiss moved up to national advertising and eventually handled all BBD&O's broadcast operations.

He also was on the board of trustees of College (now University) of the Pacific and lectured at the universities of Minnesota, Iowa and Drake.

Tiss was the first non-actor to serve on the board of the Screen Actors Guild Pension Fund, helped organize the National Academy of Television Arts and Sciences, and received an honorary Emmy.