

MOUTH

THE MORNING

September 2014

ways to save your voice

How to
Become

Famous



Dave & Geri

The September Interview: Dave Jagger & Geri Jarvis / W-Lite - Grand Rapids

interview

STRAIGHT FROM THE MOUTH

Gerl, let's begin when you were a TV anchor in San Antonio and Dave was a production guy. How did you get from there to on-air with each other? G- I was going to go to a different market, in television. They tried to hire me at the radio station and the GM at the time, (remember this was in the seventies when women did overnight or the news) he told me that I would only have to work four hours in the morning on the FM station and 3 hours in the afternoon on the AM station. So that is how I got into radio, a seven-hour air shift. D- Morning drive on an FM because everything was still AM at the time, and they had just purchased an FM. So, they put her on FM in the morning and AM in the PM. I was PD at the time. I was the PD at the time.

And you made your future bride work 7 hours on-air?? G- I want you to know I smoked his numbers.

Were you Dave Jagger back then? D- I have always been Dave. And Geri has always been Geri Jarvis. That is her maiden name.

So did you end up going from co-workers to marriage to mornings? D- It was dating couple, then marriage, then we worked together at Classy in San Antonio.

And Geri did traffic twice a day.

G- I was flying mornings and afternoons and then in mid days I was doing the entertainment reporting on KSAT-TV. The whole deal was that I was Geri in the morning. I was just working because it was a job that I wanted to do because, the idea was that my husband was an OBGYN who was going to the University of Texas as an instructor at the med school there. So all I did all day long was OBGYN jokes.

D- The funny thing about that was that one-day a woman walked up to her and said 'Oh yeah I know your husband. I love him; he is a really nice guy.' My husband is a doctor as well. Well it was fictitious obviously. But this woman swore that she knew Geri's doctor-husband. After the station was sold in San Antonio we had the offer to come up here.

Had you ever lived up north before?

D- You cut us and we bleed cowboy blood. In Texas, north was Little Rock, so it was quite a change moving up here to the north west, particularly Michigan where we had a lot of snow.

G- But by then we had two little kids, and they offered us this job five times.

How did they hear about you?

D- Through a consultant, by the name of Tim Moore. He gave the tape to the GM

here and he kept calling us and calling us. I made a visit and decided that it wasn't for us. He asked me to come back up and bring my wife. Geri and I both went up a month later and it was beautiful, of course it was June, and we decided we would give it a try for a couple of years. D-Geri was hired as an afterthought. The name of the show was Jagger and Company. They gave her a job and let her sit in the studio with me. So that is where the beginning of the morning show began. That was the first time we worked together in the same studio.

Can you remember what the first few weeks were like? G - We got up here and we had been here for six weeks and it rained everyday. On the first pretty day, the station threw us a welcome to town party. I was there with the girls and there was this scary clown there making balloons and someone says, call an ambulance. Dave broke his leg. I heard it but I really wasn't paying attention, because there were like three Dave's that worked at the station at the time. Then someone came up to me and said Geri, you have to go, Dave broke his leg. I was very upset, and then I wanted to kill him at the same time

because we were supposed to leave for the Disney 20th birthday the next day and we were taking 15 members of the show and instead Dave was having surgery the next morning.

