Norman R. Alpert

June 9, 1929 - December 3, 2018

Norman R. Alpert, 89, of Bonita Springs, FL passed away peacefully on Monday, December 3, 2018 at Frances Georgeson Hospice House. Formerly of Portland, ME he had been a resident of Southwest Florida since 1982. Norm was born June 9, 1929 in Scranton, PA a son of the late Moe and Eleanor (Munley) Alpert.

Mr. Alpert was a veteran of the United States Army. He was a graduate of Penn State University, double majoring in broadcasting and psychology. Norm also did post graduate work at City College of New York and Columbia University.

His career started in sales with Colgate Palmolive and IBM before transitioning into the broadcasting field. In 1971, Norm stepped out of the media rep business and into radio station ownership with his first acquisition of WHOM-FM in New Hampshire. After moving to Naples he began construction of his new radio station, WAVV 101.1FM. His professional achievements with WAVV were permanently memorialized in the official Congressional Record on the floor of the US Congress by Congressman Francis Rooney in 2018. Mr. Alpert also founded and co-owned radio stations in Sarasota, FL, Greenville, SC and Knoxville, TN.

Norm had a passion for flying his Cessna 182 Skylane, enjoyed playing golf,

and loved the time he shared with his family and friends.

Survivors include his beloved wife of 23 years, Donna L. (Shields) Alpert; loving children, Douglas (Cindy) Alpert of Falmouth, ME, David (Angela) Alpert of Kansas City, KS, Laura (Kenneth) Lamparyk of Naples, FL and John (Michele) Glenn of Bonita Springs, FL; daughter-in-law, Cindi Alpert of Knoxville, TN; brother, Ronald Alpert of Scranton, PA; cherished grandchildren, Sam, Sara, Ben, Meggie, David, Morgan, Will, Elizabeth, Amanda, Cooper, Nathan and Isabel; and great grandson, Kaeden. In addition to his parents he was preceded in death by his son, Jeffrey Alpert; and granddaughter, Jillian Lamparyk.

A private celebration of life will be held.

In lieu of flowers, memorial contributions in Norm's name may be made to the Pan Florida Challenge to help feed local hungry children by visiting - http://support.panfloridachallenge.org/site/TR/Events/General?px=1006279&pg=personal&fr_id=1060

Arrangements are being handled by Shikany's Bonita Funeral Home.

Tribute Wall

Norman R. Alpert

October 09, 2023 at 03:40 AM

JR

Norm and I were raised in the Scranton, Pa area and we shared a study room at Phi Kappa Tau Fraternity at Penn State. There were several other brothers who were from the same area in Pa and we did many things together while at State.
My wife and I visited w/Norm in Fla on at least two occasions and were warmly received by him and Donna.
My wife, Marge and I send our deepest regards to all the family and May His Memory be Eternal!!
Joe Roman.

Joseph Roman - May 03, 2019 at 09:54 PM

SW

My start in radio was with Norm and his 100,000 watt station in Naples, FL. I loved every minute of it even when Norm said to me "In this business, you can't be thin skinned". I carry this with me to this day. I also remember he would hand pick all the music on the station which consisted of half vocals, half instrumentals and a little jazz. Loved every song. Now that I'm in the 35-64 category, really miss his picks. We had such a fun crew back in 1992-1995. Wish we all could have gotten together before Norm left us. I remember one of the calls he came out on with me...always notoriously 10 minutes or so late and said to the client as he ripped a small piece of paper out of a newspaper and making the point that the advertising needed to be consistent "this is about what you're getting" when the client only wanted to "try it for a week". When we'd have a "good book" Norm threw the biggest and best parties at an upscale restaurant in Naples and the Christmas parties were wonderful as well. Last thing I'll mention, he signed a birthday card to me "You're like fine wine, getting better with age". Sorely missed Norm and thanks for sharing your knowledge with a rookie. Will and always will love radio and the results it brings for all of the advertisers and gained a lot of this passion for the medium from you Norman. RIP

Sally Wolcott - December 11, 2018 at 05:57 PM

CJ

My deepest sympathy to the entire Alpert family and all of the employees of WAVV 101.1 FM for the loss of Mr. Alpert.

