

**American Radio Archives**

**Alan Fischler Collection**

**Title:** Alan Fischler Collection

**Dates:** 1958-1985

**Creator:**

**Size:** 3 boxes

**Abstract:** The Alan Fischler collection chronicles Alan Fischler's career as a broadcaster and professor.

**Languages:** Languages represented in the collection: English

**Access:** Collection open for research during Reading Room open hours, or by appointment.

**Biography:**

Alan Fischler was born on May 3, 1916 in Pittsburgh, Pennsylvania. He started a long career in broadcasting in 1939 while working in public relations for the Federal Government in Washington D.C. The emphasis on his work was on press information and radio script writing. Fischler married Pearl Fischler in 1942 and in 1945 left Washington and moved to Los Angeles. He took a position as a reporter-reviewer for Billboard magazine in Hollywood, California and in 1950 moved to the National Broadcasting Company (KNBC) in Hollywood where he coordinated daytime programming. In 1951 Fischler left KNBC to work for Snader Telescription Sales, a film syndication company which produced and sold "made for television" movies. From 1952 to 1961 Fischler worked for KCOP-TV as an account executive and local sales manager. From 1961 to 1963 he worked as director of the National Telefilm Associates' (NTA) award program division as head of national film syndication. In 1963 he moved to KBIG-AM/FM, where he worked as vice president and general manager until 1969. In 1970 Fischler started his tenure as president and general manager of KNJO-FM in Thousand Oaks, California. He was co-owner and chief operating officer, giving him control of the day-to-day operation of the station.

Alan Fischler sold KNJO in 1980 for \$650,000.00. After selling the station, Fischler focused on a career as a professor, teaching broadcasting to students at a number of local Universities, including California Lutheran College, Pepperdine University and California State University, Northridge.

Fischler was a member of the Conejo Valley Chamber of Commerce, the Rotary Club of Thousand Oaks, the Southern California Broadcasters Association and the Conejo Valley Trade Club. He died in 1985 at the age of 65 and was survived by his wife Pearl and their two sons, Stephen and Michael Fischler.

**Scope and Content of Collection:**

The Alan Fischler collection chronicles Alan Fischler's career as a broadcaster and professor. It contains personal papers (including one scrapbook), clippings, press kits and booklets related to the field of broadcasting.

**Arrangement:**

The materials in this collection are arranged into four series by type. Series 1: Personal Papers; Series 2: Clippings; Series 3: Press Kits; Series 4: Booklets.

**Indexing Terms:**

The following terms have been used to index the description of this collection.

Broadcasters  
Broadcasting  
Fischler, Alan  
KNJO  
Radio.  
Radio stations.  
Television.

**Names and Places:**

Arbitron Company  
Fischler, Alan  
Los Angeles (Calif.)  
Nielsen Company  
Northridge (Los Angeles, Calif.)  
Thousand Oaks (Ventura County, Calif.)

**Genres and Forms of Materials:** Manuscripts

**Inventory:**

<u>Box</u>	<u>Folder</u>	<u>Date</u>	<u>Subject</u>
Series 1: Personal Papers			
1	1	1958	Scrapbook

1	2	1970-1984, n.d.	KNJO
1	3	n.d.	Script -- Atmospherics
1	4	1981-1984	Memorandums -- Law offices of Wilner and Scheiner
1	5	1967-1982, n.d.	Notes and correspondence as Assistant Professor at California State University, Northridge

## Series 2: Clippings

1	6	1980-1985	Radio -- Ratings -- Arbitron Ratings Company
1	7	1984	Radio -- Ratings -- Los Angeles stations
1	8	1971-1981, n.d.	Radio -- Advertising
1	9	1972-1984, n.d.	Radio -- Sales
1	10	1977-1980, n.d.	Radio -- Radio Advertising Bureau -- Radio Selling Ideas booklets
1	11	1974-1980, n.d.	Radio -- Radio Advertising Bureau -- Radio vs. other media
1	12	1973-1979, n.d.	Radio -- Radio Advertising Bureau -- Retailers booklets
1	13	1981-1984	Radio -- Religious programming
1	14	1984-1985	Radio -- Publications -- Adweek magazine -- "Inside Radio" by Allen Klein
1	15	1982-1985	Radio -- AM radio -- Stereo
1	16	1983-1984	Radio -- FM radio
1	17	1982-1984	Radio -- Cellular radio
1	18	1979-1980, n.d.	Radio -- Fact booklets
1	19	1974-1985	Television -- Ratings -- Nielsen Media Research (1 of 2)

