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THIS IS AN INTERVIEW WITH HOMER PETERSON OF KALL RADIO. IT'S AUGUST 21, 1986. THE INTERVIEWER IS TIM LARSON. [THIS IS PART OF THE EVERETT L. COOLEY ORAL HISTORY PROGRAM.]

TL: What I'd like to talk to you about today is how you got into broadcasting; how you got where you are; maybe we could do it chronologically as much as possible, I can jump in if I have some questions. How did you get into this field?

HP: Well, it wasn't my choice. [laugh] Back in about 1951 I resigned my position at that time as sales manager of White King Soap Company. At that time we had done a lot of radio business with Intermountain Network. In those days radio consisted of mainly programming: quarter-hour newscasts, half-hour shows, hour-long programming. And after I progressed into the soap company business, and I was to live in Los Angeles, I decided I didn't want to live in Los Angeles, so I resigned and came back to Salt Lake.

TL: How long were you there in Los Angeles?

HP: I was there about a year. I'd been with the company ten years.

TL: Here, and then in L.A.?

HP: Yes. I ran into George Hatch. He said, "What are you doing in town?" And I said, "Well, I guess I've got to find something to do." And he said, "Come with me." So he took me over to his office. It was then over at 146 South Main, above the Utah Theater. We
visited for two or three hours at which time I told him I wasn't interested. And I guess, for possibly about a month or six weeks, he pursued me—he and his wife Gene. So along about September I said, "Well, we'll take a run at it." So I went to work at KALL, and I was about the fifth man on the totem pole in sales. And all it was I wanted to do is see if I could sell radio time. At that time we were selling programs, basically, and spots. TV was just getting a foothold in the door, and it was very difficult selling radio. At any rate, I got all the choice accounts that had never been on the air, and I must say it was very disheartening. But I wanted to prove that either I could sell it or I couldn't sell it. So I worked away at it for three months. Let's see, September, October, and November, and by December I'd made some headway and sold a number of accounts, doing fairly well, but I decided I didn't like radio. So the middle part of December—and it's always a good time to do it at Christmas time—I told George. I said, "George, it's been nice. I'll either give you two weeks notice or I'll leave now. Do whatever your heart desires." He said, "No, you're not going to do that. We've got some other plans for you," at which time he insisted I go to work at Intermountain
Network where I'd work on regional accounts. So I did that and kept the local accounts I had on at KALL.

TL: This was in 1951?

HP: It would be 1952 now.

TL: Okay, yeah, December of '52--

HP: So at that point I was getting my teeth into Intermountain Network and selling multiple stations with the affiliates that Intermountain had at that time.

TL: Do you remember who they were?

HP: Well, we had KLO in Ogden, KOVO in Provo, KOAL in Price, KWIK--Pocatello, KIFI--Idaho Falls, KLIX--Twin Falls, and so on. So then I did a little traveling again back into Idaho and Montana, calling on regional type accounts, selling for affiliates of Intermountain Network. And I proceeded with that; did seem to have some success, I guess. And along in 1956, I guess it was, George said to me, "I want you to be station manager of KALL." I said, "I don't want the job." I said, "I like what I'm doing. You don't know what the hell I'm doing. I'm my own boss. I come and go, and you're not sure whether I'm doing anything or not." But at any rate, he'd made up his mind that he was going to change the management there, and sometime later he did. And I then became
the manager of KALL. I didn't really care for that type of work again. I'd gotten away from management. Now, you gotta worry about the switchboard operator, the janitor, all the monkey business. In 1956, also, I inherited all the stations that the Hatch family owned and managed. There had been one in Great Falls, one in Butte, Montana and one in Boise.

TL: This was more than just George and Gene? This was all of them?

HP: This was just George and Gene.

TL: I see. All the Hatch holdings.

HP: So from there I looked after those stations as well, as well as looking after KALL, still keeping a local sales list on KALL, looking after Intermountain Regional, a little bit of everything. And then, as time developed on, because I was always up in the Montana area, we later bought a station in Billings, Montana which I absorbed into my reign of terror. [laugh] And I had to spend a couple or three months up there getting that organized. It was a great radio station which we just sold, incidentally, at the first of the year.

