

BEING A TELEVISION REPORTER IN EUREKA DURING THE EARLY 1980'S WAS AN ADVENTURE. THE TIMBER WARS WERE JUST RAMPING UP AND THE HOLDOVERS FROM THE '60's WERE STILL LOOKING FOR SOMETHING TO PROTEST.

THE EMIGRES FROM THE CITIES HAD FOUND A HOME IN THE SMALL TOWNS AND RURAL COMMUNITIES OF HUMBOLDT .....AND WERE HERE TO STAY.....BRINGING AN INHERENT TENSION TO LOCAL ISSUES AND AFFAIRS THAT HAD FOR GENERATIONS GONE ON FAIRLY PEACEFULLY. LOCAL GOVERNMENTS WERE HIGHLY ACCESSABLE. THE NEWS MEDIA OF THE TIME WERE A RAG TAG BUNCH OF HARD CHARGERS DEDICATED TO GETTING IT FIRST AND GETTING IT BEST.

THE OLD STUDIO AT WABASH AND BROADWAY WAS AN ICON. IT STOOD PROUDLY ON THE VERY HEARTLINE OF THE COMMUNITY.

I WON'T EVER FORGET THE FIRST TIME I WALKED IN THE OLD BUILDING AS A NEW REPORTER FOR KVIQ AND MY FIRST MEETING WITH GENERAL MANAGER ALLEN JONES....I THOUGHT WAS A DISASTER....."WE GO THROUGH ABOUT TWO DOZEN REPORTERS A YEAR HERE" WAS HOW HE STARTED THE CONVERSATION. "HOW LONG ARE YOU GOING TO BE AROUND?"

IT WAS MY INTRODUCTION TO THE FRENETIC WORLD OF BROADCAST JOURNALISM WHERE YOU ARE ONLY AS GOOD AS YOUR LAST STORY.

LATER....I BECAME THE NEWS DIRECTOR AND MET WITH ALLEN JUST ABOUT EVERY DAY. TO MANY HE WAS AN IRREVERENT... CANTANKEROUS MAN. HIS EDITORIALS AT THE END OF THE EVENING NEWS WERE INTENDED TO PROVOKE. HE USED TO TALK ABOUT THE THREE "E"'S OF TELEVISION....TO ENTERTAIN....ENFORM AND ENRAGE..."

ONCE I LABORED OVER A PROPOSAL TO INCREASE REPORTER SALARIES SO AS TO KEEP THEM LONGER AND REDUCE ATTRITION. I PRESENTED MY PLAN TO ALLEN AND AGONIZED AS HE TOOK HIS SWEET TIME LOOKING IT OVER. AFTER WHAT SEEMED LIKE AN ETERNITY...HE LOOKED UP AND SAID "HOCKADAY....YOU DON'T UNDERSTAND. I GET TO MAKE MONEY....YOU GET TO BE ON TV. WHEN I LIKE WHAT YOU DO....YOU CAN TAKE IT TO THE BANK."

COMPLETELY DEFLATED....I RETREATED FROM HIS OFFICE. TWO WEEKS LATER....WITHOUT NOTICE...THE ENTIRE NEWS TEAM RECEIVED A 15 PERCENT PAY RAISE. ALLEN WAS WALKING BY AND I ASKED....'IS THIS RIGHT?" "I TOLD YOU YOU COULD TAKE IT TO THE BANK." HE SAID.

IT WAS A GREAT TIME TO BE A REPORTER. IN  
RETROSPECT...IT WAS A TIME OF INNOCENCE AND A  
TIME OF AWAKENING.

WE WERE THERE TO GET IT ALL ON TAPE.

SO IT WAS THAT EVERY TIME I'D PASS THE CORNER  
OF BROADWAY AND WABASH AND LOOK UP AT  
WHAT HAD BECOME AN EYESORE ....IT STILL  
EVOKED FOND MEMORIES FROM ANOTHER TIME.

A FEW WEEKS AGO....THE OLD FAMILIAR BUILDING  
WAS GONE.....AND WITH IT A PIECE OF MY HEART.

SO....APOLOGIES FOR INDULGING IN THIS  
SOMEWHAT SELF SERVING LOOK BACK IN TIME.

SO FOR THE LAST TIME....I'M J WARREN  
HOCKADAY....KVIQ NEWSWES.....ER...

FOR COMMUNITY COMMENT