

Long-time broadcaster Tom Reiff dies

Houston television pioneer and former Texas Association of Broadcasters' president Thomas Henry Reiff died June 2. He suffered complications following heart surgery.

Reiff, a KPRC-TV executive for two decades, served on the National Association of Broadcasters' Television Board of Directors and on the NBC Affiliates' Board of Directors.



Tom Reiff

Reiff was president of the Texas Association of Broadcasters from 1988 to 1989. He was also a member of the National Association of Television Program Executives.

Reiff, 66, was a Houston native. He graduated from the University of Houston and began working at KPRC-TV in 1951 as a floor cameraman. Reiff also worked as a director, salesman, program director and vice president of programming for KPRC.

He became president and general manager of H&C Communications, Inc.'s station in Orlando, Fla. in 1985 and returned to Houston as president and

general manager of KPRC in 1986. He was named president of H&C's Broadcast Group in 1991.

Reiff provided crucial leadership for TAB and was instrumental in the decision to pursue the organization's biggest legislative effort in recent years — ensuring broadcasters' role and competitive safeguards in the telecommunications law overhaul this year.

Reiff retired in 1994 after H&C sold Channel 2 to the Washington Post Co., but he remained active in community, state and national affairs.

Reiff was especially concerned with projects for young people. He served on the Texas State PTA Violence Committee, helping develop the Phoebe Award for excellence in children's programming. He was on the executive committee of Houston's Children's Miracle Network Telethon and the Children's Lifeline Telethon for prevention of child abuse.

A Marine Corps veteran, Reiff was a member of the UH Distinguished Alumni Association and president-elect of UH Communications Alumni Association. Reiff was on the advisory board of the End Hunger Network and the board of directors of the Better Business Bureau.