

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

United Press International
NEW YORK — Lee Strasberg, who trained such noted performers as Marlon Brando and Marilyn Monroe and whose development of "method acting" had a profound influence on the American theater, died yesterday of a heart attack, a family spokesman 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 Springer said.

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

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

Fame, Springer said.

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 Godfather, Part II." He received an Academy Award nomination 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 Cheryl Crawford and they enlisted Strasberg in 1948 as its artistic director to replace Robert Lewis.

WRNO to broadcast worldwide

United Press International
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 internationally marketed products like Coca-Cola, and from an innovative marketing concept 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, English-

language news and advertisements a day to listeners around the world.

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

"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."

An irony of WRNO-Worldwide is that FCC regulations ban American commercial short-wave broadcasts within the states. So listeners in Amsterdam, Sydney or Maracaibo can enjoy Costello's station when it cannot be heard across the street.

In fact, until Costello started poking through the Federal Communications Act of 1934, broadcasters assumed it prohibited any commercial short wave transmission. Costello, who served on a government advisory committee studying the law, discovered otherwise.

He explained that this legal misunderstanding intimidated people who otherwise might have given short wave a go — until the Cold War convinced the government it needed to take over the airways to meet Soviet propaganda head-on.

"The United States was caught with its pants down," 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.

Secret to winning elections revealed

United Press International
NOVATO, Calif. — The secret to winning an election — from the presidency down to a local fire district board — is planning, organization and hard work.

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

With these basics in mind, veteran campaigners Harvey Yorke and Liz Doherty have published their own book telling how to win elections: "The Candidate's Handbook For Winning Local Elections."

Since there are 90,000 locally elected governing bodies in the United States, it would seem that almost anyone who wishes could run for office or help a friend campaign.

But first, the authors say, make sure you want the office and that the idea is acceptable to your family. If so, you have two tasks: preparing yourself and building an organization.

For self-preparation you will need to get up a fact sheet and a tentative budget and then approach known and potential supporters.

Start small, the authors say, but "remember, regardless of

the type of political contest, the basic campaign functions must be handled: planning, fundraising, production of materials, support-building and reaching the voters."

You will need to recruit volunteers, employ publicity, conduct get-out-the-vote campaigns and fund raisers and also 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 supporters in every phase of a campaign from setting up committees to establishing campaign headquarters.

Yorke has been in public relations for more than 35 years, serving as public relations director for Sen. S.I. Hayakawa, R-Calif., and on the staff of Ronald Reagan when he was governor of California.

Doherty has worked in political campaigns for more than 20 years, starting as a volunteer. She recently handled her husband's third successful campaign for the local community college board along with managing a first-time candidate who was elected to the local water district board.

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