TL: When did you buy it? Which year did you buy it?

HP: In 1963, and at that time it was hardly billing anything. We turned it around, and it became a great
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property. It was a great radio station. About that same time, why, cable television was getting involved, and George always kind of had a taste for cable too. He got involved with a group over in Butte, so when I was in Butte, I would be over at the cable office also. Then as the cable thing developed more and more, we were out seeking franchises, and I spent many, many hours getting cable franchises in Idaho, Montana, Wyoming and Colorado. So what it was, I become a jack-of-all-trades.

TL: Did you like that the most? Did you like that as opposed to being tied down?

HP: Well, I guess you get used to that kind of life. I have always liked people. I enjoy people. I don't know of anyone I really dislike. There are some people I'd like to change, [laugh] and some people I might have called a few names too, but on the other hand I'm sure they could come back in and get right in my hip pocket tomorrow, if everything was right. So--but no, I enjoyed that action, I guess, all the time spent fighting cable franchise and meeting before the city councils and going through all that lobbying which you had to do with the council members and that sort of thing to convince them that you had a better proposition for their community than the
competitor would have. And I must say we were very successful at that. Then in about 1974, I guess, the fellow that headed up Intermountain Network retired, so at that point I inherited the Intermountain Network.

TL: Was this Paige?

HP: No, Lynn Meyer was the President; Jack Paige was the Executive Vice President. And so I inherited that along with whatever else I was doing. And as the years go by, why, I'm still kind of looking after Intermountain Network with the affiliates we have scattered all over the many states in the intermountain territory. We maintain a sales office in Denver, and a news bureau in Helena, Montana, as well as our news bureau here. And it would feed our affiliates from here now via satellite to ABC in New York who in turn feeds it back to our affiliates on their Satellite which we communicate with them three times a day via satellite.

TL: What's your title now?

HP: Well, titles we have plenty of. I've never been one to be a title man. I got a drawer here full of cards. [laugh] The only thing I ever use my cards for is to pick my teeth with. I figure people will find out who I am sooner or later. But I have the title of
Executive Vice President of Communication's Investment Corporation, which is the holding company of all of Hatches' radio broadcasting operation. That, in turn, owns Intermountain Network which I'm President of. And then I become Executive Vice President of each of the sub-corporations in our various radio stations that are owned by the Hatch family.

TL: And what kind of things are you responsible for now? Do you travel much?

HP: Travel an awful lot. I don't travel as much as I have done in the past 'cause I'm getting too damned old. Up until about the first of the year, why, I traveled weekly. I would guess now I'm only getting out maybe twice a month. And I do that all by air, 'cause driving--that's all I'd be doing is driving.

TL: Now, most of the holdings are in the intermountain area, up in Montana, Idaho, and how about the Kansas station?

HP: I have nothing to do with that. That is a TV operation, and it's unrelated to anything that I'm involved with.

TL: Then most of your work right now is with IMN and the radio broadcasting stations, and are you still involved with cable TV?
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HP: No. Well, the only involvement we have now is a cable property up in Idaho Falls, Rexburg, and those little towns surrounding Idaho Falls.

TL: You came back in '51, and you were offered a job by George Hatch, and you said you didn't want it, and in '56, or whenever you were offered a job, you said you didn't want it; yet he pursued you. What was it that he saw in you?

HP: I don't know.

TL: He must have [laugh]--

HP: I've asked him many times. I've challenged him many times. I guess in those years I have quit I don't know many times. And why he did never accept my resignation, I'll never know. Maybe I've been fortunate or someone has been.

TL: You must have had, obviously, a great deal of confidence in yourself to say, "Well, I don't have a job, but I don't want your job."

HP: Well, I'm kind of an independent guy.

TL: Oh, I see.