His legacy is one that will live on through his family and employees and has been an integral part of my entire daily routine for the almost 18 years we have lived in Fort Myers. Our friends from the UK loved your music when they were able to hear it.

Thank you all for making our days brighter and happier. My thoughts and prayers are with all of you.

Cheryl Jackson-Payne and husband, Richard

Cheryl Jackson-Payne - December 09, 2018 at 09:55 AM

MT

Condolences to all of the Alpert family. My last contact with Norm was some 20 years ago, when my wife and I visited him at WAVV. I first met him when he purchased the Mount Washington, New Hampshire, which he re-named WHOM ... and he came to us, Bonneville Broadcasting, to provide its programming. We were all proud of the great success WHOM achieved in northern New England. I remembered when he came to tell us he'd had enough of the cold northern winters, was selling WHOM and had purchased a construction permit for a new FM in southwest Florida. I remember him telling us how it took years to build WAVV, as he needed to acquire sufficient land on which to construct his own tall transmitting tower, so WAVV would not be beholden to anyone else. Norm was a great broadcaster, in that he put the listener first ... offering quality programming while limiting the number of commercials per hour as well as their sound and the number of announcements in any one category which listeners would be subjected to in a day's time. May God bless his soul.

Marlin R Taylor - December 08, 2018 at 03:23 PM

Serene Reflections Bouquet was purchased for the family of Norman R. Alpert.

December 07, 2018 at 11:56 AM

LP

Norm and his son Jeff who passed away several months ago were very special people. Norm served his country and his communities with pride. His wife, Donna, is a very
caring and loving lady. His granddaughter, Elizabeth, in high school in Knoxville is
a beautiful and loving young lady with a great career ahead of her. Norm would be so proud. My condolence to Cindi, Jeff's wife and Elizabeth's mother and all her hard work with Jeff and norm to make the radio business so good for the family. My heart goes out to the family during this difficult time. Just know that Norm and Jeff are together again in a very special place called Heaven. Our prayers and love go to the family. Much love Norm and Jeff. The world is a better place because of both of you.

Larry Perry - December 07, 2018 at 10:24 AM

JW

What a generous and creative man. His radio station in Naples is everybody's favorite station and he always supported important community events. I set my dial when I arrived in southwest Florida and never changed it. Loved working with him as well as Donna and Walt.
My sympathy to your family.
Jo Ann Ward
Latchkey League

Jo Ann Ward - December 06, 2018 at 07:03 PM

DM

Donna and Tom Brown and Evelyn McDowell purchased the Celestial Love for the family of Norman R. Alpert.

Donna and Tom Brown and Evelyn McDowell - December 06, 2018 at 02:17 PM

The Kosher Sympathy Gourmet was purchased for the family of Norman R. Alpert.

December 05, 2018 at 05:27 PM

WT

It has been both a pleasure and an honor to work with and for Norm, as General Manager of WAVV 101.1 FM, for the past decade! I will sorely miss his presence,guidance, creativity and support in our business matters. Norm was a constant source of inspiration and encouragement to all of us at WAVV; always humbly placing his employees above himself and always encouraging us to reach for the stars! His original business plan design and continual contributions to the success of WAVV made him a true legend in the radio broadcasting world! Norm's musical knowledge and "ear" for a great song made him the behind the scenes "genius" that programmed all the wonderful music selections heard on WAVV and enjoyed by tens of thousands of listeners in Southwest Florida. Norm truly embodied the lyrics of the song "I Did It My Way" and he did it right!
Thanks to Norm Alpert, the music will play on and on!

Respectfully,,
Walt Tiburski
General Manager
WAVV 101.1FM
Naples,FL

Walter Tiburski - December 05, 2018 at 01:59 PM