Language of Material: English
Contributing Institution: Special Collections & Archives
Title: Lincoln Ward Collection
Creator: Ward, Lincoln
Identifier/Call Number: URB.LWC
Extent: 1.56 linear feet
Date (inclusive): 1975-1977
Abstract: In his capacity as president of the Industrial Association of the San Fernando Valley, Lincoln Ward, of the Pacific Telephone Company, and Joseph Staller, of the Southern California Gas Company, conducted a series of weekly interviews over radio station KCSN. The program was called "Our Business is Your Business" and ran from 1976 to 1977. Ward and Staller interviewed outstanding business leaders of the San Fernando Valley. The 25 half-hour programs were designed to inform the public about local business activities. Listeners were invited to call in and ask questions and participate in the discussion. Following a similar format, Mark Alyn of KCSN hosted 14 programs, from 1975 to 1976, entitled "This Afternoon" in which Alyn interviewed Ward and Staller on their views about current business issues. Four additional audiocassettes involving Ward are contained in the collection.
Language of Material: English
Scope and Contents
As president of the Industrial Association of the San Fernando Valley, Lincoln Ward, of the Pacific Telephone Company, interviewed outstanding business leaders of the San Fernando Valley in a series of weekly broadcasts over CSUN radio station KCSN. He had the assistance of Joseph Staller, of the Southern California Gas Company, another prominent member of the Industrial Association. The program was called "Our Business is Your Business" and ran from 1976 to 1977. The half-hour shows were designed to inform the public about local business activities. Listeners were invited to call in and ask questions and participate in the discussion. The interviews, all recorded on audiocassettes, are rich in advice to those considering new careers. Descriptions of specific fields like hospital administration, real estate, and insurance sales are also included.
Following a similar format, Mark Alyn of KCSN hosted 14 programs from 1975 to 1976, entitled "This Afternoon" in which he interviewed Ward and Staller on their views about current business issues. The interviews emphasize the operations of utility companies and their relations with the public.
Four additional audiocassettes of Ward discussing the Pacific Telephone Company are contained in the collection. An index of the interviewees and subjects has been compiled, as well as an index to each audiocassette. One interview has been transcribed.
Conditions Governing Access:
The collection is open for research use.
Conditions Governing Use:
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For information about citing items in this collection consult the appropriate style manual, or see the Citing Archival Materials guide.
Processing Information:
Jessica Geiser, 2014
Subjects and Indexing Terms
Documents
Audiovisual materials

Tape Subject Indexes
Transcript - Andrew Anderson
"This Afternoon" - Topics include Conservation and Utility Companies, 1975 January 14
"This Afternoon" - Topics include Public Utilities and Energy, 1975 March 12
Box 2, Item 3  "This Afternoon" - Topics include Reinvesting Profits, Telephone Repair and Aliso Canyon, 1975 April 21
Box 2, Item 4  "This Afternoon" - Topics include Utility Companies, Deregulation, Solar Energy and Career Opportunities, 1975 June 3
Box 2, Item 5  "This Afternoon" - Topics include Energy Conservation, 1975 July 8
Box 2, Item 6  "This Afternoon" - Topics include Hidden Costs, 1975 August 12
Box 2, Item 7  "This Afternoon" - Topics include Energy, Directory Assistance, Pacific Telephone Profits and Services, and Telephone Installation Costs, 1975 September 5
Box 2, Item 8  "This Afternoon" - Topics include Energy, Southern California Natural Gas Company, and Pacific Telephone Operations, 1975 October 2
Box 2, Item 9  "This Afternoon" - Topics include Public Utility Profits, 1975 November 5
Box 2, Item 10  "This Afternoon" - Topics include Israeli Telephone Service and Solar Energy, ARCO, Natural Gas, Phone Rates, Directory Assistance and Telephone Frauds, 1975 December 9
Box 2, Item 11  "This Afternoon" - Topics include Energy Sources, ARCO Contract, and Telephone Rate Increases, 1976 March 1
Box 2, Item 12  "This Afternoon" - Topics include Business vs. the Consumer
Box 2, Item 13  Side A: "This Afternoon" - Topics include the Pacific Telephone Company Practices; Side B: "This Afternoon" - Topics include Apathy and Business, Inflation, and Oil
Box 2, Item 14  "This Afternoon" - KCSN Listener Questions Asked Over the Telephone During the Program
Box 2, Item 15  Side A: "This Afternoon" - Topics include the Alaska Pipeline, ARCO Contract, and Telephone Rate Increases; Side B: "Our Business is Your Business" - Interview with Joseph Caliquiri, President of Guidance and Control Systems Division of Litton Industries, 1976
Box 2, Item 16  Side A: "Our Business is Your Business" - Interview with John L. Maloney, President of Maloney's Stationers; Side B: "Our Business is Your Business" - Interview with Scott Schmidt, President and General Manager of Van Nuys Publishing Company, 1976
Box 2, Item 17  "Our Business is Your Business" - Interview with Robert Nordskog, Owner and President of the Nordskog Company, 1976 February 24
Box 2, Item 18  "Our Business is Your Business" - Interview with Sanford Paris from Paris Industrial Parks, 1976 March 8
Box 2, Item 19  "Our Business is Your Business" - Interview with Andrew Anderson, Plant Manager of the General Motors Assembly Division, General Motors Corporation, 1976 March 15
