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Sweeney Visits Poplar Bluff Junior High

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Poplar Bluff, Missouri - Kathy Sweeney of KFVS12 visit Poplar Bluff Junior High School on Thursday, October 20th

“Why don’t you be a TV news chick?”

It all began for Kathy Sweeney with an off-hand suggestion.

The KFVS12 news anchor received the advice from one of her older brothers, proceeded to change majors in college, and began a broadcasting career that has spanned 27 years.

Sweeney shared this story with the Exploring Career class Thursday, Oct. 20, at Poplar Bluff Junior High School.

"I didn't choose my career, my career chose me," said Sweeney, who has been employed by KFVS12 for over two decades. "If you don't know what you want to be, (stick with) what you're good at."

She first learned as an undergrad during her final project in speech class that she was not afraid to talk in front of a camera, the newswoman recalled, a previously unidentified talent she later shared with her sibling who made the impromptu suggestion.

Sweeney went on to speak with students about digital citizenship as well as working up the career ladder. She said be prepared to start at the bottom, adding: "If you work hard

enough, eventually you'll be rewarded."

Following the lecture, Sweeney participated in some Q&A with the students, which included several from the mass media class. She revealed such behind-the-scenes tidbits as how she and co-host Jeff Cunningham used to sit at the anchor desk, but now they stand in order to increase their energy levels during a broadcast.

Shown in the photo: Long-time KFVS12 anchor Kathy Sweeney visits Jenn Nicolini's classroom to speak with students about identifying a career path.

Article and photo submitted by Tim Krakowiak, Communications/Marketing Director, Poplar Bluff R-I School District

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