Thursday, June 11, 1981

Continued from Page 7A

"There are no higher highs or no lower lows than in this business," said ZeVan about his profession.

THE STRANGE PART of it all, ZeVan said, is that while he has had little confidence through most of his career, he feels more confident about himself may than ever — even than when he was in Minneapolis, where his ratings were the highest in the country.

"Many Detroiters see Barry ZeVan as a business-tike weatherman who differs in his style from Sony Eliot or Jerry Hodak.

"But the image is far from accurate. During his flive years in Minneapolis-St. Paul, it was his wild agite, wacky jokes and endless celebrity appearances that brought him the nation's highest ratings, cipturing 62 percent of the viewing audience.

"It was Carol Lawrence who started the whole thing in Las Vegas when he was at a station there. Her appearance followed by that of Bob Newhart 163 to a long list of guest appearances.

"In never should have left Minneapolis," ZeVan said regretfully.

. BUT IT WAS the prospect of doubling his yearly income that lured him to a Washington, D.C., TV

ifeome that lured him to a wasungoun. And station.

Though be did not like his job in Washington, being in the nation's capitol had its advantages. He offet the nation's leaders, developing a friendship with former Vice President Walter Mondale and nany congressmen.

Also, it was in Washington that ZeVan was able (of make ski films — two of which were local Emmy nominations. One of those films featured the Empress Farah sking the mountains of Iran. Empress Farah skiing the mountains of Iran. ZeVan filmed them both with a hand-held, hand-

:His interest in skiing goes back to Las Vegas and

During his five years in Minneapolis-St. Paul, it was his wild antics, wacky jokes and endless celebrity appearances that brought Ze Van the nation's highest ratings, capturing 62 percent of the viewing audience.

Minneapolis, where he had a ski program for 10 years sponsored by Hart Skiis. Since then his ski articles have appeared in national ski publications and newspapers.

and newspapers.

ZeVAN'S CAREER did not begin in broadcasting.

He was a child actor in New York City. He grew up in Pittsburgh watching the steel mills manufacture military equipment for World War II. There was little money as his father left the family when ZeVan was a baby.

In 1946, his mother took him to New York, where he made his first TV appearance at the age of 9. He returned to Pittsburgh, where he appeared in commity theater with Shirley Jones. A talent socut spotted him for an understudy part on Broadway in The Happy Time. His part ended when he broke his leg one day in Central Park.

While he was working, ZeVan attended the Lodge Professional High School in New York with Leslie Uggams, Sal Mineo, Elliot Gould, Carol Lynley, Tuesday Weld and Sandra Dee.

Long time TV fans may remember his many ap-pearances on the TV classic "Mister Peepers," one of which was aired recently on the "Today" pro-

when his close friend Sal Mines got a major part in a film they were both trying out for. ZeVan actio upon a filly comment from his mother. He joined the Alt Force. There he studied meteorology — something he wann't the least interested in at that time — but since then has been his constant source

of income.

After his months of duty, ZeVan joined the Ray Charles Singers, singing on the Perry Como Show. There his contact with famous announcer Frank Gallup lead him to a career in broadcasting. He applied to a number of stations in the western United States, beginning a career in TV and radio which eventually took him to Las Vegas and Minnearolis.

which eventually took and to see a spoils, apolis, apo

articles.

Within the next two years, he hopes to see the fruition of one of his projects. He is producing a 32-minute film for TV of a George Gershwin belief. The music, Gershwin's Concretion in F, was received in 1942 by Andre Kostelanetz and the New York Philharmonic with Oscar Levane.

In the meantime, ZeVan says he enjoys working at Channel 4. He says he is happy living one day at a time and has no idea about the future.

"Sometimes it scares me, but then again it

"Sometimes it scares me, but then again it doesn't," he said.



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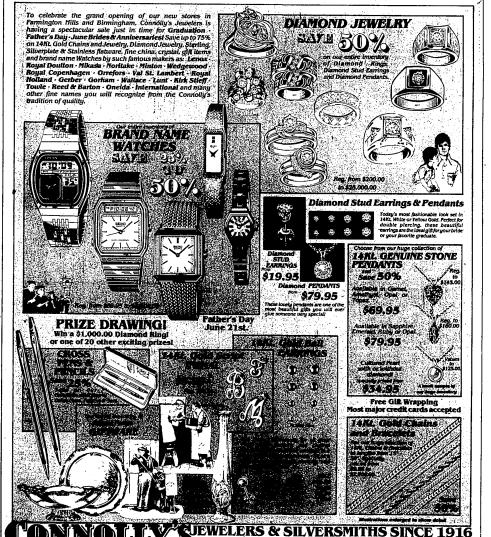
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