

Remembering Jim Packard



Jim Packard, 1942-2012

Wisconsin Public Radio was sad to say good-bye to a dear friend and one of the state's most beloved radio voices. Jim Packard passed away in June 2012. His warm friendly voice was heard throughout the day on station announcements, as a fill-in host for Larry Meiller's show, which he also produced, and on Michael Feldman's "Whad'Ya Know?" Saturday morning show.

Jim's life included service in the Army and work in insurance and commercial radio before joining WPR, part of the University of Wisconsin-Extension's public broadcasting division, as a news reader in 1981. In 1985, his life on the radio changed forever when Michael Feldman asked him to join the new "Whad'Ya Know?" comedy quiz show. The show became a national hit and, through it, Jim helped millions of listeners pass their weekends with a smile.

"Jim was my only successful long-term relationship," "Whad'Ya Know?" host Michael Feldman says. "He was simply the best and irreplaceable."

For 27 years, Jim kept "Whad'Ya Know?" on time and Michael on track. His final performance was a live "Whad'Ya Know?" broadcast from New York City on June 9, 2012.