

*Hydrog
3 up Brook*

25 July 1975

MEMORANDUM

Subj: The Barry Farber Show

1. CAPT Romano called this date to confirm ADM Zumwalt's appearance on 1 August at 2315 on The Barry Farber Show, per a conversation with Joe Callo (212 953-_____).
2. The 2315 show has a much larger audience than the 2000-2100 Farber show, and continues on until the subjects are exhausted.
3. Background material was mailed out to Mr. Farber 28 July (_____, New York 10036).
4. The station location is 1440 Broadway, right off Time Square. Contacts: Bob Chang/Helen Berger, producers (212 581-_____).
5. It was CAPT Romano's opinion that Farber is quite a talented guy. He will try to telecopy his biography to us before ADM Zumwalt leaves for Houston.

Kang



BARRY FARBER

Humor comes bouncing from The Barry Farber Show in a steady stream. It's built into the language and attitude of it's host -- tall, lean Barry Farber. Unlike a stand-up comic with created routines, every show is different because Barry uses his own fastly-coined similes and graphic word-pictures which have become known as, "Farberisms".

The 40-year-old country boy from Greensboro, North Carolina, has taken thought-provoking questions beyond the scope of others and turned his radio shows into money-makers for WOR Radio and its sponsors. According to a recent review, "His soft Southern accent is heard asking more penetrating questions of more diversified guests than anyone in the world..."

He is on each day from 8:15 to 9:00 p.m. and 11:15 p.m. to 5:00 a.m., reaching more different households than any other New York station by 63%!

The Farber Show is heard from Nova Scotia to Georgia and west to Indiana.

A world-traveller, he shipped out as a mess-boy on a Norwegian freighter while still earning a Phi Beta Kappa Key at the University of North Carolina. An all-state wrestling and boxing champion standing six foot two, he has acquired a broad knowledge of the world sparked

1440
BROADWAY,
NEW YORK,
N.Y. 10018
TELEPHONE:
212-564-8000

continued....

by a keen interest in people, usually denied those who reach the peak after long years of struggle in show business.

Barry was a student delegate for the United States at International Conferences in Zagreb, Yugoslavia and in Rio de Janeiro, Brazil.

He hitch-hiked all over Europe, into Russia and Yugoslavia four times. He covered the 1952 Helsinki Olympic Games for the Greensboro Daily News, and the Batista overthrow in Havana for WOR -- arriving in the capitol before Castro! Some of his live coverage was relayed by telephone from convenient phone booths there! He broadcast from the Liberty City race riot area of Miami during the 1968 Republican Convention in that city. He did his reporting from an allblack bar.

Refreshingly frank, this good-looking and lanky North Carolinian gets to his subject with the advantage of a conversational knowledge of twenty-one languages. This was recently demonstrated when he conversed in that many tongues with 21 members of the New York Police Department -- and translated himself and them simultaneously to his listeners!

Looking something like a young Lincoln, with deep-set, understanding brown eyes and a disarming smile, he approaches the subject in the homespun manner of a Will Rogers. Just a touch of accent gives his voice a melodious timbre but his command of the language and his "Farberesque" instant-similes make him unique and fascinating. As a sophisticated ex-newspaperman, he has the reporters inquiring pursuit of the point. It was while he was a reporter on the Austrian border that he covered the

continued....

→ flow of refugees in the aftermath of the Hungarian revolts.

Ralph Schoenstein once called him "radio's most articulate and entertaining interviewer."

Billboard repeats the word, "versatility" when referring to him.

In a three-column feature, the New York Times says, "he looks for people who have something to say" when referring to his, "melange of discussion, interview and debate."

A guest on his show will watch fascinated as the Farber personality emerges. Brown curly hair falling over his forehead in the Kennedy fashion, expressive hands not unlike those of a symphony conductor signalling the engineer or calling for a cut or stretch, Barry is a shirt-sleeve host who puts his guests at ease whether they be a Maharishi or a President.

The most skilled interviewer will sometimes have to accept the evasive answer, but Barry has a way of extorting the truth without "putting down" the interviewee or insulting his audiences' intelligence. This is evident whether it be a Monique van Doren admitting she had once been stood up on a date, or a Nelson Rockefeller confessing he once missed a meal because he couldn't pay the check!

Barry came to New York in 1957 and produced the Tex McCrary-Jinx Falkenburg radio show. As a "stand-in" as well, for the occasionally absent "Tex", Barry was given an opportunity to get on the air, a courtesy he credits to an unselfish boss. He was soon given his own show on WINS but WOR paged him shortly thereafter.

continued....

Farber, whose special phraseology adds impact to most of his commercials, is said to be able to "put a book on the best-seller list!"

"What does he look like?" is the usual question asked by the girl listener. "How can a guy his age speak 21 languages?" is the usual query from a man. But Barry is not pretentious. He is, however, **very charming** and that is the **secret** which makes his fans **tune to WOR.**

#####