

# Kurt Loder

## Quotes

*Important, Thinking, Literature, News, Stories, Issues, People, Television, Want,  
Covering, Style, Years, Wells, Hands, Trials, High Standards, Jobs, Structure,  
Rocks, Ideas*

So no one should rely on television either for their knowledge of music or for news. There's just more going on. It's an adjunct to the written word, which I think is still the most important thing.

~Kurt Loder

It's gonna be short if it's news; put it at the top. Style's not an issue, just make it news.

~Kurt Loder

Whomever you're going to interview, you have to be interested in what it is you want to know from them. You have to be interested in the subject.

~Kurt Loder

I came over here and worked for rock magazines, and I worked for Rolling Stone, which has a very high standard of journalism, a very good research department.

~Kurt Loder

If your audience is young, it'd be youth culture, if your audience is older, it'd be older people, if it were senior citizens, it'd be senior citizen issues. So you try and hit the target audience.

~Kurt Loder

I spent time in, like, criminal courts, and covering murder trials for papers.

~Kurt Loder

I think television often has dismissed younger people. They figure, well, they're not really watching news, that's not our audience.

~Kurt Loder

So you shouldn't really flatter yourself that they want to be your buddy. They don't. Generally. They want you for some reason or other, and

you just have to fend that off all the time.

~Kurt Loder

So, yeah, I think it had a major effect. I think in franchising younger people, it was just an idea that's never been trotted out before, but it makes perfectly good sense.

~Kurt Loder

Rewriting is a large part of the whole job. And get rid of stuff that's not working. Just pare it down until it's a beautiful thing you can hand in.

~Kurt Loder

I don't find music being less important than, like, politics.

~Kurt Loder

If you ask questions that interest you, you'll get answers that interest your audience.

~Kurt Loder

Some of the most important stories don't lend themselves to television treatment.

~Kurt Loder

Television's not going read stories to you.

~Kurt Loder

Unless you're doing a feature piece, which is going to be longer, and you have more time to get into stuff.

~Kurt Loder

Well, a lead is the most important thing about the story.

~Kurt Loder

Well, in features, and in writing especially, it's often the style of the

writer comes in.

~Kurt Loder

And you can't really cover people critically that you're friends with.

~Kurt Loder

Television's very dependent on images. That's not what news is.

~Kurt Loder

I was in college for two years, and just hated it in the '60s.

~Kurt Loder

And the most important thing you can do is learn to edit yourself. And then go back and rewrite.

~Kurt Loder

I know what the structure of the language is.

~Kurt Loder

I worked for a newspaper in Europe for, I lived in Europe for about seven years, so I worked in this sort of a yellow journalism kind of a thing, it was like a scandal sheet.

~Kurt Loder

Well, news is anything that's interesting, that relates to what's happening in the world, what's happening in areas of the culture that would be of interest to your audience.

~Kurt Loder

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