

The

# KAMA GUIDE

January-February, 1973

# The KMA Guide

JANUARY - FEBRUARY, 1973

Vol. 30

No. 1



## Bob Cline Added To Sales Staff

One of the many people off mike who makes things run smoothly at KMA Radio is the salesman who calls on potential clients to sell them "time" in the broadcasting day. KMA now has four salesmen including Robert N. Cline who joined the department late last year as regional salesman.

He will make calls in the greater KMA region and will often be gone overnight.

Nicknamed "Bob," he came to KMA directly from the U. S. Army where he attained the rank of First Lieutenant. He served three years in Viet Nam, Thailand and Okinawa doing radio-TV work.

Bob is a 1968 graduate of the University of Iowa with a BA degree in radio-TV. The son of Raymond N. Cline of Jefferson, Ia., Bob was reared in Milford where he graduated from high school.

While in the Asian area, Bob learned to

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like almost any Oriental food and is particularly fond of sweet and sour pork and Kobe steak but also considers beef stroganoff and lobster favorites. Besides good food, he likes to play golf, skeet shooting and water sports and for indoors, he prefers the game of bridge.

A family of similar names, Bob's wife is named Roberta but favors being called "Bobbi" and their 1½ year old son who was born in Okinawa, is really Robert Raymond but is called "Robbie." Incidentally, his wife comes originally from Carroll, Ia. They are presently residing at 504 W. Summit in Shenandoah.

## FRONT COVER

What better way to look forward to a New Year than with the bright expectant faces of the young on our cover.

These nine children are from KMA air personalities' families. In the top grouping are News Director Ned Dermody's children, Tom holding baby Amy, Diane and Pat. In the center are Billy Oellermann, 17-month-old son of Newsmen Bill Oellermann, and Program Director Mike Goodin's little 8-month-old Angela. The girls in the lower grouping belong to Farm Director Cliff Adams and include (l-r) Mary Jane, Kathryn and Cynthia.

With this issue, The KMA Guide enters its 30th year of publication. As we look toward the months ahead, the staff of KMA Radio and The KMA Guide wishes for you and yours a bountiful and peaceful New Year.



The distaff side of May Seed and Nursery Company and KMA Radio held its annual all-girl party before Christmas with a gift exchange and dinner at the Country Club. Reva Frizzell played Santa. The committee in charge included Marie Williams, Kathy Smidt and Janet Jones.

# A Chat With Edward May

This article is written for the January-February issue of the KMA Guide. At this point I wish I could gaze into the "crystal ball" and see from the standpoint of weather just what the winter has in store for us. Many people I have talked to are of the opinion the winter of 1973 will be similar to that of 1936, which saw many record low temperatures established accompanied by extremely heavy snows.

As a result of either snow or rain we had an unusually cold, wet fall. Most farmers, consequently, had some difficult problems in picking their crops. However, in spite of conditions which delayed harvest, the yields of corn and soy beans showed little effect from remaining in the fields the few extra weeks. Actually, during this period the prices of corn and soy beans both advanced to the point where the delay actually benefited the majority of farmers — at least from a financial standpoint.

Actually my prediction for the winter has not changed from what it has been the past few weeks. Regardless of a cold, wet fall, I am still predicting a rather mild winter. I base my forecast upon the signs of the woolly bear caterpillar, which is "the wider the middle band of the woolly bear caterpillar, the milder the winter." I saw more woolly bear caterpillars this fall than I had seen for several years. Almost without exception those I saw had a rather wide middle band. I realize there is absolutely no scientific basis for the sign of the woolly caterpillar, and no one seems to know where or when this "sign" originated. Also,

meteorologists have tried in vain to say it is merely a superstition but, in spite of the lack of any scientific basis, the woolly bear caterpillar continues to foretell the weather with some degree of accuracy.

While still on the subject of weather and rather unusual signs, recently I received a letter from a KMA listener at Riverton, Iowa, who also predicts a mild winter based upon the "persimmon seed forecast." This letter says . . .

"Last year I had a 'persimmon seed forecast.' I split the seeds open and found a tiny white spoon in each seed. A spoon-shaped seed indicates an open or mild winter, whereas if the seed is shaped like a knife it means a sharp, cold winter with lots of snow. Again this year there is a tiny white spoon inside the persimmon. So, apparently we are going to have another mild winter this year."

So much for the weather, other than to say it plays a vital part in the lives of most of us. For this reason, we have a full time weather-wire at KMA to keep our listeners informed upon the latest weather conditions.

We had a wonderful Christmas at our house and I hope you did, too. We missed daughter, Annette and husband who could not be with us, but we didn't lack for activity because Karen, Jim and the two grandchildren were with us for a few days. Eddie was also home from his freshman year at Doane College at Crete, Nebraska, so we had the majority of the family with us. We hope next year Annette and David will be able to join us.

