



THE COMMUNITY PAGE

Rickie Brady & KIFI-TV Local News: Idaho Gems

KIFI, channel 8 has been sold to the News-Press & Gazette Company from Missouri. We would like to thank all those individuals at KIFI-TV who have worked tirelessly over the years in serving our community. We hope that the tradition of community involvement and fair and balanced reporting of the news will be continued by KIFI's new owners.



Rickie & Jerry Brady

Since 1985, KIFI has been managed by General Manager Rickie Brady. Rickie is the wife of Jerry Brady, President of the Post Company and former publisher of *The Post Register*. Under Rickie Brady's leadership, KIFI has become known throughout the valley as being one of the best sources of local news. As we visited with her staff, it became apparent that she has earned the respect of not only her sixty-plus employees, but of all those who know her well.

Rickie was born in Ohio. She graduated from Northwestern University and then moved to Washington, D.C. where she worked in the Office of the Mayor as an Art Administrator. While in Washington D.C. she met and married Jerry Brady in 1980. At that time Jerry's father, Jim Brady owned and operated KIFI. When Jim passed away in 1984 Jerry was working for Senator Frank Church. The New York Times and The Washington Post were primary candidates to purchase the *The Post Register* but, both Rickie and Jerry wanted the paper to remain locally owned and operated. They decided to take on that responsibility. Leaving a fast paced world behind, they packed their bags and headed west to Idaho Falls, Idaho where they have remained since. Jerry has been better known because of his involvement as publisher of *The Post Register* for many years. Jerry also managed KIFI for several years, but Rickie took on the reins as General Manager in 1988.

Great leaders attract great people and then lead those people to do great things. Rickie Brady has demonstrated that kind of leadership at KIFI for over 20 years at. Her gentle, but visionary style created an environment that encouraged employees at all levels to stay for the long term. Jay Hildebrandt has been with KIFI for 21 years. Karole Honas has been with the station for 15 years. This loyalty is also demonstrated by those who work behind the scenes. Kathy Walden station manager has been with KIFI for 15 years, Doreen Fredrickson, Rickie's personal assistant has been with the company for 14 years, Lee Shumway for 23 years, and several other key employees have been with Rickie and KIFI for over 10 years.

KIFI and it's management's involvement in the Community has been significant, but more than that, KIFI has gained the community trust in reporting the news in a manner that is straight forward and to the point.

In these times of media bias where the news media often has an agenda of its own, KIFI's style of reporting the news is indeed refreshing. It is apparent that Rickie's only agenda with the news was tell it like it is and to be fair and balanced.

Brief History of KIFI

Jim Brady, Jerry Brady's father, began broadcasting KIFI on radio from 1947 to the early 60's. Jim was the son of J Robb Brady who purchased *The Post Register* in 1925. In 1961, KIFI-TV began broadcasting as an affiliate of NBC. KIFI-TV was the second television station to broadcast in Eastern Idaho with 316,000 watts, establishing it as the most powerful station in Idaho at the time.

In 1962, KIFI aired its first live remote basketball game between ISU and Montana State. In 1965, KIFI was the first station in Idaho to install a color film chain (16mm) and 35mm color slides. Then in 1967, KIFI became the first station to install broadcast quality color television studio cameras for news, weather and sports. KIFI was also one of the first TV stations to broadcast in stereo in the mid 1980's. In January 1996, KIFI became an affiliate of ABC.

In July 2003, KIFI began broadcasting on a simulcast digital signal.

In August 2005, News-Press Gazette purchased KIFI from The Post Company. News-Press Gazette owns several Midwest newspapers including the St. Joseph, Missouri News-Press Gazette newspaper, cable TV holdings primarily in the West as well as TV and/or radio stations in Palm Springs, California, Yuma, Arizona and Bend, Oregon.

Why the Sale?

Earlier this year, The Post Company announced that it sold KIFI Local News 8 for \$12.5 million. The sale involved about 65 employees, all of whom will retain their contracts at the station. Rickie said, "It had become increasingly difficult to remain a stand-alone station in an age of media consolidation. I thought that it would be best to be part of a group. We chose St. Joseph because it was a family owned company and I believe they will continue in the same direction that we have done all these years."

Jerry Brady said, "It's my dad's legacy and my family's legacy, and I am very proud of it. I think we are the last independently owned, family-owned station in the northern Rockies. They just don't exist anymore. This has been Rickie's life. It has been hard for her."