HP: Yeah. I'm going to run it my way. I'm going to do it my way, and if I can't do it my way, I'm not going to do it. Now, George hasn't interfered with me hardly at all in the radio operation. He has pretty well left it to my decisions that I've made, and I can't
say as they've all been right. But, oh, it's been a lot of fun over the years, and I know at my age I should be out, and I tell George, I say, "Hell, it's time I should be gone. I'm past retirement age." And he said two or three years ago--I don't know what he would say today--he said, "You're going to stay as long as I am." Meaning as long as George would stay, and I said, "Hell, no one will ever live that long." George works twenty-eight hours a day and seven, eight days a week.

TL: Are you that way?

HP: No. He used to keep me kind of--when we were involved in so many things, why, I was on the go a lot, years ago, but we put in long days. Still do. Probably the first one here in the morning; maybe close to the last one out at night, and I guess that's habit.

TL: When you became station manager, you said that you replaced another manager that Mr. Hatch had said was going to be replaced. He was going to make some changes you indicated. What things needed to be done? I mean, you were wanting to do it your way, and you must have gotten some indication of what was expected.

HP: Well, no, I don't know as that. I just think that probably at that particular time, why, he needed
somebody a little more spirited, and might get a little more confidence in the sales people and staff people that we could go out and see if we couldn't arrange for a few more dollars to roll in with the station.

TL: And what was your goal when you took over then? It was kind of a transition time for radio.

HP: Well, my goal has always been the bottom line--to raise the bottom line. It was always my concern and still is. It's my worry about the bottom line in radio. The only way you can do that, basically, is you've got to keep your overhead down, and you've got to get enough sales coming in to compensate and take care of the overhead that you've arrived at.

TL: You seem to have a thing with KALL. I don't know about your other station, but at least with KALL you are observed as being--my observation is anyway that you not only have an employee-like family but you have a family out there of listeners, and you seem to be heart deep in the community. Is that right?

HP: Well, I don't know. I've always had a theory about--you know, we've all had to work for a living in our organization, and my job is just a little different than someone else's. We're all working for the same thing, and I'm not one to be called boss, or anything
else. And my door is always open to anyone that wants to come in. And I like to visit with everybody in the shop, and I like everyone in my place to visit with me.

TL: So your philosophy is to develop the spirit and work through the people and get the most out of them?

HP: Certainly. You know, everybody has their own ego that they'd like to achieve, and I suppose in the entertainment business and especially with the people in our business, same in television, especially the air people, they're full of ego. They've got to be fed all the time as to how great they are and how wonderful they are, and when they come in here, why, I like to just knock them down to size, you know. [laugh] We're all made out of the same mud. We've had numerous great personalities go through this radio station in the thirty some odd years that I've been here. It's been an enjoyable situation to have seen those folks come and go and seen how they've developed and where they are, some of them, today.

TL: Tell me about a couple of them. Who are the memorable ones? Who are the ones you're proud of?

HP: Well, I think I was proud of all of them. I refused to get disgusted with some of them. I think one of the great talents that we ever had in this city was
Will Lucas. And Will, I always considered a good 
friend which I consider all our employees as good 
friends. But Will was determined to destroy himself. 
And there was no way that I could convince him or 
work with him to work him out of some of the problems 
that he had, so we had to suffer that out, and 
unfortunately we did lose him. But another great 
talent that we had, and he worked for us up in 
Billings, and that was Jack Bogut. He worked up at 
KGLH, and he used to say to me all the time, "Homer, 
the one place I want to end up is at WCCO in 
Minneapolis." He wanted to go big time. I said, "Just 
cool your heels, and we'll see how things go." I 
brought him to Salt Lake. He was the morning man here 
and did an excellent job. One of the fine jobs and 
fine personnel we've had. Westinghouse was running 
around looking for talent. They came in and hired him 
and took him to KDKA in Pittsburgh.

TL: Is that where he is now?