In this issue of the Guide we decided to write down a few of our New Year's resolutions. Frankly, I have never been a person who has made many New Year's resolutions. However, for the year 1973 I have resolved to try and improve myself. I hope to enrich my life more fully in 1973 by enlarging my knowledge of many, many things. If I can do this, I believe this will be a worthwhile New Year's resolution.



**KMA Radio entertained 70 employees and guests at a Christmas party at the American Legion Country Club. After a buffet dinner, the group had a grab bag gift exchange and group sing which was led by Ed May and Henry Schnoor, with Merle Douglas and Cliff Adams accompanying on their guitars, and Mike Goodin on drums.**

# FRANK COMMENTS

I am writing this page on December 13, 1972, the next day after our second severe snowstorm of the winter, which not only left us with eight inches of snow on the ground, but also brought us sub-zero temperatures. Luckily, there was very little wind with the snowstorm, so drifting was a very minor problem. The snow was a good thing in one way, as it makes a good mulch and is just as good as straw around roses and shrubs, which need a little protection against the sub-zero cold. The coldest that we have had so far this winter here at Shenandoah has been 5° below zero, but as the usual thing, we have one or two mornings of 10° below, and occasionally, as much as 15° below zero. Whenever it gets that cold, we don't expect very much of a peach crop. Most varieties of peaches can stand 15° below zero in mid-winter and still bloom normally in the spring time, but any colder than that will kill the blossom buds right on the twig, so that no blooms will open out when spring comes. Naturally, no fruit will develop that year. That is just what happened to us last year, and to a certain extent, the year before, so we are all hoping for a reasonably mild winter so that we can have a normal peach crop. We can reasonably expect a good peach crop about three years out of five, with a scanty crop one year out of five, and no crop at all about one year out of five.

It is time now to begin thinking about your spraying program for next year, if you expect to harvest a good crop of sound fruit, free from disease and worm damage. The program, of course, should start with the dormant spray, which is applied late in the winter, or very early in the spring, while the twigs are still completely dormant and before the buds even swell. It must also be done on a day when the temperature will be above freezing long enough for the spray material to dry on the twigs. In a normal season, that would mean most anytime in late February or early March.

There are several materials which can be used as a dormant spray on practically all varieties of fruit, but I still think that liquid Lime Sulphur works out better than anything else on practically all kinds of fruits and especially on peaches. I don't know of any other material that will prevent peach leaf curl as completely as liquid Lime Sulphur properly applied at the proper time. I still think that this should be mixed at the rate of one to eight. That is, one quart of liquid Lime Sulphur mixed with eight quarts of water.

Then after the dormant spray has been applied, I would recommend switching to Earl May's Home Orchard Spray for the rest of the season. Just mix it exactly ac-

ording to the directions on the container, which are very complete for practically all kinds of fruits, except, that in no case do the directions tell you exactly how much material or liquid to use on each individual tree. That is something that you will have to work out for yourself. The main thing is to be sure and use plenty of spray and do a very thorough job, making sure to get some of the spray on every leaf and on every apple. How many times to spray and how often to spray is pretty much a matter of weather conditions. But in an ordinary season, spraying every two weeks will give you pretty good results. Keep in mind however, that in case it comes a heavy rain the next day after you spray your trees, that rain will wash off every bit of the spray and it will be necessary to spray again the following day in order to keep the fruit properly protected. The professional orchardist who raises apples for a living will spray as many as twelve or fifteen times during the season and think nothing of it. On the other hand, people living in town with only one or two trees in the back yard can get by quite nicely spraying five or six times if they do a good job each time.

Then the question comes up as to what kind of spray to use on the rose bushes to keep them healthy and free from insects and disease. The answer to that is to talk to the folks at your nearest Earl May Garden Center. They will have several kinds of dusts and sprays made especially for roses, and they will be glad to tell you just how and when to use them for best results. On the other hand, if you just have a few rose bushes, but at the same time, have some fruit trees which you are spraying with Earl May's Home Orchard Spray, you can use the very same spray on the rose bushes with surprisingly good results.

As I write this, Jennie and I plan to stay home Christmas Day, as the Field tribe gathered at John Fields' down at Hamburg on Thanksgiving Day. I think it will mostly be spent with the other in-laws.

## Henry Schnoor Receives Recognition

KMA Announcer Henry Schnoor who takes time off the air to farm was a recent Conservation Farmer of the Month. He was named by the Mills County Soil Conservation District for his work and accomplishments in the area of conservation on his 290-acre farm in Indian Creek Township, Mills County. Since starting his program in 1971, Henry has applied 20,200 feet of terraces to his farm and plans more in the spring. In addition, contouring, crop residue management and conservation cropping systems aid in erosion control on his place.

