

# Kids KOrner

## Whoops! She Was Caught By A Radio Bug

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Somerset Co. Correspondent  
I know somebody important. Her name is Pamela Tokar Ickes. She is called a news director because she prepares news reports to read over a radio station.

She probably won't mind if I just call her Pam while I tell you about her. Usually, we would say Ms. or Mrs. Ickes, to show our respect.

Anyway Pam said to me, "I caught the radio bug." She meant that she didn't plan it. It was never her dream to work in radio.

About nine years ago Pam applied for the job that her friend had at the radio station. The friend was quitting. The station people said "yes" and Pam had to do a talk show each morning. It was a job that was interesting.

Later, Pam and her husband moved away. Pam had to quit her radio job. That was too bad, because you see by then she really liked being on the radio. She liked talking to the people about all kinds of subjects and now she missed doing it.

Soon they moved back to the area and Pam went right to the same radio station and asked for a job. She knew it was just what she wanted to do.

This time Pam had to play country music for the radio listeners and she had to do the Pittsburgh Pirate baseball games in the afternoons. Country music wasn't her favorite kind of music, she said.

She heard that the station news director needed a helper, so Pam asked if she could help him. It wasn't long until she became the news director. But she has a boss who is the program director of the station. His name is Jerry Lyons.

Maybe you know somebody whose day begins at 4 o'clock in the morning while it's pitch black outside. Farmers sometimes do that because they start milking the cows. That's when Pam gets up. She must be at the radio station before 5 o'clock in the morning.

She says, "I'm not a morning person." To make her life easier, she keeps her hair cut short so she doesn't have to fool around styl-

ing it each morning.

As soon as she leaves her house, Pam is busy. On her way to work she stops to buy some local newspapers. At the station she starts to call the people who keep track of emergencies, like the folks at 911, the police and fire departments. Their reports must be written quickly and expertly before Pam can read them over the air at news time.

Another job Pam does is to interview people over the telephone. She gets their comments about local issues and tells the listeners what they said.

If a weather emergency cancels classes at area schools Pam is even busier, taking the calls and reading the list over and over so every family with school kids can hear it.

Pam says that by 9 o'clock in the morning she has done seven newscasts over the air. She has written news script and taped news to be aired later in the day.

If you wanted to be a radio personality, Pam says you must work with other people like a team player. She said that she is a strong-willed person and that has helped her. When she disagreed with Mr. Lyons, her boss, about something Pam said she learned about "compromise."

Compromise means that if two or more persons don't agree about something, they talk about why they disagree. Then as they talk, soon they see how a solution can come by giving in a little bit to each other. Bingo! Before they know it, the problem is solved.

Pam says her work schedule is strict because, well, you can't be late on the radio. Every sound of each minute is important. Next time you listen to your radio, get a watch with a second hand and just pay attention to the time.

So when she writes and reads the news, she must fit it into a certain amount of minutes. She must remember that commercials will also be aired during newscasts.

That's why Pam calls her job stressful. You see she can't sit around relaxing on her job. She keeps moving.

But it's still a super job to be in

radio. She meets fascinating and famous people and talks to them. For instance she has met Governor Casey from Pennsylvania. She has met and interviewed astronauts and Captain Stubby and many other famous visitors to her area.

Her favorite part of work is still her talk show. Now she does it only on Saturdays. Sometimes she invites guests. Other times she asks listeners to call in and talk about things they like or don't like.

Pam's radio station is WVSC. Those initials are known as "call letters."

Did you know that every radio station east of the Mississippi River has call letters starting with a "W?" All except KDKA in Pittsburgh, the first radio station in America. Pam says stations west of the Mississippi have call letters starting with "K." She doesn't know why.

Why don't you call your favorite radio station and ask them about their call letters. Find out what they mean. Maybe your group or school class could visit a radio station.