HP: And he went to KDKA, and he was there up until about 
a year or two ago. I think Jack's in the class now of 
making somewhere near a half million dollars a year. 
He went across the street to competition about a year 
ago in Pittsburgh. So obviously he made some other 
kind of arrangement. There was a little farm boy that
came out of Dillon, Montana originally and worked for us in Billings and came on down here. I liked—gosh, you get to reflecting back; and another one was Roger Barkley who was very famous out on the West Coast with the Lohman and Barkley. They did a morning show out there, and Roger was a successful guy. He worked for us here. He's still doing well out in the Los Angeles area. Al Collins, the Great Jazzbo, one of the big headaches of our life, was in and out of here.

TL: Jazzbo Collins?

HP: Yes.

TL: Yes, I've heard his name come up. Tell me about him.

HP: Well, Al Collins was kind of a little world unto his own. And he was in the business prior to my getting into the business, and became quite a personality in this town and in our place. Then he left here and he went to New York, and then he decided he had enough of New York, and he wanted to come back. I recall when we hired him back, we had to move him out here, and they had to have a van and a derrick and everything else to move his furniture out of his apartment. It was the most expensive move I've ever seen in my life. [laugh] Plus all the records in the world that he transported out here, his motorcycle
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and everything else.

TL: Now, what year would this have been? In the fifties?

HP: I'm going to say it was around '59, '58 or '59--would be my recollection. We tried to work out a deal and work him on our afternoon shift as well as maybe doing a little shift on Channel 2 at that time, but it didn't work, and he was a misfit at that time, and he felt it, and he wanted to return back to New York which he did, but he's now back out in San Francisco, and still in broadcast work.

TL: Is he on the air in San Francisco?

HP: Yes.

TL: I'll have to try to follow that up. I heard so much about him.

HP: Well, he wouldn't change. He has the goatee and was just independent. He had his ideas about music and everything else, and no one was going to change him. A likeable guy, very personable guy.

TL: Talented?

HP: Very talented, but he wanted to do it his way, and when you're in whatever kind of format you're in in radio, why, you pretty well got to all stay together and do the same thing which he didn't want any part of, and it was kind of out of character in what we were trying to do at the time.
TL: How about some others? Any others that are memorable for one reason or another?

HP: Well, Mal Lyman who was our sports guy was one of the great sports names around here way back in those days doing the university sports. And he later left, and he was involved with some people in Wyoming and later ended up in Chicago with a television station. I think now he is retired, but I have no idea where he's living. Mal was a great old personality of ours in Salt Lake.

TL: This would have been in the early sixties?

HP: Yeah, he must have left along about that time. The other day I was over in Seattle, and the young chap over there that's touted as the great sportsman up there--and I had no idea that they even had this talent at all--is a young chap by the name of Wayne Cody. Now, his father worked at our radio station, here--Wayne Cody, Sr. He and Earl Donaldson used to do a live show on KALL. I can't recall the name of the show, but at any rate the young Cody was just a kid then and was doing odd jobs, and finally he ends up--and I guess he's very prominently known in Seattle now--as a great sportscaster at a TV station in Seattle.

TL: I'll be darned. It's not the Bonneville station?
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HP: Yes.

TL: Is it K-I-R-O, KIRO?

HP: Uh huh.

TL: That's Wayne Jr. and he's in sports there? I mean, was his dad--

HP: No, my guess is his father could long be gone. That I don't know.

TL: But was his dad and Donaldson--was that a sports show?

HP: No, no, just an entertainment show.

TL: Entertainment show. And they did that in the sixties, then, during the sixties?

HP: One would play the piano and they'd sing--a request show.

TL: There is that remarkable Utah-Seattle connection. I don't know whether it is because of the cross-ownership or whatever in terms of some of the stations, but there seem to be a lot of people that have gone from Utah to Seattle or Utah to L.A., the L.A. area or San Francisco. They don't seem to go East as much. The people you've mentioned were the first people I've come across--

HP: Gone East.

TL: Yeah, they've gone East. Most people go West.

HP: Well, I think the general dream of people in the
entertainment business and radio and television know this is a step from here to a major market. And the West Coast has always been one that they like to go to, and of course, a lot of them like to get down into Texas and some of those larger markets. Dallas has been a popular market for a lot of people.