1	20	1979-1985	Television -- Ratings -- Nielsen Media Research (2 of 2)
1	21	1980-1985	Television -- Annual reports
1	22	1981-1984	Television -- Programming
1	23	1980-1985	Television -- Religious programming
1	24	1984	Television -- Children's programming
1	25	1982-1984	Television -- Sports programming
1	26	1972-1984	Television -- Advertising
1	27	1981-1984	Television -- Sex, violence and morality
1	28	1981-1982	Television -- Sex, violence and morality -- Moral majority vs. Norman Lear
1	29	1981-1983	Television -- Sex, violence and morality -- National Coalition on Television Violence
1	30	1981-1984	Television -- Sex, violence and morality -- The Coalition for Better Television
1	31	1980-1985	Television -- Journalism
1	32	1984	Television -- Narrowcasting effects
1	33	1983	Television -- Network relations and station compensation
1	34	1985	Television -- Westmoreland vs. CBS
1	35	1981-1985	Television -- Technology
1	36	1982-1984	Television -- STV
1	37	1981-1984, n.d.	Television -- Satellite
1	38	1982-1984	Television -- Teleconferencing
1	39	1982-1985	Television -- Cable -- Radio and newspaper tie-ups
1	40	1978-1983	Television -- Cable -- Shakeout in cable
1	41	1981-1985	Television -- Cable -- Franchising
1	42	1983-1985	Television -- Cable -- Deregulation
1	43	1983-1985	Television -- Cable -- City regulations

1	44	1981-1985	Television -- Cable -- Networks
1	45	1971-1984	Broadcasting -- Ratings Analysis
1	46	1980-1985	Broadcasting -- Salaries
1	47	1979	Broadcasting -- Broadcast Financial Management Association
1	48	1981-1985	Broadcasting -- Advertising
1	49	1983-1985	Broadcasting -- Publications -- Channels magazine -- Field guides to electronic media
1	50	1982-1985	Broadcasting -- Publications -- Broadcasting magazine -- "Where Things Stand"
1	51	1982-1984	Broadcasting -- Syndication
1	52	1982-1984, n.d.	Reporter's shield laws
1	53	1974-1985	Federal Communications Commission (U.S.)

### Series 3: Press Kits

2	1	1982	ACSN, The Learning Channel
2	2	1982	Arts
2	3	1983	Arts and Entertainment Network
2	4	1982	Black Entertainment Television
2	5	1981	Bravo
2	6	1982	Cable Health Network
2	7	1982	CBN cable Network
2	8	1982	Daytime
2	9	1982	Dow Jones
2	10	1982	The Entertainment Channel
2	11	1982	Escapade/Playboy
2	12	1982	ESPN
2	13	1982	Financial News Network
2	14	1983	HBO/Cinemax
2	15	1982	HTN
2	16	1981	KMPC 710
2	17	n.d.	Music in the Air
2	18	1982	The Nashville Network
2	19	n.d.	The New Media Explorers -- CBS Cable
2	20	1983	Nickelodeon
2	21	1983	Playboy
2	22	1982	The Pleasure Channel
2	23	1982	SPN

2	24	1983-1984	Showtime/The Movie Channel
2	25	1982	Super Station WTBS/CNN
2	26	1982	TeleFrance USA
2	27	1982	TV Watch
2	28	1983	UPI
2	29	n.d.	The Weather Channel
2	30	1982	WGN
2	31	1982	The Winning Shopper
2	32	1982	USA Today
2	OV	1982-1983	Oversized press kits

#### Series 4: Booklets

3	1972-1985	Booklets and other publications concerning broadcast ratings and marketing. Includes publications by Arbitron Ratings Company, Nielsen Company and Radio Advertising Bureau. Also includes two anniversary issues of Broadcasting magazine: a "Yearbook" from 1984 and "The 50 <sup>th</sup> Anniversary Issue" from 1985.
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