



## Jerry Bruce McClun

January 14, 1938 - March 4, 2019

Jerry McClun, 81, of Pella and formerly of Oskaloosa passed away Monday evening, March 4, 2019, at Mercy Medical Center in Des Moines, Iowa.

Jerry Bruce McClun, son of Beauford “Boots” Vaughn and Stella Christina (Brom) McClun, was born January 14, 1938, in Oskaloosa, Iowa. He was a 1956 graduate of Oskaloosa High School. He furthered his education at Bob Jones University in Greenville, South Carolina, where he met the love-of-his-life, Joanne Wood, a student from Ohio. After Jerry earned his degree, they married, August 13, 1960, in Akron, Ohio. His first job was as a news producer in Wichita, Kansas at television station KARD. He later worked in public relations at Beech Aircraft in Wichita for a brief time before moving the family to Pittsburgh in the mid-'60s for a position producing the news with KDKA. Three years later, he accepted a position as executive producer for WBBM in Chicago. Jerry remained at the station until 1973, when he was hired by the Russ Reid Company, an advertising agency in Pasadena, California. He retired from the agency in 1995, and he and Joanne moved to the island of Fiji, where they lived for about four years. Upon their return to the states, they purchased a motorhome and traveled the lower 48 states for five years. They eventually settled in Pella where they lived for three years, then moved to Lake Keomah for eight years and returned to Pella in 2015.

Jerry's family includes his wife, Joanne; his sons: Kevin Scott McClun of Oceanside, CA and Kent (Theresa) McClun of Southington, CT; Grandson, Kyle Gavin McClun of Southington, CT; a brother, Robert McClun of Minneapolis, MN; and many nieces and nephews.

In addition to his parents, Jerry was preceded in death by a brother and sister-in-law, Maurice and Lola McClun and two sisters-in-law, Donna McClun and Lois McClun.

Memorial services for Jerry will be held at 11 a.m., Friday, March 8, 2019, at the Fellowship Bible Church with Pastor Rodney De Ronde officiating. Instead of sending flowers, the family requests memorial contributions to the Fellowship Bible Church. Langkamp Funeral Chapel and Crematory is handling the arrangements.

# Events

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**MAR**   **Memorial Service**                      11:00AM

**8**

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Fellowship Bible Church

1000 A Ave. West, Oskaloosa, IA, US, 52577

# Comments

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“ Keith & Darlane Jespersen

kevin - March 12 at 01:57 PM

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“ There are too many stories and memories to share about Jerry in one post. The first comes as a little kid in Nebraska when Jerry visited our house. He was the uncle who was most like a kid (every family has one). I watched Jerry fill up our bathtub for his bath. The water level reached near the top of the tub. I never got to take a bath with more than a new inches of water in it. I couldn't believe what I was seeing. Jerry was cool. More thoughts later on being called for "Jerry duty."

Craig McClun - March 09 at 05:32 PM

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“ JoAnn and family,  
So sorry for your loss. May God give you comfort, strength, and peace in the days besides the weeks a head. You did an awesome job too as a caregiver for Jerry.  
Connie Wymore Wright



Connie Wright - March 09 at 01:51 PM

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“ My prayers are with you all today Joanne, Kevin and Kent as you reflect on and celebrate Jerry's life. Wish I could be in Osky with you today for the service. I appreciate the childhood memories of visiting Pasadena (and stories of your all's epic pranks).

Love,  
-Adam McClun

Adam - March 08 at 01:58 PM

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“ We didn't spend much time together as cousins, but I remember a time when Jerry and Joanne were in Minneapolis (maybe Christmas time??) and we wanted to go see a movie but we couldn't let grandma know. Jerry and Joanne were always a lot of fun whenever we did see them.

Prayers to Joanne, Kevin and Kent as you navigate this new season in life. I wish I could be there today, but I am on my way back to the states right now following 2 weeks in the Holy Land with resident and staff from Covenant Retirement Communities.

Blessings and prayers for all of you.

Terri Cunliffe - March 07 at 11:56 PM

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“ 19 files added to the album Dad



Kevin - March 07 at 04:07 PM

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“ Stan and Danielle Bruckheim  
29351 Avocet Lane  
Laguna Niguel, CA 92677  
Tel: 949-360-7373  
Mobile: 310-701-2132

March 5, 2019

Joanne McClun  
712 Bos Landen Weg  
Pella, IA 50219

Dear Joanne and McClun Family:

So saddened to hear of Jerry's passing this morning.

As I've explained in our recent phone conversation, Jerry had an amazing impact on my life, and by extension, my family. I wanted to convey my appreciation to you, your family, and Jerry, for everything he has meant to me.

