

FORT BEND COUNTY HISTORICAL COMMISSION

ORAL HISTORY COMMITTEE



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Abstract: **George R. Lasher**

Mr. Lasher followed in his father's broadcasting footsteps working for KFRD in Rosenberg. His father, Sid Lasher, was the highest rated weatherman for Houston Channel 11 until his sudden death in 1971. George shares numerous stories about the people and the community while working at KFRD radio station. It was a close-knit group of broadcasters sharing local, state and national news, sports, gardening tips and commentary in a down-home way.

He also tells a story about Lyle Lovett writing a song called *South Texas Girl* with lyrics that mentioned his father. Later George presented Lyle with one of his father's custom made weather pointers. Lyle was deeply honored because Sid Lasher was one of his childhood idols who helped him learn how to correctly pronounce the names of Texas cities and counties.

After leaving radio, George was in sales and management for several Houston area companies until accepting a position in advertising sales for the Fort Bend Herald Coaster. In his free time, he plays drums for several bands or just for his own enjoyment.

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Interview Summary

People (in order mentioned in interview)

Myron Sidney "Sid" Lasher – father
 Frances Lasher – sister
 Cannon – law enforcement show in 1971
 Jerry Dale – Houston weatherman
 Doug Brown – Houston weatherman
 Lavonia Odessa Patton "Pat" Lasher – mother
 Ben Oldag –newscaster on KTRH and KFRD radio
 Frank Wood – KFRD chief engineer
 George Thompson – KFRD sports director
 Bill Sloan – KFRD manager
 Paul Collins – KFRD program director
 Lyle Lovett – country music musician
 Sofie Tielke Oldag – assistant manager
 Tim Cumings – reporter for Herald Coaster
 Tom Miller – KFRD DJ and announcer
 Joe Gavronovic – KFRD "polka" music DJ
 Norman Barnes – KFRD tuba player and DJ
 George Thompson – radio sports announcer
 Maruca "Mary" Tijerina – KFRD "Spanish" newscaster
 Gonzalo Rodriguez – KFRD "Spanish" newscaster
 Mauro Villarreal – KFRD "Spanish" newscaster, now working for Dillards
 Bud Smith – KFRD newscaster
 Ernest Jackson – Pro football player
 Julia Chovanec – local team softball pitcher
 Bill Hartman – owner of several TX newspapers
 Fred Hartman – manager of several TX newspapers

Lee Hartman – manager of several TX newspapers
 Rebecca "Becky" Evans Lasher – spouse
 Cole McClellan – KFRD assistant engineer

Places / Businesses

Fort Bend County
 Tulsa, Oklahoma
 Houston, Texas
 Sugar Land, Texas
 Medina, New York
 Rochester, New York
 World War II
 Korean War
 KHOU TV Channel 11 – CBS affiliate in Houston
 Puerto Rico
 Ramey Air Force Base, Aguadilla, Puerto Rico (now Rafael Hernández Airport)
 Florida
 Tulsa World Speedway, Tulsa, OK
 KFRD-AM radio, Rosenberg
 Channel 8, public television station for the University of Houston.
 Cynthia Woods Mitchell Pavilion
 Woodlands, Texas
 Associated Press
 Vietnam War
 Richmond, Texas
 Rosenberg, Texas
 Dillard's Department Store

Texas Panhandle
Amarillo, Texas
College Station, Texas
Texas A&M University
Lamar Consolidated ISD
Victoria, Texas
Borger, Texas
Fairlanes Corporation
Superior Waterbeds

Louis Shanks Furniture Store
Tara Energy
Fort Bend Herald Newspaper
Pecan Grove, Texas
Greatwood, Texas
New Territory, Texas
Fulshear, Texas
University of Texas

Events

George was born in Puerto Rico in 1951 while his father was stationed there during the Korean War.

He and Rebecca “Becky” Evans married in 1972.

Mr. Lasher worked in various industries during his career including broadcasting, sales, marketing, and management.

George has fond memories of his years with KFRD radio station and the employees who made it a “family” environment.