

2005 Hall of Fame Inductee

Vivian King

Class of 1983

For more than 18 years, Vivian King worked as a television journalist before crossing the media fence to become a public relations executive.

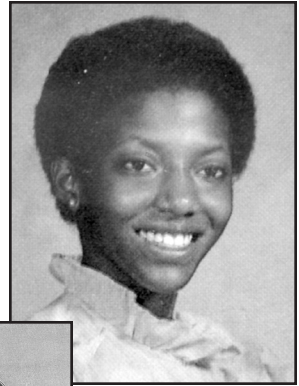
The bulk of her news career was spent at WTMJ-TV, in Milwaukee, Wisconsin. Initially hired as an education reporter, King later began anchoring the station's mid-day newscasts. She was also a contributor to WTMJ's morning news show, created her own life style segment known as "Viv's View" and helped launch the station's first weekend morning show. Prior to joining the NBC affiliate, she held television jobs in Louisiana, Texas and Michigan.

King left the news business in July 2005 to begin work as the director of public affairs for the Milwaukee-based Roundy's Supermarkets, Inc.

King's reporting skills netted her an Emmy nomination as well as awards from The National Association of Black Journalists and the Associated Press. The Milwaukee county executive proclaimed July 3, 2005, as "Vivian King Day" during her final broadcast.

King is a 1983 graduate of University City High School. In 1985, she made history as part of the first Black homecoming couple at the University of Missouri - Columbia where she earned her Bachelor of Journalism degree.

King is a member of Delta Sigma Theta Sorority and Christ the King Baptist Church in Milwaukee.



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