TL: I'm writing a book--I told you I'm writing a book on Utah broadcast history. I know a little bit about the Hatch contribution, et cetera. Who are the people that I ought to talk to in the Hatch organization and KALL and KUTV on my way to Hatch?

HP: I don't know that you need to talk to anybody on your way to Hatch. I'd go right directly to Hatch. My theory has always been, "Go to the horse's mouth."

TL: Well, I have been. I mean I've been trying. But I'm just thinking that also there are a lot of people like you who have been longtime friends of his, and employees, and if you were going to do a book, and you wanted to get the Hatch story, who else would you talk to besides George Hatch and you? Reid Carpenter?

HP: No, I don't think Reid could tell you from what experiences that he's had there. They all came later when they got involved in the TV station here. You see, I can't think of anyone that's been around that long that's been associated with George prior to me.
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You know, we're all getting too old. [laugh]

TL: Glasmann?

HP: Well, his father-in-law is gone, and there are some relatives of Gene up there in Ogden. I imagine there could be--

TL: There could be something there maybe to get that connection.

HP: Yeah. Yeah.

TL: But mostly the broadcast connection?

HP: George and his father-in-law originally—that's been gone so many years—many, many years. But I think George could sit down, and you could spend an hour or two with him. He could give you a lot of information. George has got a mind like a trick-hammer. It's just ready to click off all the time.

TL: He's been described as a real visionary. Everybody that I've run into says he's a visionary.

HP: Well, he always is.

TL: Yeah. He can see down the line.

HP: Gosh, he drives you right up a wall sometimes.

TL: Well, I intend to get to him, but I've been working with his secretary, Norma, trying to—he just got back from vacation, and I'm trying to set up a series of three interviews and hoping that I can get him focusing in on different eras. But he would be the
one. There is nobody in between?

HP: Not that I know of. I think probably I'm, oh, probably as well versed with him as anyone.

TL: What things then, when I'm interviewing George Hatch, what are the major moments that I ought to make sure that I talk about—that I should ask him about?

HP: Well, I think I'd—you know, his concerns back when he first got into radio, when that all happened back in the early forties.

TL: This would be like at KLO?

HP: Well, when he started working there. Yeah. And then he got involved in some radio operations back in Indiana with some prominent people. And way back in those days they—Robert Hinckley—

TL: Is Robert Hinckley from here?

HP: Yeah, the father of—I guess he's still alive too. He's quite an elderly gentleman now. And they originally were involved in ownership in KALL, Hinckleys and the Kearns Tribune Corporation. I'll tell you another person you might visit with, come to think about it, that would be a good one for you is Jack Gallivan.

TL: I paid a courtesy call on him the other day.

HP: Gallivan and Hatch were closely associated because of the relationship when the Kearns corporations were
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part owners of KALL way back when. So, then they were involved also in KUTV in the early days.

TL: Did they buy it from Carman? And Jack Gallivan was involved at that time with George?

HP: Yeah.

TL: Originally. The original person?

HP: Well, he was because of J. F. Fitzpatrick, and Gallivan was kind of Fitzpatrick's assistant or whatever title he had at that time. I guess publisher, would be my guess.

TL: So it would be a Gallivan, Kearns corporation, KALL connection, and then a Gallivan, Fitzpatrick--I hadn't thought to ask.

HP: There is a lot of old history there that goes way back.

TL: Yeah. We're in the process of trying to get Jack Gallivan's papers for the Tribune connection and Special Collections of the Marriott Library.

HP: Well, Jack is an easy guy to talk to.

TL: Well, I found him that way.

HP: He's a very reasonable guy and fine guy. Jack can tell you about some of my early experiences when I'd get disgusted, and I'd tell Jack I'd want to shuck it all and he'd say, "Now, you just got to be patient. You know how George is."
TL: [laugh] I'll ask him about that.

HP: He's always been a good friend of mine. Very good guy.

TL: I've found him to be very open and--

HP: He's an honorable guy.

TL: I was real impressed with his memory. The last time I had contact with him was three, four years ago, and we had some workings, and he went right to a file. I mean, he pulled it out, and we reviewed what we'd talked about then. It was kind of amazing. I'm fairly well organized and disciplined in that sense, but not like that.

