

Busy Bill Stern

Busy sports announcer Bill Stern girded himself to become even busier this week. He added a new chore to his job-jammed days: broadcasting each week one of the nation's top football games. To Stern, who spends three days prepping for his gridiron duties, this means recording in advance three of his five-



BILL STERN

day-a-week 15-minute local shows over N. Y.'s WNBC (6:15 p.m.), and his weekly network show (Fridays, 10:30 p.m., NBC). In his spare time Stern does newsreel commentaries, writes magazine articles, administers NBC's sports department.

At 42, Stern has come a long way. A three-letter, all-sports man at Penn. Military College, Stern took a fling at show business: he ushered, acted, eventually became stage manager of Radio City's two big theaters. All the while he practiced—usually in the shower—broadcasting sports events. In 1934 he got a chance to do a football game with the late Graham McNamee, won immediate acclaim. Later he turned his dramatic voice to telling sports “profiles”—amazing human-interest stories which other sports writers have labeled more fiction than fact. But Stern, who makes about \$150,000 a year, once defended his style this way: “It isn't a sports show; it's entertainment for the same kind of people who listen to Jack Benny.”

Quick *October 3, 1949*
p. **58**