


COMMUNITY COMMENT

JUNE 21ST, 2018

MIKE JONES

I HAVE BEEN ACCUSED OF SAVING MANY THINGS, MOSTLY MEMORABILIA. ONE OF THE THINGS THAT I HAVE SAVED OVER THE YEARS ARE MY YEARLY DAY TIMER CALENDERS. I HAVE THEM NEATLY STORED IN OLD SHOE BOXES. THEY GO BACK OVER 20+ YEARS. RECENTLY I WENT THRU THEM LOOKING TO PUT TOGETHER THE MEMORIES OF 45 YEARS OF MARRIAGE TO SUSIE MAE. IT WAS WHILE SEARCHING FOR THOSE MEMORIES, I CAME ACROSS ANOTHER DATE THAT I WANT TO SHARE WITH YOU TODAY. WRITTEN ON THAT DATE WAS THE WORD, HOFF, AND THE TIME, 6:30PM. WHAT'S NOT CLEAR IS WHETHER IT WAS 6:30 AT OUR HOUSE, OR AT HOFF'S. HIS FULL NAME IS JAMES HOFF, AND THIS HAPPEN BE A CHANCE DISCOVERY THAT MUST BE THE SERENDIPITOUS REASON WHY, AND IN THIS UNIQUE FORUM ~~AGAIN~~, I HAVE ONCE ~~AGAIN~~...^{AGAIN} BEEN GIVEN THE CHANCE AGAIN TO SALUTE A FELLOW BROADCASTER AND A SURE LOCK FOR THE HUMBOLDT COUNTY BROADCASTER'S HALL OF FAME I MENTIONED IN MY LAST COMMENT. JIM HOFF WAS BORN APRIL 7, 1950 IN PORTLAND, OREGON AND PAST AWAY ON JUNE 10, 2018. IN DALLAS, TEXAS WITH FAMILY AND FRIENDS AT HIS SIDE. JIM AND I WENT TO ALL THE PUBLIC SCHOOLS TOGETHER, SCHOOL. ~~JIM WENT ON TO HSU~~ AND FROM THERE NEVER LOOKED BACK. A ROTARY EXCHANGE, WORKED IN LOCAL CONGRESSMAN'S OFFICE AND GRADUATED FROM HSU. WHO KNEW YEARS LATER WE WOULD TALK ABOUT OUR FATHERS BEING FIERCE COMPETITORS IN BROADCASTING, MUCH LIKE WE BECAME IN THE MID TO LATE 80'S. JIM'S DAD WAS THE GM AT KIEM-TV AND MY DAD GM AT KVIQ-TV FROM THE LATE 60'S TILL THE MID 80'S. WHEN WE WERE GROWING UP. THEN JIM BECAME THE OWNER OF KRED AM/FM AND I BECAME THE GENERAL

MANAGER OF KEKA AM/FM. JIM GOT SO MAD AT ME ONE TIME HE PENNED A LETTER THAT I STILL HAVE. I THINK I STILL OWE HIM MONEY BECAUSE HE HAD TO PAY AN ENGINEER TO DO AN FCC TEST ON OUR FREQUENCIES. FAST FORWARD TO EARLY 90'S NOW I AM WORKING FOR HIM! IMAGINE THE HISTORY I COULD SHARE WITH YOU ABOUT HOW THE TWO LOCALS COUNTRY RADIO STATIONS CAME TO BE. YES, JIM AND I WERE A PART OF IT. FAST FORWARD EVEN FASTER, AND JIM FIRED ME. FAST FORWARD AGAIN, BECAUSE NOW WE ARE NEIGHBORS, LITERALLY THREE HOUSES AWAY. IT WAS THEN THAT JIM WANTED TO GET KNOW HIS CITY COUNCIL MAN A LITTLE BETER SO WE STARTED HANGING OUT, WE HAD LUNCH, DINNER AND ALL THE ABOVE. HIS HOUSE, OUR HOUSE, YOU NAME IT., WE BECAME GOOD FRIENDS THEN HE MOVED TO TEXAS. WHEN HE WOULD COME BACK TO VISIT AND DO BUSINESS, I WOULD ALWAYS GET A CALL TO SEE IF WE COULD GET TOGETHER. IT WAS EITHER ME COOKING OR HIM...OYSTERS AND OUR FAVORITE BEVERAGE. WHEN JIM WOULD COME TO OUR HOUSE HE KNOCKED WITH HIS KNEES, MEANING HIS HANDS WERE FULL OF FLOWERS FOR SUSIE MAE AND OUR FAVORITE BEVERAGE OUR CONVERSATIONS ABOUT THE LAY OF THE LAY OF THE LAND AND ITS, CHANGES WENT INTO THE NIGHT. MOST PEOPLE WOULD SAY WE ALWAYS AGREED., I WOULD SAY THEY WERE RIGHT. IN CLOSING YOU MAY HAVE SEEN ONE OF HIS BILLS BOARD SIGNS, HOFF OUTDOOR, NOW SOLD, THAT PUT IT BEST, JAMES HOFF, YOUR LEGACY IS NOT FORGOTTEN. GOD BLESS AND REST IN PEACE JIM  HOFF, MY FRIEND THIS HAS BEEN MIKE JONES FOR COMMUNITY COMMENT.