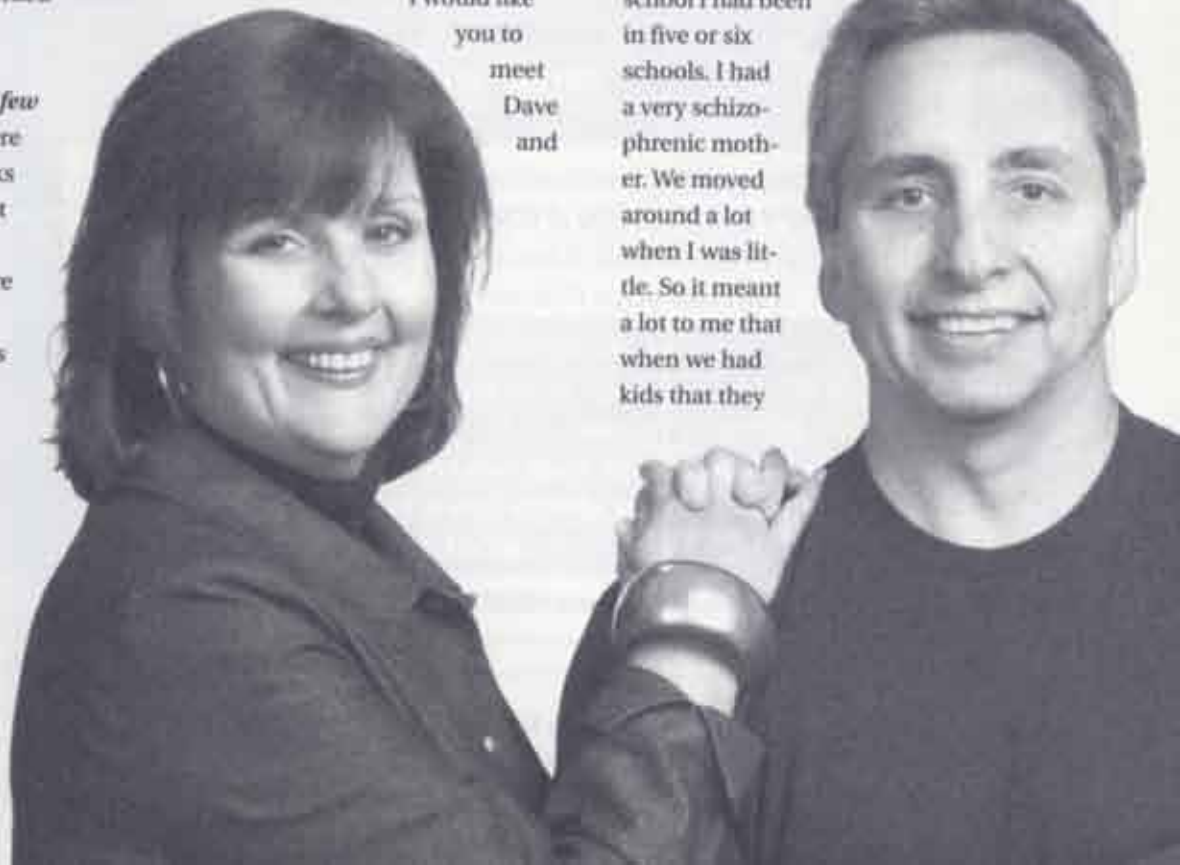
Have you always done AC? G- It has always been W-Lite. Liggett Broadcasting originally owned the station. D-Bob Liggett was his name. He owned several stations. G- Our first meeting with Bob Liggett went like this. Our Producer said Bob

I would like
you to
meet
Dave
and

Geri our new morning show, they are really good. He said "We'll see in six months." And turned around and walked off. That was our first meeting. We were so glad we had a contract.

So how long now have you been at W-Lite? D- We just started our 19th year; it will be 20 years Aug 2005.

G- That is a huge deal for me because we had little kids. By the time I was in middle school I had been in five or six schools. I had a very schizophrenic mother. We moved around a lot when I was little. So it meant a lot to me that when we had kids that they



would start and finish in the same school. I sure picked the wrong career for that, but it all turned out right. That was one of my biggest accomplishments.

Can AC sometimes be frustrating as far as finding topics you want to talk about, but can't due to content?

G - All the time. I think it's different though. We can say things in an adult way, you don't have to swear and be blue to be able to get a point across. Sometimes I think working AC is a lot easier. You know you have little kids in the cars with mom and you are always very careful but at the same time you can say things that mom will get but the kids won't understand. You just have to think about it a little longer and harder.

D- Keep this in mind, we play very little music in morning drive on this AC station. We are not normal in that way; three songs an hour and the rest is stuff we love to talk about.