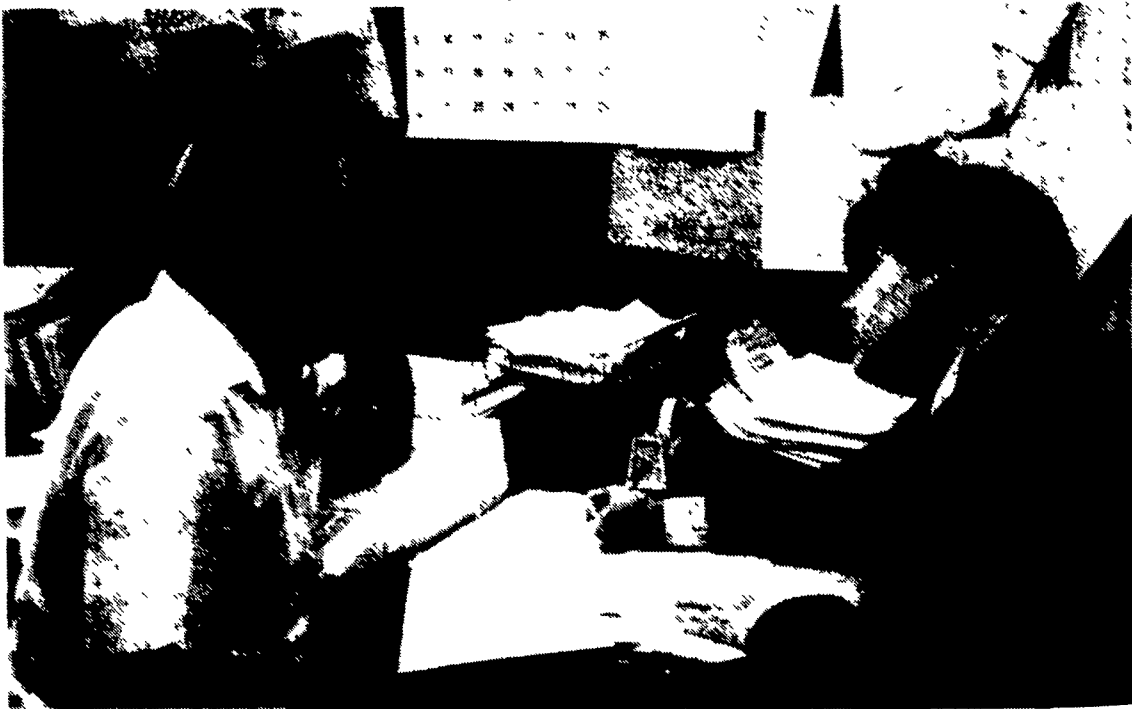
Pam didn't take special radio training. But if you think you would like to be an announcer, learn now to use correct grammar. Speak clearly and don't use slang words when you speak to other people. Lots of announcers go to a broadcasting school.



Pamela Tokar Ickes is giving a newscast at Radio Station WVSC in Somerset, Pa.



On the day following the election, Pamela Tokar Ickes was very busy calling people about the winners. She had to give the voting results during her radio newscasts.



Pamela Tokar Ickes, right, is discussing something important with her boss. His name is Jerry Lyons. He is the program director at radio station WVSC in Somerset. When Pam and her boss disagree they try to compromise.

### KIDS, NOW THAT YOU HAVE READ ALL ABOUT PAMELA TOKAR ICKES HERE IS A LITTLE QUIZ ABOUT HER TO TEST YOUR MEMORY

(find the answers somewhere else on the page)

1. How many times did Pam work at WVSC?
2. What was Pam's first job at the radio station?
3. Does Pam like country music?
4. What is Pam's job today at the radio station?
5. What time does Pam get up in the morning?
6. On her way to work what does she do?
7. Who does Pam call as soon as she arrives at her job?
8. Why does Pam need to be a "team player" at her job?
9. With whom does Pam sometimes disagree?
10. How do they solve their disagreements?
11. Name the only radio station east of the Mississippi River whose call letters don't start with a W?
12. Who wrote this story and quiz?

ANSWERS: 1. Two times 2. Talk show 3. No 4. News director 5. 4 a.m. 6. She buys newspapers 7. 911, police, firemen 8. She has to work with other people 9. her boss, Mr. Lyons 10. they compromise 11. KDKA Pittsburgh 12. Gay Brownlee

REJECT IS TO AVOID "THROW AWAY" ITEMS WE USE ONLY ONE TIME-Examples are small juice packs, cereal variety packs, paper and plastic lunch and shopping bags, disposable pens, batteries and paper supplies. Instead, use a lunchbox and thermos, cloth bags, refillable pens, rechargeable batteries, recycled/recyclable and reusable products... Avoid items that come in a plastic bubble and cardboard package like batteries and action figures. These packages are very hard to recycle.