'Godfather' actor Lee Strasberg, 80, dies in hospital

United Press International NEW YORK — Lee Stras-berg, who trained such noted performers as Marlon Brando and Marilyn Monroe and development "method acting" had a pro-found influence on the Amer-ican theater, died yesterday of aheart attack, a family spokes-

man said. He was 80 Strasberg suffered a heart attack at his Manhattan home at 6:30 a.m. and was rushed by ambulance to Roosevelt Hospital, spokesman John Sprin-

ger said. Strasberg suffered cardiac arrest in the ambulance, Springer said. Efforts were made to revive him in the hos-

Strasberg was pronounced dead at the hospital at 7:56

a.m., Springer said.

At the hospital with Strasberg were his wife, Anna, two children, David 11, and Adam, 12, and actor Al Pacino, Springer said. Strasberg's older children, actors Susan and John, arrived later.

Strasberg had been in good health and had just received notification that he was elected to the Theater Hall of

NOVATO, Calif. — The sec-

With these basics in mind,

veteran campaigners Harvey Yorke and Liz Doherty have published their own book telling how to win elections: "The Can-

didate's Handbook For Winning

United States, it would seem that

almost anyone who wishes could run for office or help a friend But first, the authors say,

your family. If so, you have two tasks: preparing yourself and

Since there are 90,000 locally elected governing bodies in the

Local Elections.

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Finest

ret to winning an election — be handled ing, produ support-built planning, organization and basic camp be handled ing, produ support-built the voters."

Secret to winning

elections revealed

If you are an appealing can-didate, that's even better, but you don't need to be.

volunteers, employ publicity, conduct get-out-the-vote cam-paigns and fund raisers and also

make sure you want the office and that the idea is acceptable to of California.

building an organization.

For self-preparation you will need to get up a fact sheet and a band's third successful cam-

approach known and potential college board along with manag-

Start small, the authors say, was elected to the local water dis-but "remember, regardless of trict board.

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budget and then paign for the local community

As recently as Sunday, Strasberg was dancing in the chorus line with the Rockettes

during the "Night of 100 Stars" extravaganza at Radio City Music Hall. "It's very sudden, everyone

is very broken up," Springer said. "In a sense, he was the guru of this whole generation of theater." Strasberg didn't make his screen debut until 1975 when he appeared in "The God-father, Part II." He received an Academy Award nomina-

tion for that role and went on to play parts in numerous other films. Strasberg was born in Budzanow, Austria, on Nov. 17,

1901, and became an American citizen in 1936. Despite common belief, he did not found the Actors Studio, which had a profound influence on contemporary acting by introducing what was to become known as method acting.

The Actors Studio was founded by Elia Kazan and Cherly Crawford and they enlisted Strasberg in 1948 as its artistic director to replace Robert Lewis.

the type of political contest, the

basic campaign functions must be handled: planning, fundrais-

ing, production of materials,

support-building and reaching

may need to conduct your own

surveys. The handbook deals

with these subjects in detail.
It also includes 33 checklists to aid candidates and their supp-

porters in every phase of a campaign from setting up commit-tees to establishing campaign

Yorke has been in public relations for more than 35 years, serving as public relations dire-ctor for Sen. S.I. Hayakawa, R-

Calif., and on the staff of Ronald

Doherty has worked in poli-

tical campaigns for more than

ing a first-time candidate who

headquarters.

You will need to recruit

WRNO to broadcast worldwide

NEW ORLEANS — Joseph Costello has built the nation's only commercial short-wave radio station, a \$1.5 million project to beam three million watts of rock music, fast food and blue

jeans to all corners of the globe.

The 39-year-old New
Orleans native has several avenues open for making a profit
from WRNO-Worldwide: advertising, of course, from in-ternationally marketed pro-ducts like Coca-Cola, and from an innovative marketing con-

cept involving blue jeans.
"Do you know what blue jeans bring in Europe?" Costello asked. "\$150 a pair. Now suppose you're in Europe and you can get a pair of WRNO jeans for \$27.95 by simply going to the post office, buying an interna-

tional money coupon and sending it to me. Then I send you the jeans. That's where a lot of the

money is going to come from."

Costello said he has already signed contracts worth \$200,000 with sponsors for Sunday morning religious broadcasts representing a potpourri of faiths. The overall revenues could run well into the millions annually once record companies, resort hotels and airlines get into the

act.
"If I'd do \$500,000 a year I'd be happy, but I quite believe I have a tiger by the tail," Costello said, pointing to one European pirate station that took in \$34

million in a single year.

After several weeks of tests and a few rubber-stamp approvals, the station will start beaming 12½ hours of rock, Englishments a day to listeners around Worldwide is that FCC regula- misunderstanding intimidated

the world.
"I hope this new station will serve as a window through which people can sample the American way of life," Costello

"A Gallup poll shows that 18 million Americans a week listen to short wave radio, which is more than listen to ABC, NBC or CBS. I'm legally prevented from reaching these people, so I go the other way around. I beam three million watts not through these people, but over these people."

tions ban American commercial short-wave broadcasts within have given short wave a go — the states. So listeners in Amsterdam, Sydney or Maracaibo can enjoy Costello's station when it cannot he heard across the Soviet propaganda head-on.

In fact, until Costello started broadcasters assumed it prohibited any commercial short wave transmission. Costello, who served on a government advis-ory committee studying the law, discovered otherwise.

He explained that this legal people who otherwise might the government it needed to over the airways to meet

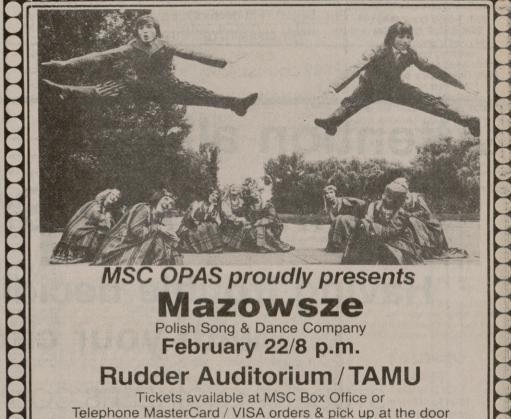
poking through the Federal caught with its pants down," Communications Act of 1934, Costello said. "The other countries all had voices.

> The Smith-Mundt Act created Voice of America and the private sector withered on the vine, he said.

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