



ADDIS ABABA-BOUND — Mr. and Mrs. Ken Clark with Elizabeth and Michael.

Foothill Radio Manager Takes Post in Ethiopia

Ken Clark of Sunnyvale will be gone from Foothill College next month, but not soon forgotten.

Broadcasting instructor and station manager of KFJC-FM, the 36-year-old Clark will leave for a post as deputy chief of Mission (Program Production Head) to Radio Ethiopia for the next two years.

During his 2½ year stay on the Los Altos Hills campus, he has boosted the 10-watt radio station to national and international prominence.

Provocative Radio

Under Clark's leadership, KFJC has developed from a campus radio operation to a position of national celebration as one of the most progressive educational FM stations in America.

With a staff of 60 students, it has offered radio service in the Bay Area. Clark asserts that it was KFJC that first brought his name to the attention of his new employers.

"Particularly in the past year, with our live and direct coverage of the German and British National Elections," comments Clark, "enormous attention has focused on Broadcast House.

"We have exacted terrific challenges from ourselves; I hope our listenership has been stimulated by the adventure."

Clark, his wife Carolyn and their three young children, Michael, Stephen and Elizabeth presently make their home at 644 Barnsley Way. They will leave shortly for Addis Ababa. The invitation was by the U.S. State Department and the Imperial Government of Ethiopia.

Ethiopian Request

He is a member of a four-man team sponsored by the U.S. State Department and Radio Television International that will, at the request of the Imperial Ethiopian Government, probe into Ethiopia's radio system and mushroom it into a nation-wide commercial network.

Clark joins three team-mates in Washington D.C. and leaves New York in mid-July. He will not return to Foothill.

He was approached in a Washington, D.C. conference last October by RTV International Vice-President Mrs. Margaret

Poland, who said "We have heard of KFJC and you," and asked him if he would be interested in the Ethiopian project. A phone call from New York formally asked him to join the team.

"I'm still stunned," he claims, "but am ready to go. This will be a tremendous challenge and opportunity for me," he said. Clark aspires to remain in international broadcasting after serving with the network.

That "tremendous challenge and opportunity" means entering the now small radio system, centered in Ethiopian capitol Addis Ababa, "translating the best of Ethiopian history, culture and tradition, and combining American know how to expand the system and blanket the nation."

Radio Programming

Clark's part of this is to train broadcasters in programming and "make the radio station a business."

He looks over his shoulder to an outstanding radio and television past. Graduating from Stanford University with a Master degree in radio and television broadcasting, he joined Stanford's staff.

He later moved to Iowa State University on a playwrighting fellowship, then went into selling radio plays in Canada.

Clark worked in Hollywood, writing television scripts and producing daytime shows for the ABC network. He worked for MGM as a story analyst, and wrote for CBS also.

He says his wife works with him as a team. Mrs. Clark has a background as a production assistant with CBS in Hollywood, and collaborated with him as a writer.

Said Clark of KFJC: "The staff is a good group, and the most generously gifted, considering their ages and experience, I have ever seen. Every day here was a challenge, and we met it by either being very good or awful.

Station personnel complimented Clark highly. Warren Wright considered him articulate and provocative, and said, "He has an uncanny power of getting the best out of you. Maybe it's because you never got the impression that you are working for him—but with him."