

# Jennifer Sparks Interview

By Dennis Martin



We have heard Jennifer doing the Ted's Motorcycle World commercials on the radio as well as on KHITS helping all of us get around the St. Louis traffic when we are in our cages. She was so kind as to meet me at a local restaurant for the interview in between the J.C. & the U-Man in the Morning Show and the afternoon show with Mark Klose. My first impression was that she is a truly sincere person. She is very smart and has a great outlook on life. She will be an on-air personality for many years to come. My personal opinion is that she could be Terri Hatcher's younger hot sister. Jennifer, thank you for your time.

**How many biker events have you been to?** I have maybe been to 10 or so, and usually at Ted's in Alton. They are always having me come out there to say hello to everyone there & have some fun.

**You have been part of many biker events, any surprises?**

People have this preconceived notion about bikers & you walk in there & these people couldn't be nicer. They are so sweet & everybody would come up & they knew who I was & they want to come up & hug. You feel like you are at home at places like that & especially at Ted's. I don't mean to give them a shameless plug.

They are really great people & that is why I like endorsing them. They are fun people & they like having fun & their customers can tell that .

**What do you think is the biggest misconception about bikers and what is your impression?** A lot of people think that they are bad ass, intimidating type of person & they are really not. A lot of people think that they just ride their bikes all the time & they don't have jobs. They don't realize that they do all this charity work which is great, for other bikers, kids, which I love, that's important.

I didn't think anything negative, my uncle had a bike & my dad had a bike when I was a little baby. I've been around bikes, my first impression was I don't really know a lot about them, I will just kind of throw myself out there & kind of see what happens & as time went on I just fell in love with everybody.

**Who do you know that has a motorcycle that you would be surprised about?** I was a little bit surprised that Dave Glover had a bike. I never thought of Dave as a bike person.

**Have you been on a motorcycle before?** Yes, & I have the scar to prove it. It was fun, the scar wasn't too fun. The last time I was on was the day of the scar which was earlier in the summer. It is a burn scar from the pipe.

**Have you ever thought of getting a motorcycle?** I think if I had the right training maybe, I enjoy riding with other people, that makes me feel a little bit better when I have someone else in control.

**When did you start on the air in St. Louis?** I started in May of 99, it has already been 7 ½ years. I graduated from Webster University & literally a week later, started at KHITS & WIL. I was reporting the news for them. I ended up sticking with KHITS because I was working with Mark Klose & I had a great rapport with him & I still do.

**Since you have been on the radio, do people notice you in public often?** They are starting to now, they recognize my voice. I had a Fed Ex guy stop & look at me & he was like say something & then he asked are you on the radio. I like radio because I can wear a baseball hat & have nobody recognize me.

**What drew you to be an on-air personality, and what keeps you coming back?** It actually started in high school, I did the radio division of the speech team. I fell in love with it. It started originally being able to write stories & being the whole reporter part of it. The reporter part went away & it became a personality. The personality part of the job is what keeps me coming back & being myself & having fun at work.

**Take us through a normal day.** My alarm goes off at 5:00 & I hit the snooze button several times before I finally roll out of bed. I get to work at 6:00 & I'm on the air with the boys & Laurie until about 9:00 & that is always crazy.

We cover everything from politics to current events, sports to inappropriate jokes, we really run the gamut & that is where the personality comes out. I leave at about 9:15 & come back at 3:00 & I'm with Mark until 6:00

**Do you have a set routine before going on the air?** With getting traffic info from a service we subscribe to called Traffic Pulse. They do all the leg work with scanners, helicopters & spotters. I login with a password & it is all there.

**What is the hardest aspect of being on the air?** I would say getting up at 5:00 in the morning, but that is too easy. Being exposed to the audience & trying to edit yourself quickly. Sometimes you say things that you shouldn't say or you don't want out & you catch yourself & it's too late.

**What would you say is the best piece of broadcasting advice you've ever received?** Try & have fun & if you mess up don't dwell on it because the more you focus on it the worse it will become. Also, not to let tiny things get to you, everybody is human.

**What is it like working with Mark Klose?** Mark is a lot of fun. I was 22 right out of college & had no business being in a major market & he was always really supportive. Now he is like a father figure to me. He has helped me along the way & has given me advice & helped me become better at broadcasting & business in general. We have a good time, he's a great guy, lot of fun.

**What is it like working with John Ulett?** John is very funny, he just doesn't give a damn sometimes & he makes me laugh. He is so dedicated to his jobs, the man works his butt off. He is always the comic relief.

**What is it like working with J.C.?** When there was talk about putting together a morning show & JC was going to be there, they asked me if I would be interested, I immediately said yes. Then I heard all these horrific stories. He is this & he is that, turning into this person that he isn't. I was a little gun shy going into it, but JC is a teddy bear, when you figure out how to work him. The man is the hardest working person I know short of my father. That dude is non stop. He is so dedicated, and he is passionate about what he does. He puts everything he has, into the show. His main focus is to make those 4 hours he has on the air the best that he can.

**What is your favorite type of music and favorite artist?** 50's Duop, Motown. Bobbie Darren, Sherrells, Chiffons, Miracles, Temptations.

**What celebrity have you met lately and who would you like to meet?** I recently met Kevin Nealon of Saturday Night Live. I would like to meet Terry Bradshaw, he's fun, goofy & he makes me laugh.

**What is your favorite hang out when you go out with the girls?** I love Shamus McDaniels in Dogtown.

**How did you spend your last vacation?** I went to Miami, Florida with 5 other girls this past July. It got a little crazy one night and we paid for it the next day.

**Do you have any superstitions?** Not too fond of Friday the 13th. Broken mirror really can't be good – 7 years bad luck.

**Do you have any nicknames?** Sparky, thanks to Mark Klose. I've heard everything from Sparkster, Sparkler, Spark plug, it's all stupid.

**Do you have any goals for this year in particular?** I would like to be able to run a long time without passing out.

**What are 5 things people don't know about you?** (1) I used to sing when I was in high school & college in Choir & plays. I performed at a show at the Mundy in Godspell and I sang at the Fox Theatre in the Webster University Choir. (2) I'm a big home-body, I love my family. We always hang out & it is a lot of fun. (3) I'm a big Wizard of Oz freak. I know it is a problem, I need to stop. (4) I have my belly button pierced. (5) I'm kind of boring, I should make something up. I have a huge tattoo of JC's face on my back.