

"I'm a great tourist," declares Richard Harris, the new president of the Westinghouse-owned Radio Advertising Representatives in New York. "I want to see everything."

High on his list for sightseeing with his wife and five children is New York itself. Although they have lived in the New York suburbs (Old Greenwich, Conn.) for over six months, they have had little chance, with a baby on the way, to traipse around the city.

Mr. Harris is an enthusiastic devotee of historical restorations, as well. "I don't wait to go to Mystic [Conn.]," he says eagerly. "And I haven't been to Williamsburg [Va.] yet."

Being great tourists is almost a requirement for Mr. Harris and his family, since he followed the usual route of a Westinghouse executive, "touring" various owned stations all over the country.

They made the moves without a moment's regret. "Moving has been exciting," Mr. Harris asserted. "The kids are young enough so school changing isn't a crisis, and they got a good education through travel. Think of anything they've seen firsthand!"

Perhaps the only disappointment in his latest move, to New York from San Francisco, was giving up camping, begun when they moved to the area in 1967.

"I bought a trailer four months before I was transferred," Mr. Harris admitted. "But somehow I just couldn't get the idea of camping around New York. But with a quick return to his mystic outlook, Mr. Harris noted that they were looking around for other hobbies to take up. "We've been con- sidering boating, but I don't think that's for us."

Mr. Harris, the RAR president swims—"if the weather is warm"; reads—"anything in the newspaper" and "plays at" tennis. His education from the University of Missouri with a journalism degree and graduate work at the University of Wisconsin journalism school, Mr. Harris' "tours" began at WHB(AM) in St. Louis, Mo., a Storz-owned station. For three years, he left the sales position to go out on his own, launching his own Broadcasting with two

stations in three different cities putting up three different stations in operation in three years did not bother him. "It was exciting—it paid off in the experience I got," he insisted. From Albuquerque to San Diego to Wichita he was hired and managed, and when Swanco Co. bought out the partners in 1961, Mr. Harris returned to Storz at WDGY(AM) Minneapolis.

Another three years passed with Mr. Harris as general manager; then he went to Westinghouse as general manager at WIND(AM) Boston, destined to

A career in which an itchy foot has been an asset

stay with the company longer than three years this time, although not at any one station for that length of time.

After a year, he was transferred to KYW(AM) Philadelphia to start an all-news operation. Once it was launched successfully, Westinghouse asked him to move on to WIND(AM) Chicago as general manager.

A year later he tried managing a television station for the first time, at KPX San Francisco. He found several major differences.

"The first difference is the size of the staff," he observed. "About 40 to 60 people were on the radio staff, and you get to know them all personally. Everyone gets more involved in programming. There are about 150 on a television-station staff, and the manager spends most of his time in the news area de-

Week's Profile



Richard Harvey Harris—president, Radio Advertising Representatives, New York; b. Sept. 8, 1929, St. Louis; salesman, WHB(AM) Kansas City, Mo., 1955-58; part-owner, Dandy Broadcasting, 1958-61; general manager, WDGY(AM) Minneapolis, 1961-64; joined Westinghouse Broadcasting, 1964, as general manager, WBZ(AM) Boston, then managed KYW(AM) Philadelphia, 1965, WIND(AM) Chicago, 1966, and KPX(TV) San Francisco, 1967-69; named president, RAR, 1969; m. Lynne Layman, Sept. 24, 1955; children—Randall, 13; Cynthia, 11; Brian, 7; Kenneth, 6; Leslie, 2 months.

veloping the station's news posture.

"In television, you had to know more things about the operation, because of the bigger budgets and larger audiences involved," Mr. Harris added.

"Television has a much more realistic and natural way of selling its product," he commented. "Radio is hide-bound with its rate card—of course, you should sell by your rate card, but that doesn't mean you can't change the rate card. We're inclined to say: 'Let's don't mess around with the status quo' in radio. Success can cause that kind of attitude."

When Mr. Harris was named president of RAR in July, 1969, he came to what he characterized as "a totally different kind of job. I used to get letters from listeners, worry about the government license—all problems come to you in station management. In the rep business, you have to go out and find the problems."

With better transportation bringing agencies and stations together more, the rep has to learn a better function than just being a middleman, he pointed out. "For instance, we should offer a cooperative research plan to stations to find out local problems. In the end we'll all know more about the business."

"Westinghouse is research-oriented," Mr. Harris continued, "and has come up with hopefully a new planning tool. We call it 'new math', it's worked for one station, and within the next 90 days we'll apply this reach-and-frequency concept to all the stations in the market. We're calling that 'new-math combinations.' We'll make presentations to agencies on it in March or so."

Another of Mr. Harris' suggestions for changing the rep's function was in the burgeoning retail field.

"There's more local buying in retail than national buying. Maybe the rep should call the manufacturer to get national recommendations for local sales rather than the other way around as it has been in the past."

Mr. Harris has no predictions as to what new program formats might turn up in radio. "If there is a need, someone will find a new format to fill it," he believes. "The all-news format was the latest need."

The RAR chief is obviously and vocally proud of the broadcasting industry and glad to be a part of it.

"The development in professionalism in broadcasting over the last 15 years is very pleasing, important and gratifying," he declared. "Even small, local stations have become a more integral part of the community—they're molding opinions now. And the ratio of development of professionalism to industry growth is a geometric one, I believe."