Jay Hildebrandt: was born in Milwaukee, Wisconsin. He graduated from BYU in Broadcast communications. He has been with KIFI for 21 years and is co-anchor of the news at 5, 6 & 10 pm. His involvement in the community is far reaching with memberships on numerous boards. He serves on the Governor Children's Trust Fund, the Region VII Health & Welfare Board, the Bonneville Youth Development & The Safe Place Advisory Board. Jay has a genuine concern for the youth and is dedicated to create opportunities for children. A special project for Jay has been his Wednesday's Child reports. He and Rickie have worked closely together over the years. He admires her capability and vision. He says, "Rickie has put her stamp of caring, compassion and community service on the face of this station, on its image, on the way we covered the news." Jay's wife, Sally, is an elementary school teacher, and they have four children.



Karole Honas was born and raised in Gooding, Idaho. She graduated in Communications from University of Idaho. After graduation, she met and married Ken Honas from Blackfoot. Karole held many positions including Assignment Editor, Assistant News Director, and even handled the sports anchoring duties for several months. Karole stayed home for several years when she had her children. She has three boys, Kristofer, Kreighton and Karson. She returned to television news when KIFI called and asked her to fill in for an anchor on maternity leave. Karole never left. She is a co-anchor with Jay Hildebrandt and has been with the station for 15 years. According to Karole, "Rickie Brady always put the viewers of Eastern Idaho first. She held us to the highest standards, to ensure that we gave our viewers the best possible newscast."



Kathy Walden was born and raised in Rigby. She is the Station Manager and has been with KIFI for 15 years. Kathy had this to say about Rickie Brady: "She wanted to make a difference in the community after Jerry's father passed away. Both she and Jerry had very successful careers in D.C. but wanted to come back to Idaho Falls. Rickie Brady always had the welfare of the community first and foremost. Rickie created opportunities for everyone. For Rickie, the focus of our news has never been for the sake of ratings."



Doreen Fredrickson comes to KIFI from Boise. She was Rickie's personal assistant for 14 years. She says, "Rickie is the brightest, most intelligent, articulate woman I have had the privilege of knowing. The fourteen years that I have worked with her have been fun, exciting, and a pleasure. She is a compassionate, caring woman with a big heart. She has taught me so much. She is very dear to me and my family. She was always aware of our children and what they were doing. She would provide a place for them. There is always a sparkle in her eye. Whenever I would have a newborn baby, Rickie encouraged all of us to bring our children to work. As long as it didn't interfere with work, it was always encouraged. There were baby swings in the conference rooms and cribs in our offices. Rickie was such a wonderful person to work for. There was a genuine concern for every employee. Everyday she made me feel like gold."

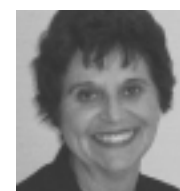


Lee Shumway was raised in Shelley. He has been with KIFI as for 23 years as the Financial Controller. Lee has fond memories of Rickie. He says, "As a family owned station, I literally grew up with the Brady's and got to know them real well. I have nothing but the utmost respect for Jerry who loves this community and has given so much back to Eastern Idaho. Rickie had some big shoes to fill when she took over as general manager. Rickie can be as sweet and genuine as they come. She cared immensely about her

employees and their families. Several times, she would invite some of the employee's daughters to have a sleep over at her house and they would have a grand ole time entertaining each other. Boy, the stories they could tell about Jerry & Rickie. My 12 year old daughter will always remember those fun times. Rickie was not only sweet but quickly developed into an astute and successful business woman. I found out early on that she was no push over and she knew what she was doing. KIFI's best years were realized under her direction (she won't let Jerry forget it) and she shares this success with all her staff. Rickie, we'll miss you!"



Jim Stark was born in Colorado but raised in Idaho Falls. He has been the Production Manager for KIFI for the last 13 years. He says, "Rickie has been the most wonderful boss a person could have. And she has staffed the station with a fantastic group of people. Rickie cared deeply about a lot of things and the station's image has been a reflection of that. She always had a special love for children, especially ones who were under-dogs, consequently we have been involved in countless projects over the years which have benefited young people. With the great team that Rickie has assembled here at KIFI, we are looking forward to many more wonderful years with the new owners. Thank you for everything, Rickie."