HP: Well, I'm one that's not organized at all that way. I hate that. Papers hit my desk; I want them gone. I probably throw away more that I should. Then I have to go back and retrace my steps sometime and start all over. You can't change an old dog and give him new tricks, you know.

TL: You know, you people--the KALL radio people--have been really good. I've been working on Utah broadcast histories since I've been here, maybe twelve years ago. I've been interviewing people for the last six or seven years. I decided that it was going to be a book that I'm going to do. But I started collecting newscasts because I needed a radio station of record.
And so I chose KALL radio maybe because I felt more comfortable, and you people are more open than any other station that I could get to. So the last umpteen years--the last several years I've been collecting all your news scripts and things so that if I needed to know what happened, what the news was on any given day, I've got that material. I want to tell you I really appreciate that. I haven't used them except to make sure I know the chronology and the day-to-day stuff and what's happening. I think in fifty, sixty years somebody will be real interested.

HP: Yeah, it really would be. It would be interesting to see what it--

TL: Yeah, just do it to learn. I'm saving that. I don't have a real organized place to keep them. I have a large room in the basement of one of the barracks buildings up on campus, and so I've just been putting them down there. I haven't gone through. All I know is that I've got such and such years and such and such months in boxes. I hate to see them get thrown out at stations. I know they will. At the station there just isn't enough room, and I can't do all the stations so I'm trying to do one station of record, and it happens to be KALL.

HP: Well, I think you picked the right one.
TL: Well, I think I did too. Any other events? I could talk to him about radio operations. KLO is the Robert Hinckley connection in Indiana, Jack Gallivan's connection with Hatch. What other events through the years? How about FM?

HP: Well, of course, that was a real struggle from the start. We started out and called it KQMU, the original call letters. My thought there was "Quality Music." We were playing those fine melodious tunes, but we weren't getting anywhere, and we weren't selling any time.

TL: This would have been what year?

HP: What year did we go on the air with --

TL: I can check there, yeah.

HP: But anyway--

TL: That would have been after you got here in '51?

HP: Oh yeah. I recall fighting the battle of trying to get some advertisers to spend some money on our FM, and I think we were maybe about only the third one in town. It was 1968 when we went on the air with it.

TL: I didn't realize it was quite that late.

HP: But then it just took a number of years, and then the call letters changed, and we went back to KALL FM, and then we went to KLCY call letters about three years ago.
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TL: That would have come a little later. Were you ever involved with the television dealers?

HP: Never. Just plenty to do right here.

TL: What about owning your own station? Ever think about that?

HP: Well, I'll tell you. I guess as I would sit here right now, and think about my hindsight, and the opportunities that had been presented to me over the years, I suppose had I accepted some of those opportunities, why, financially I might have been, let's say, many thousands and thousands of dollars better off than I am today. Whether I would have been any happier remains to be seen. And I've had a good life here, and financially it's been good to me. I've enjoyed it. And I suppose the thing that I would dislike more than anything else is moving. A lot of people, you know, they get the wanderlust that you've got to move to New York, or you got to go to Los Angeles or wherever it may be. Those places don't do anything for me. New York, I despise; I dislike with a passion. And whenever I do go to New York, I want to get in and get out as soon as possible. And it's similar to that on the West Coast. Places I'd like to go, I just like to go and relax and play golf in southern California or Arizona. Show isn't one of my
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styles. My office--people have always criticized me that I didn't ever fix it up more, and when I was off to the hospital the last time, why, they come in and put all this covering on the walls. And I wanted to tear it all off and put the paint back on it. I don't need it. And that year they brought in a new desk and I said, "I don't want the new desk. You put the other desk in here and leave it. That's the way I want it. I don't want any changes." So I'm kind of a staid old bastard, so to speak, that's hard to change.

TL: Think maybe George Hatch saw this loyalty, this trustworthiness in you?

HP: I don't know what he ever saw in me. At any rate--

TL: I'm going to ask him.

