

J.P. McCarthy Roast

Monday, June 13, 1994

As Marc Anthony once said "I'm not here to praise Caesar (the radio Caesar) but to bury him. I think I got it right, but I wasn't exactly an academic star in ancient history.

Impudent isolation from all management directives

I knew Joe way back in -- BW -- (Before Wealth -- and ~~arrogance~~). I even was his boss at one time although now it is hard to visualize anyone being the Great One's boss. He said he had an opportunity for a TV show -- what did I think? I said Joe -- you have a great radio voice and fantastic radio presence -- The mental picture people paint of you can't be captured by mere film -- people will look at TV and say "S-word, is that McCarthy?" I then said you really have the looks for radio.

Even back in those days Joe didn't take much advice -- but the department heads at WJR said the worst advice I ever gave was "Be Yourself." They tell me that now when someone asks Joe "What's up?" He answers "Surer than hell nothing attached to me!"

Anyway in closing, I'd like to paraphrase the great General McArthur -- Joe "Old broadcasters never die, they just lose their frequency."

God Be With You But Not Too Soon!

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