Which people have played the biggest roles in your success? G - The people that turned us around and said hey, you guys suck, which is exactly what we needed to hear. Hands down, the person that helped us the most was Kidd Kraddick. Mike McVay and Charlie Cook really turned us around too. They just said you guys have got to get topical come on. I want to hear more of the marriage thing; more of what everyday people are talking about. At the time, management had been telling us not to talk about being married or our kids. D- Our audience has truly grown up with our children,

and people that have come to the radio station later on through out the years know about them and because of that. Casey our oldest daughter is now our producer.

How long has your daughter been working for you as a producer?

G- Six months. As soon as she graduated from Western Michigan University.

Suffice to say, 19 years in the same market with great numbers to boot, has afforded you a lifestyle contrary to what some may assume for a market like Grand Rapids. To put this in perspective, let me put you on the spot with a few personal questions: What do each of you drive? G-Dave drives a Jaguar.

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INTERVIEW

G- Dave drives a jag!

D- an XJ something or another

G- Geri drives a 1998 Ford Explorer.

Next he is getting ready to buy a plane. Me I am still putting kids through school.

A jag and a plane. I think that puts your success in perspective. What's the funniest show you ever did? G- The morning that we had on Dave Sposito (Portland), Jack Ford is coming to town. Back then he was the Today show weekend anchor. We tried calling him, our producers tired calling him, and we cannot get him to answer. He is coming in town for a lawyer's convention, and we just wanted to get him in the studio. Dave was going to call Jack's office as Braky and leave a message that Dave and I were old friends and would he do him the favor of coming by and seeing us. So, Sposito calls as Braky and instead of getting his voicemail, he gets Jack Ford. Then, as Braky, he's says 'I'd like to talk to Jack Ford please.' D- Then Jack says, 'Hey Tom it's me, Jack. We both freaked out because we are on the air in both markets with this phone call. We kind of talked him through. He said oh yeah I think I am supposed to do some radio interviews when I am there, ill be sure to stop by and see them, because Dave, aka Braky says 'Well I would

love it if you went by and said hi to them.' Sure enough we get off the phone freaking out. Remember Jack Ford is an attorney. G- The part that you forget is that while you were talking, since it was a three-way phone line, Jack says, 'Tom your phone sounds a little funny. Then Sposito says, you know it's this wacky phone. I am having wacky phone problems this morning. D- I don't think Tom Braky would ever say wacky. G- As he finishes up the conversation, he said 'Well, what are you doing today, Jack?' He said 'I have to go out and shoot some footage for PBS, but then I will be on the set with you tonight at 6.' We were like, please don't say anything about that phone call. D- That won us the Michigan Association of Broadcasters "Best Broadcasters of the year."

Did you ever feud up? D- No G- We were going to, but he was running late. We never got a chance to tell him what really happened.

D- Outside of that, Geri is the only person I know of that has said the "F" word repeatedly over and over again on the air over a trivia question. Have you ever heard of Fakir, one of the Four Tops? Geri was on the air saying its trivia time, Four Tops singer Duke Fucker. Fuck, Fucker, Fuck, and finally she finally looks up from the paper and says what? For a good ten seconds she tries to pronounce this guys name and said the F word the whole time.

Did anyone complain?

D- Never got a single phone call.

G- It was such an obvious accident.

D- Unfortunately we don't even have the tape anymore. We even played it for our GM in case anyone called, but no one ever did.

What show would you like to forget? G- The show that I would like for everyone to forget is one when Mike McVey was doing a PD conference. He had brought everyone into Grand Rapids to hear us all. We didn't know it at the time, but I had a staph infection in the blood stream and had a 105 temperature. I was totally oblivious to everything going around. I was in the hospital later that afternoon, and these guys were just killing us. They were like you brought us in to hear

these guys? Thinking about it know still makes me cringe.

As we approach the end of an election year, allow me the opportunity of asking who you think will win the election? G- Heck even if Bush comes out number 2, that's what he did last time and it worked out pretty well for him.