HP: Anyway, if we're still here, [laughter] and it really doesn't matter now, you know, the oats have all been sown.

TL: You're not saying that you're done.

HP: Well, no, I--

TL: The mold is there, but you're still--

HP: The mold is there. It's just--

TL: I don't mean the mold in the sense of ---?---

HP: You can't crack the mold. I've always been me. I never change. People criticize me for the way I operate. I always go right to the source whenever
there is trouble. If employees have a problem and someone else is involved, we just sit right there, get the other person in, and talk it out right now. See, get both sides of the story. I always do that. I will not listen to one side of the story. There is no need to sit here and take my time up and their time up to be worked up about something when I don't know anything about the other side of the story. So they'll always get a fair deal with me. I always want to treat somebody like I want to be treated.

TL: That would be the management style you would like applied to you?

HP: Sure.

TL: Are you--do you have the entrepreneur spirit? When you make a decision, do you fret over it, or is it gone? That's been your style?

HP: No, make a decision. Live with it. Do it. But make a decision. Just don't sit on the fence. I've made a lot of them. I've made a hell of a lot of errors. One thing about it is, you always get an answer. Get it over with, get it out of the way, and move on to something else--whatever the situation may be.

TL: So to summarize it, you'd say though that through the years you've probably stayed working for the Hatch organization because they have pretty well allowed
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you to soar and swoop, make the decisions, be responsible for them.

HP: I don't see George Hatch. It is a rare occasion. I'll talk to him on the phone, but it's pretty difficult for me to get him to come to this building.

TL: That was the other thing. Well, you're involved with radio, so that's why you're here, but they've got those--

HP: Well, he's got his corporate things and whatever he's involved in up there. It's justifiable. That's where he ought to be. I don't object to it. I'd just as soon he stay away from me anyway. He knows how I feel. I don't talk to him any different than I do anybody else. Everybody is alike to me. I don't like people brow-nosing or playing up to me. I don't have time for that. There's no point in it. I won't do it. I don't expect anybody to do it.

TL: Counter productive.

HP: We're all working for a living. My theory also is that as long as you're working, try and have a good time because you're going to spend a lot of time here working at it. If you dislike it, get the hell out. Don't waste your time. But I like to have fun. I like to see our people have fun. I like them to enjoy their work.
TL: One last question in terms of coming here. I've only been here twelve years. My perception is that KALL radio and KUTV are kind of, to say the least, an alternative to the LDS dominance and the media holdings and that. Has that played any part in terms of what goes on here or in terms of feeling or what you're trying to achieve or anything like that?

HP: I don't think that it has even entered our mind. I know it has not as far as radio is concerned. I can't speak for television.

TL: I'm just speaking from a perception. From somebody that--

HP: No, I think that the way possibly why that happens is the radio personalities we have. You take a Barberi who is an outsider, so to speak, came here from California--

TL: Kind of outrageous.

HP: Whatever his religious belief is, I assume he's Catholic. A lot of people get a lot of bad ideas or input about living with the Mormons. Now, I can't buy that, although I've lived here--

[END OF SIDE ONE]

HP: --got the LDS inputs. Even the people that may be the jack-Mormons or whatever, maybe even the non-Mormons, they still don't like to hear negatives.

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TL: True.

HP: And that's something I have a hard time convincing some of those people, our air people. They get a little carried away, you know, "I know all about everything." There are just a lot of things that they have to learn. And this is a problem you have to be aware of. And you'd be surprised why I have to bring these people in. And I just have to kind of read the riot act to them and tell them that you just can't do it. The same way when you get on the politician real hard like they do, or the cable issue. Leave it alone. Say your piece and get the hell out of it. Leave them alone. Don't bear down on it day after day after day. You'll wear everyone out. No one wants to keep hearing negatives all the time. What the hell does it accomplish? People just get tired of hearing that sort of thing. I dislike it eventually. And I think with the strong following that the church people have and the strength that the BYU has and their alumni has, you know, even though we support the University of Utah, we'd better well remember that that is a major, major institution as far as Salt Lake City is concerned. And that's the way we should be treating them on the air.

