

Bob Priddy's News Network

The farm network we called "The MissouriNet" was up and running, and even running some ads. We'd started the "Delta/Net" on January 2, 1974. But my dream was to start an honest-to-goodness news network out of Missouri's Capitol. In the summer of 1975 I began calling on many of the radio stations that made up our ag networks and pitched the idea of a state news network.

The objections were the same: "you're taking way too much of our inventory". Further, many didn't see the importance of "state" news. They wanted national news and, of course, covered the local stuff themselves. Our job was to sell them on the importance of state/regional news to their listeners.

Advertising dollars were harder to come by as well for two reasons: there were fewer advertisers with statewide interests only and we competed with major metro stations for regional dollars. I plowed ahead.



We needed a news director and I knew just the guy: Bob Priddy. Derry and I had both worked with him at KLIK. He was fun, bright and good. **Here is my initial draft of a letter I'd eventually sent him outlining duties.** He made the decision to come with us and started in the fall of 1974 hiring two reporters to help him. More on that later.

We changed the ag network's name to Brownfield and took the MissouriNet name for Priddy's news network covering Missouri.

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