Vera Gillespie is a native of Idaho Falls and has been an Account Executive and Special Events Coordinator for 18 years. Vera has degree in journalism from the University of Montana. She says, "Working at KIFI has been a very exciting and rewarding experience. Television has tremendous advantages over other media, both for the viewer and the advertiser. The great thing about working at KIFI is that each day brings new changes and challenges. I appreciate the opportunity of working with Rickie and am grateful for all I have learned under her leadership."



Lisa Corless was born and raised in Paul, Idaho. She has been the Traffic Manager at KIFI for 12 years. She says, "Through some very tough times in my life personally, Rickie was very supportive and went above and beyond what any another employer would have done. I am also very to her grateful for giving me the chance to prove myself and not only have a job I enjoy, but after almost 12 years, I have a career."



Jim Nagy has been the News Director at KIFI for two and half years. He Graduated from Washington State University. He brings over 21 years of news experience to KIFI-TV. He came to the station from Spokane, Washington where he served for 10 years as the Assistant Manager and News Producer at KREM-TV. Although his time with Rickie has been short, he says, "I will always be indebted to Rickie Brady for giving me the opportunity to be a News Director".



Tim Larsen, the new General Manager of KIFI Local News 8. Larsen, 51 has been involved in broadcasting for 25 years. Most recently, Larsen was News Director at WRTV (ABC) in Indianapolis. Tim's stations have won numerous Emmys, AP and UPI awards for news coverage. "I look forward to carrying on the Post Company's commitment to local news and to the communities the station serves. I also know the News-Press & Gazette Company is committed to making KIFI the number one news and information source in Eastern Idaho and Wyoming." Larsen began as KIFI manager on August 2, 2005.

What Does The Future Hold for Rickie?

Rickie has much to look forward to. Her strong belief in family values is evident with everyone who knows her. She says, "Children are my life and that drives my motivation. First and foremost, I am a wife, mother & grandmother. I love all of them so much." When asked the question about what her plans are over the next few months, Rickie says, "I believe Jerry is going to be Idaho's next Governor. I plan on spending much of my time between here and now campaigning for Jerry. He is a family man who has strong principles that are a reflection of our community. How do I spend the rest of my life? People are living more productive lives after retirement. We have 6 grandchildren. I want to spend as much time with them as possible. Both Jerry and I love our grandchildren so much. I have so much to be grateful for. I love to travel and hope to spend more time doing that. I love to collect art and occasionally, I love to watch the programs on PBS."

"I hope Rickie's success as a manager inspires other women to lead other businesses. Too few women are in management--for example at the INL-and that's a mistake and a waste. Rickie is very smart and that helps. But a big reason for her success is that she's a woman. The former dean of the Harvard Business School and new president of Brigham Young University-Idaho, Kim Clark, says this about women in business: "We need a lot more women in business. They...get the job done better, they're faster and they are much better team players." That was really evident at KIFI. And that's why, in her quiet way, she was so good for the community: she values every person and she honors every aspect of the community and tries to bring it together. I am very proud of her."

—Jerry Brady

"It would be difficult to find any company or organization in South Eastern Idaho that has had a greater sense of doing good for the community than KIFI. Such an organization is not built by accident. It's built through vision and leadership. Rickie's desire for fairness, her love for people and her passion to build a better and more united community is a great example for all of us. If Rickie's prediction that Jerry Brady will be Idaho's next governor comes true, Rickie Brady will be a great First Lady!"

—Frank L. VanderSloot

KIFI Community Events That Began During Rickie's Tenure

"Wednesday's Child" features Jay Hildebrandt with children who are in need of a big brother or big sister figure, a foster home or an adoptive family. These reports have been highly successful in placing these children with these loving families and individuals. Rickie has always looked to improve the lives of kids and families.

"8 Who Make a Difference" pays tribute to unsung heroes. This created an opportunity for people who made a difference in the community that normally wouldn't have an chance of being recognized. With over 100 submissions each time, Rickie would read through all of them.

"Harmony in the Valley" addressed issues that examined the division of LDS and Non-LDS members of the community. KIFI drew no conclusions to the issue. It created an open discussion that was received very well. Rickie says, "I love the people in this community and have always felt that everyone gets along."

"Gallery 8" was a way to promote local artists. Rickie took the front reception of the Station and created an art gallery that consisted primarily of local art. Rickie, before she moved back to Idaho Falls with Jerry, lived in Washington, D.C. where she was the Art Administrator to the Mayor of D.C. She loves art that "calls you back." Rickie says, "All art wants is for the viewer to take a second look at the displaying piece."