

Badger Books Inc. P.O. Box 192 Oregon, WI 53575
Contact: Kristin Gilpatrick Phone: 800.928.2372 Fax: 608.835.3638

FOR IMMEDIATE RELEASE

March 18, 2003

BASICALLY TRUE

MADISON, Wis. — King Richard (aka Richard King) ruled Wisconsin's airwaves in the 1960s and 1970s. The popular radio deejay wove his witty tales of the Basically True on stations and in watering holes from Waupaca to Green Bay and Madison to Janesville.

King Richard relives his wacky and just plain bizarre adventures and misadventures in a new book, *Basically True: Ribald Tales and Antics From Behind The Mike and At The Bar*, published in 2003 by Badger Books Inc., Oregon, Wis.

Among the dozens of Basically True stories in the book, King Richard:

- Introduces readers to dozens of radio stars—those on parole and off—including Clyde Coffee, Jonathan Little, Jay O'Day, Dave Raven and Mike Major,
- Recounts the King-sized boo boo that WISM made on a governor's race,
- Offer his tricks for making money at weddings, and
- Tells of his meetings with the Patriotic Chicken, a Gay Elephant and the Ladybug Lady.

In all, King Richard recounts dozens encounters and the stories they produce—tales he claims are “All Basically True”—from a lifelong radio career that he wouldn't change for anything.

“People have asked me why I chose radio as a career. Well, first of all, there's no heavy lifting. It's all indoor work, the hours are very good, and it gave me plenty of time to enjoy my various hobbies—social drinking, hunting and fishing,” King Richard quips.

Learn more of King Richard's take on life and its adventures and misadventures in *Basically True: Ribald Tales and Antics From Behind The Mike and At The Bar*, available through Badger Books Inc. at www.badgerbooks.com or 800.928.2372.

--- 30 ---

ABOUT THE AUTHOR

Richard King, also known as King Richard, was a prominent Wisconsin radio personality of the 1960s and 1970s, ruling the airwaves of such stations as WISM and WIBA in Madison, WDUZ in Green Bay, WDUX in Waupaca and WCLO in Janesville. King Richard now lives in Lake Mills, Wis., where he continues to collect and tell Basically True stories.

To set up an interview with King Richard, contact **Kristin Gilpatrick** at Badger Books at 800.928.2372 or at kristin@badgerbooks.com.