

Robert Woodruff has died-Television Pioneer

Robert L Woodruff, a television pioneer for nearly four decades, has died at the age of 70. Born in May of 1940 and passed on October 21, 2011 in Wilmington, Delaware. Cause of death unknown.

Jan. 14, 2011 - [PRLog](#) -- Mr. Woodruff was a pioneering creative producer whose ideas helped transform television programming.

In the 1980s Woodruff was the Sr. Vice President and Executive Producer for Universal television. Working from their flagship station WWOR TV in Secaucus, New Jersey he created and oversaw such daring and popular shows such as "The Morton Downey Jr. Show" "The Howard Stern Television Show" and a refreshingly funny kids show "Steampipe Alley" with host comedian Mario Cantone.

Woodruff also oversaw the stations morning show "People Are Talking" with Renee Hambley Bidstrup and Richard Bey. A show which morphed into a live three hour morning show "9 Broadcast Plaza" with Matt Lauer and Janet Langhart Cohen. After a number of attempts to create a morning hit Woodruff finally came up with a concept for Richard Bey and thus was born "The Richard Bey Show" A spoof of talk shows with sound effects, a wheel of torture and a yearly contest for " Ms Big Butts".and" Mr Punnyverse". The Bey show went national and was a big hit.

Woodruff also worked at KGO in San Fransisco and in Detroit.

He was respected and loved by all who knew him. He will be missed and will remain forever somewhere in the millions of television viewers whom he touched.

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