



The

# ***Broadcasters' Desktop Resource***

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... edited by Barry Mishkind – the Eclectic Engineer

## **Lawrence B. Bloomfield**

**1938 - 2010**

Larry Bloomfield, who has been seen from coast to coast with his Taste of NAB Road Show, suffered a massive heart attack, and sadly passed away in Eugene, OR on Monday, November 8<sup>th</sup>. He was 72.

Bloomfield was born and raised in Southern California. He was in the first graduating class of Rim of the World High School in Lake Arrowhead, CA. After a stint at Pacific Telephone and Telegraph, and desiring more training, he joined the US Navy where he eventually served 16 years. Among the projects he worked on in the Navy was Project Syncom, where he helped launch and position the first geosynchronous satellites.

Leaving the Navy, Bloomfield entered the Broadcast industry, with a job at CBS's Channel 2 in Los Angeles. He worked in large markets and small (from Bend, OR to LA and San Francisco), and began doing contract work as Chief Engineer at several stations. He also managed to design, build, and license his own three-tower AM station in Southern California.



**Larry Bloomfield**

**October 15, 1938 - November 8, 2010**

Bloomfield was active on many fronts. He held an FCC General Class license with a radar endorsement. He also held teaching credentials in California, where he taught for six years – and another three in Guam, as the head of the Electronics Department. An active ham (KA6UTC), he was a member of the Central Oregon Coast Amateur Radio Club as well the Society of Motion Picture and Television Engineers (SMPTE) and the Society of Broadcast Engineers (SBE).

In recent years, Bloomfield criss-crossed the country with his Taste of NAB show, bringing a pile of products to people who could not make it to Las Vegas each Spring.

Bloomfield leaves behind his wife Carollee, two sons, Larry and Tom, and ten grandchildren. Funeral services for Bloomfield were scheduled to be held at the Burns Funeral Home in Florence, OR on Sunday, November 14, 2010

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