

Local Radio News

The four years between the fall of 1968 and 1972 were spent reporting news at KLIK in Jefferson City and selling asphalt sealer for a Jefferson City lumber company. I believe both were instrumental in my future. Foremost I needed some time for maturing. I mean what does a 24 year old know anyway?

At KLIK News I was a reporter; worked for Bob Priddy. Once in awhile he'd let me do a newscast, but mostly I covered city council meetings, the school board, and the Missouri legislature. I loved accidents and fires and political wrangling. But what reporter doesn't? I think we were pretty good. Priddy was a mentor (more on him in a later post). I learned tons. Here are two pictures I took one day from my desk; both are vintage Bob -- the second thirty minutes or so after the first.

The ownership and management of the radio station taught me a great deal about how not to be a boss. I think every young kid should have to work for an ego-centric, compassion-less boss. It'll change how he treats others. I started at \$85 per week. It was a job, but terrible income especially compared with my summer's earnings. So, here's a 24-year old kid with a wife and child and a masters degree and four years of selling experience earning a pittance. I begged management to let me sell but they just laughed at me: "Go back to the newsroom."

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