

The Gannetteer....Vic Gideon



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Comedian turns Cleveland newscaster (p.14)

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All roads lead to Cleveland

For Vic Gideon, Robert Frost's poem "The Road Not Taken" perfectly describes his career path to news reporter at WKYC-TV at Cleveland. He says: "I took the one less traveled by/And that has made all the difference."

Gideon had a successful career opening on tour for comedians like Drew Carey and Jerry Seinfeld and performed in professional stage productions and in movies, too. He's also had more "conventional" career credits, including radio and print journalism experience.

From 2000 to 2003, he did "Gideon's Guide for the Weekend," a weekly preview of weekend events that aired Fridays on WKYC's morning news show, "Channel 3 News Today." He's



written features, reviews and humor pieces for a number of Cleveland publications, including the Plain Dealer and Cleveland Magazine. And you can still hear him on the radio.

"I fill in on one of the morning shows in the market, which is a lot of fun since television is so controlled...while radio is much looser and more free-form with absolutely no script," he says. "Radio also gives you an opportunity to ad lib which, of course, keeps me sharp for ad libbing on air at WKYC (when appropriate)."

Gideon says he tries to be energetic when on camera, looking for wordplay and other comedy techniques in his

Vic Gideon's (right) unconventional path to news reporting for WKYC-TV included hamming it up with WKYC designer Brian Chalmers for "Gideon's Guide to the Weekend."

news writing ("again, when appropriate!") just as he did when he was telling jokes and performing comedy bits. "All the work I've done has helped me tell and present my stories on air, to be creative and try to reach through the television and touch the viewer."

As for how he found his way into TV news: "Most journalists and television reporters have taken a pretty conventional path — small market, medium market, big market. I took an unusual path to get to WKYC, but I think those experiences help me differentiate my stories, and I think people — in whatever profession — shouldn't be afraid to take a different path to get to their destination."