Jerry hired me at the Russ Reid Company when I was 23 years old, as a special projects assistant for him and the Media Department which he ran. We didn't realize it at the time, but the department he grew was the founder of the modern television direct response industry, an industry I continue to work in 35 years later. Many of the approaches, systems and policies we established in the 70s and early 80s have since become standard in the industry. Jerry was truly a trail-blazer for the DR industry.

Jerry made me his assistant, and within 2 years, he gave me the opportunity to be Media Director, an astonishing risk. Who would give that responsibility to a 25-year old? Jerry did. I remember when several of the buyers (average age twice mine) convened a meeting and suggested he replace me with someone more qualified, more senior. Instead, Jerry told them to get back to work, saying he had every confidence I would grow into the role. Over the next 10 years, we became a great, great team, Jerry and the rest of us.

After 10 years at RRC, I informed Jerry I was leaving the company. Like his dream of owning an island in Fiji, I wanted to pursue my dream of working at Club Med. He understood immediately. He came back the next day and made me the most amazing offer imaginable. If I came back within 1 year, he would not hire a replacement Media Director and he would do my job and his. I was thrilled with the offer, went to Club Med for a year and, realizing it was not a viable career, came back to the company at the end of my dream year. All because of what Jerry did for me.

Jerry's magic was his ability to make our work life both productive and fun. Yes, our clients were happy with our work, but most importantly, the Media Department felt like a family. There was a true camaraderie that Jerry fostered. Jerry's pranks were legendary. An example, we found out Marty Lonsdale, VP of World Vision, couldn't find his passport. A week later, we called Marty, told him the film crew needed him in Uganda immediately, and we had booked a 5PM flight out of LAX for him. Then we waited 2 hours before telling Marty it was all a joke. Marty and I are very much in touch to this day, and we love telling "Jerry stories" together.

Another example...I was desperately looking for a roommate to help pay the mortgage. I got a fax from a Swedish foreign exchange student named Triva Vorstad. She described herself as blonde, 5'8", 115 pounds, and deaf...so she would communicate by fax. For a week, I received a fax every morning, getting to know each other and setting up an appointment to meet and see the house. We met at Black Angus and the bartender said he got a call, Triva was running 30 minutes late. Then I noticed that Jerry and most of the department was eating lunch there. I went up and asked that they not embarrass me...I really wanted this to work...please. Jerry looks at me and says...Swedish foreign Exchange student,...5'8"...115 lbs... deaf... and just then I understood. It was all another prank from Jerry. He had been sending the faxes from home the whole time. The whole department was in on it. Hilarious, to this day!

I have a file that I cherish. It's a compilation of all the pranks we played on each other over those ten years. It includes the faxes from "Triva". It's a full inch thick! It's why we all loved Jerry. It brings a smile to my face.

Today, it brings a tear to my eye.

Jerry was like a second father to me, and the impact he had on my life, and so many others, is immeasurable. In short, he made life better for all of us, a whole lot better, and a lot of fun.

Jerry, thanks for the support, the opportunities, the memories. So many people will miss you.

Joanne, our thoughts are with you, Kent, Kevin and the family in this difficult time.

Love you,

Stan Bruckheim

**Stan Bruckheim** - March 07 at 02:34 PM

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“ 2 files added to the album Dad



**Kevin** - March 07 at 12:56 PM

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“ I spent several happy summer days at Uncle Beauford and Aunt Stella's home with my Cousin Jerry. His friendship, being a pal, instruction in how to play baseball and lazy summer days are some of my best childhood memories. At our grandparents house, Frank and Suzie McClun, he gave me a ride in a red wagon. At one point he wanted to run to Grandmas back down the block. He through the wagon handle back, splitting my head open. He felt so bad and I still have the scar to this day. I know he has gone to be with the Lord and we will share that story again, someday. May you all take joy in this story, he and I have.

John McClun

Oldest son of Frank, Jr. and Marge

**John McClun** - March 05 at 08:25 PM



“ Prayers & sympathy to the Jerry Bruce McClun family. Kathleen (McClun) Wilhelm. Oldest daughter of Jerry E. McClun

**Kathleen (McClun) Wilhelm** - March 05 at 11:09 PM



“ Jerry was my cousin on my grandfather Barney Brom's side. I don't know if he ever knew what an inspiration he was to me growing up to work in broadcasting. I had a couple of fortunate opportunities to work with him and direct telethons for him at KCRG-TV in Cedar Rapids. I still cherish those memories. Our sympathies to his family.

Terry Beadle

Great nephew of Aunt Stella

**Terry Beadle** - March 06 at 11:02 AM



“ My prayers are with you all today Joanne, Kevin and Kent as you reflect on and celebrate Jerry's life. Wish I could be in Osky with you today for the service. I appreciate the childhood memories of visiting Pasadena (and stories of your all's epic pranks).

Love,

-Adam McClun

**Adam** - March 08 at 01:57 PM