Box 2, Item 20  "Our Business is Your Business" - Interview with Robert Selleck, First Vice President and Resident Manager of Coldwell Banker Commercial Brokerage Company, 1976 March 29
Box 2, Item 21  "Our Business is Your Business" - Interview with Stanley G. Warwick, Vice President and General Manager of Radio Station KGIL, 1976 April 5
Box 2, Item 22  Side A: "Our Business is Your Business" - Interview with Henry X. Jackson, Administrator and Executive Vice President of Valley Presbyterian Hospital; Side B: "Our Business is Your Business" - Interview with Sam Gilbert of Wilson-Gilbert Construction Company, Inc., May 1976
Box 2, Item 23  "Our Business is Your Business" - Interview with Al Dorksind, Vice President of MCA, Inc., 1976 July 12
Box 2, Item 24  "Our Business is Your Business" - Interview with Arthur Aston, Chairman of the Board of Valley Federal Savings and Loan Association, 1976 July 19
Box 2, Item 25  "Our Business is Your Business" - Interview with James Robertson, Dean of the School of Business Administration and Economics at CSUN, 1976 July 26
Box 2, Item 26  "Our Business is Your Business" - Interview with Andrew Stodell, President of the 51st District Agricultural Association, 1976 August 9
Box 2, Item 27  Side A: "Our Business is Your Business" - Interview with Howard Shirley, Executive Vice President of Shirley and Kelly Industrial Construction, Inc.; Side B: "Our Business is Your Business" - Interview with Harry Ross, President of the Ross-Carter Corporation, 1976
| Box 2, Item 28 | Side A: "Our Business is Your Business" - Interview with Robert Eastman, President of Eastman Advertising; Side B: "Our Business is Your Business" - Interview with Donald Coyle, Vice President of Title Insurance and Trust Company of Van Nuys, September 1976 |
| Box 2, Item 29 | Side A: "Our Business is Your Business" - Interview with Harry Ross, President of the Ross-Carter Corporation; Side B: "Our Business is Your Business" - Interview with Ray Rodino from Allstate Savings and Loan Association and the United Way Campaign, September 1976 |
| Box 2, Item 30 | Side A: "Our Business is Your Business" - Interview with Maria Calderon, Director of Professional Education, Valley Presbyterian Hospital; Side B: "Our Business is Your Business" - Interview with Nancy Gutierrez, Customer Services Manager at the Pacific Telephone Company, October 1976 |
| Box 3, Item 1 | Side A: "Our Business is Your Business" - Interview with Lillian Hoffman from the Southern California Gas Company; Side B: "Our Business is Your Business" - Interview with Marjorie Kinney from Kinney Marketing Corporation, October 1976 |
| Box 3, Item 2 | Side A: "Our Business is Your Business" - Interview with Lt. Bill Shearer from the Los Angeles Police Department; Side B: "Our Business is Your Business" - Interview with Irene Slater, Field Deputy from the Office of Congressman James Corman, November 1976 |
| Box 3, Item 3 | "Our Business is Your Business" - Interview with Robert Neiman, President of the Neiman-Reed Lumber Company, Inc., January 1977 |
| Box 3, Item 4 | Side A: "Our Business is Your Business" - Interview with Jerri Spoehel, Community Relations Director of KCSN and Ferdinand Mendenhall, Vice President/Editor of the Van Nuys Publishing Company; Side B: "Our Business is Your Business" - Interview with Chuck Smith from the Pacific Telephone Company, 1977 |
| Box 3, Item 5 | "Our Business is Your Business" - Interview with Richard Lithgow, President of the Van Nuys Chamber of Commerce, Agency Insurance Corporation, 1977 February 14 |
| Box 3, Item 6 | Side A: "Our Business is Your Business" - Interview with Robert Stada, President of Local 11503, Communication Workers of America; Side B: "Our Business is Your Business" - Interview with Paul Goldener, President of Local 645, United Auto Workers, February 1977 |
| Box 3, Item 7 | Side A: "Our Business is Your Business" - Interview with Lincoln Ward, General Manager of the Pacific Telephone Company; Side B: "Our Business is Your Business" - Interview with Sam Gilbert from Wilson-Gilbert Construction Company, Inc., 1977 |
| Box 3, Item 8 | Side A: "Our Business is Your Business" - Interview with Dean Butler, Tax Lawyer; Side B: "Our Business is Your Business" - Interview with David R. Smith, Director of Archives for Walt Disney Enterprises, May 1977 |
| Box 3, Item 9 | Side A: "Our Business is Your Business" - Interview with Ray Carpenter, Captain of the Los Angeles Fire Department; Side B: "Our Business is Your Business" - Interview with Joseph Riker, Community Service Representative from the Southern California Gas Company, June 1977 |
| Box 3, Item 10 | Side A: "Our Business is Your Business" - Interview with Henry Jackson, Executive Vice President of Valley Presbyterian Hospital; Side B: "Our Business is Your Business" - Interview with Don Allhouse, District Manager of the Automobile Club of Southern California, July 1977 |
| Box 3, Item 11 | Side A: "Our Business is Your Business" - Interview with Bruce Kubeler, Hydraulic Engineer from the Department of Water and Power; Side B: "Our Business is Your Business" - Interview with Michael Connors, Vice President of Imperial Bank, Woodland Hills, August 1977 |
| Box 3, Item 12 | "Our Business is Your Business" - Interview with Barbara Klein from the Los Angeles County Commission of the Status of Women |
| Box 3, Item 13 | "Our Business is Your Business" - Interview with Lincoln Ward and Joseph Staller |
| Box 3, Item 15 | Side A: Lincoln Ward Discussing the Pacific Telephone Company; Side B: Unknown Speaker Discussing Telephone Service |
| Box 3, Item 16 | Lincoln Ward Discussing the Pacific Telephone Company |