TL: You mean, well--it's quite interesting. I wouldn't
have thought one way or the other about that statement, but I've been traveling. In my getting the Utah broadcast history, I've been traveling around the state, and one of my colleagues made an observation when they've been going around the state that if you ask people outside of Salt Lake which sports they identify with in the state, they don't say the University of Utah, they say BYU. And I mean that starts pretty much right at the Point of the Mountain.

HP: You are so right.

TL: And I hadn't given it much thought, but when my colleague mentioned that, then I would ask people as I was working around the state, and they'd say, "Oh yeah. BYU. Isn't that great?" You know and that kind of thing.

HP: Well, we have an experience right now in Idaho Falls where we have a radio station. And the competition up there has been broadcasting the BYU schedule on their radio station, and Idaho Falls is very predominately an LDS town, as well as the whole eastern Idaho section, and our manager up there who is non-LDS would just love to have BYU sports on our radio stations. He also carries two high schools' sports one on his AM and one FM. And he says he wants BYU
too because it's so strong. You cannot discount BYU. I don't care what anyone says. We dearly love the University of Utah sports, but they'll never, in my opinion, reach the dominance of interest that there is down there (in Provo). They've got a core of people down there in that Cougar Club that's unbelievable.

TL: You mean in terms of wealth and power and support power?

HP: Well, power and support. Support. Those people are just 100 percent. Now, I think they're doing a great job up here at the University of Utah. Now, they're going to bring in a new approach, the new A.D., the coaching facility. I think Chase Peterson is doing a good job, finally molding things together. Things just got flat up there as far as the athletic program was concerned. I think that is where you're going to get your notoriety anyway as far as interest in the community is concerned.

TL: That's what will bring people up.

HP: Yeah, I think that's what they're working towards. And eventually, if they keep going at the pace they are now, they may gain some of that strength back, but I think it will be a long, long time before they ever could reach the level of the people they have in
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Provo.

TL: Yeah, it isn't quite the emotional depth that they have there. Well, I really appreciate your time. This ends the interview with Homer Peterson at KALL radio, August 21, 1986. Tim Larson is the interviewer.

[END OF INTERVIEW]
Homer K. Peterson, Executive Vice President, Communications Investment Corporation, became an employee of KALL Radio as an Account Executive in 1952, at the age of 32, after terminating employment with White King Soap Company where he served as Sales Manager. From 1953 to 1956 he served as Regional Sales Manager, Intermountain Network, Inc., at which time he became Station Manager of all owned and operation stations (1956). He served in this capacity from 1956 to 1966. In 1966 the Board of Directors elected him to the position of Executive Vice President of owned and operated stations, which at this time number 10 (two in Billings, Montana, were sold in 1985). In addition to supervising these stations, he is President of Intermountain Network, Inc., a position he has held since 1974.

He is a Corporate Director of Intermountain Network, Gem State Broadcasting, and Communications Investment Corporation. He is a past Member of ABC Affiliates Advisory Committee, of which he is past Secretary, and was formerly a Member of the Board of Directors, Community Television, Inc. (now TeleCommunications, Inc.), and a former Secretary of the Western Colorado Television Company. He is a past Director of the Federation of Rocky Mountain States.

He is a Member of the American Advertising Federation, and National Association of Broadcasters, and a Member of the Broadcast Pioneers.

Homer Peterson is a past President of the Ambassador Athletic Club and a Member of the University of Utah Scholarship Fund. He also served as Chairman of this organization. He is a past Director of the Utah Broadcasters Association and recently served on the Board of Directors of the Holy Cross Hospital Development Fund.

He is currently a Director of the American Automobile Association (AAA).

Mr. Peterson was one of the organizers of the Utah Open Heart Open, a golf tournament held annually, with all proceeds going to the Utah Heart Association. He is instrumental each year in recruiting participants in this tournament, thus making the event a tremendous financial success. (Mr. Peterson has had open heart surgery twice.)

A native Utahn, he is married with four children and 13 grandchildren.