

COVER STORY

NITWORKING

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Lighting Up The Nighttime Airwaves

Late night radio talk show host **Barry Farber** has figured out a method to save on sleep. "Just like the Dutch learned how to take land from the sea," he said, "I learned how to take time from the day." How does he do it? He sleeps about five hours in the early morning and then naps for 20 minutes in the afternoon.

Farber's live talk show airs on WMCA radio from 11 p.m. to 2 a.m. His show caters to late-nighters, and there are plenty of potential listeners.

"Just study the people up late at night in New York," he said. "There may be as many people awake in New York at night as there are in all of Miami. That's a heck of a market."

Farber likes New York late at night—or very early in the morning—because he feels that it's safer. "The streets that seem so menacing in the evening, for some reason by 2 a.m. aren't so menacing," he said. "The city has a gentleness at night that a lot of people don't realize."

He also likes the increasing number of services the city offers late-nighters. "New York is a nighttime city and the merchants are beginning to discover that," he said. "There is very little you cannot get in New York at night: Korean fruit stands, pharmacies, coffee shops are open—and there's no easier place to get a cab than 57th St. at 2 a.m."

Even at night, said Farber, New York is a city of opportunity. "If you look at New York as a static place, you miss a lot," he said. "You have to look at New York by day as a real tough competitive town." But night businesses have a good chance of success because of less competition, according to Farber. "If you can't make it here by day you might make it here by night, until you get



Photo by Brenda Perring

Talk radio host Barry Farber

tougher," said Farber.

But does that mean he'll be switching soon to daytime hours? "Well, not daytime," Farber said, "but now we're on at 11 p.m., which to me is the same as daytime."

—Sasha Nyary

Friend To The Lonely And Desperate

Joanne Pappas loves to talk, and she isn't shy about sharing her phone number: it's 532-2400. She's a friend to the unhappy, the lonely, the dispirited and the desperate, the people searching for someone to talk to.

Pappas works the 11 p.m. to 7 a.m. shift on the Help Line, a 24-hour, church-sponsored telephone counselling service based in Chelsea.

Don't get frustrated if you call and get a busy signal; Pappas and her colleagues sometimes get 100 calls a night. Some last 20 minutes, some last two. Pappas said she even recognizes some voices.

Pappas lives in the city with her boyfriend and her dog, Stingo, named after a character in William Styron's novel *Sophie's Choice*. She studied fine arts and has worked—happily she said—as a freelance

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