# RFD 960

By **CLIFF ADAMS**

A white mantle of snow brought a colorful Christmas scene to the KMA listening area but a few frowns from many farmers who were just beginning to make some progress with a much delayed harvest. The snowfall has just about put an end to any further harvesting of soybeans. There is hope remaining for the bumper corn harvest. I talked with several farmers attending the Farm Bureau convention in Los Angeles in December and while that price of just over \$4 a bushel for soybeans sounded good, it doesn't do the man with a crop under a foot of snow much benefit.

## FARM BUREAU CONVENTION

The Farm Bureau convention in Los Angeles was an interesting event for many reasons. The experience of hearing an honest-to-goodness labor leader speak was a new one for many of the conventioners. This was the first time in over 20 years that it had happened to the Farm Bureau. The speaker, Frank Fitzsimmons, lived up to his first name and was "frank" with his comments. Farm Bureau members saw an honest-to-goodness picket line placed outside the hall by members of the United Farm Workers Union under the leadership of Cesar Chavez. Their picketing was timed to take place during the speech of Fitzsimmons whose rival Teamsters is organizing farm workers also. One of the outcomes of the convention was a resolution favoring the inclusion of farm workers under the labor relations act. In the past it has opposed this. Such action will mean that secret ballot elections must be held by any labor union organizing farm workers when and if Congress passes the amendment.

While I was in Los Angeles, the temperature reached record lows. I saw ice on some of the water puddles remaining from a recent 2 inch rainfall. While the sunny skies prevailed, so did the cool temperatures, which also affected the citrus crop in that area resulting in higher orange prices. The flight to Los Angeles is a beautiful one when the skies are clear. One can view many sights such as the Grand Canyon, Hoover Dam, Lake Mead, the Mojave desert and the mountains. I had never made the trip to Los Angeles by plane before so it was quite an experience.

During the same week I was covering the Farm Bureau, Steve Hoefing was attending the National Farmers Organization convention in Kansas City. The NFO convention was highlighted by a challenge to Oren Lee Staley's leadership. A dissident faction almost pulled an upset and might

well have done so had not a large number of delegates walked out.

## "PORK" WINNERS

During the month of October, the KMA Farm Department conducted a contest to commemorate Porkfest Month. As I promised in the last issue of the Guide the winners would be given mention in our current issue. The contest was considered a great success, and we certainly were pleased with the number of entries. It was a difficult job picking the four winners of hams who were Mrs. Anna Scott of Anita, Iowa; Mrs. Ben Wilson of Hastings, Iowa; H. A. Wheatley of Adair, Iowa and Mrs. Bernard R. Miller of West Des Moines, Iowa. Each contestant gave his reasons for picking pork in twenty-five words or less.

## PREDICTIONS FOR 1973

This is the time of the year when predictions are made of what the future holds. Several farm economists have come out with their predictions of farm prices and here are some. Everett Peterson of Nebraska University says farm income will continue good. There will be lower prices for hogs and fed cattle in the second half of 1973. Glen Grimes of the University of Missouri says fed cattle will have a dollar a hundred higher price for 1973, and we shall see the 2nd highest hog prices of record. Hogs will weaken in the last quarter of 1973 according to Grimes. Corn prices will again depend on the weather, but he predicted May corn would be lower than December. Soybeans will be influenced by the weather while livestock prices in general will be affected by the higher prices for soybean meal and corn.

Gene Futrell of Iowa State sees a drop in hog prices even in the first part of 1973 with a peak of \$26 and as low as \$20 a hundredweight. Fed cattle will remain strong and it will continue to be a good year for cow-calf herds. Profit conditions will not be as good for slaughter cattle as in 1972. Egg prices should be better for the farmer due to a drop in supply of 6 percent. There will be little change in lamb prices.

The new farm program announced by Secretary of Agriculture Earl Butz calls for more corn and soybeans to be planted. I don't think we can count on the same exports as we had this year which was unusual because of a crop failure in Russia and the resulting trade. My own prediction on crop prices is watch out for the fall of 1973. We could easily see corn at 98 cents and much lower soybean prices. If this happens with a buildup of cattle and hog numbers, we may very easily see some low prices in 1974.

Start the New Year with a KMA Guide subscription.

# Clarinda Coach Wins Trophy

Clarinda Football Coach, Fran Nieman, is the 1972 Champion Prognosticator of the KMA Football Forecast. Niemann correctly predicted 16 of 18 major college football games to win the title.

## FINAL STANDINGS

Fran Nieman, Clarinda, 16-18; Dave Palmeiro, Tarkio, 15-18; Mel Boehland, Villisca, Ray Graves, Shenandoah, Roger Johnsen, Tri-Center, Jan Philby, Red Oak, Jim Redel, Corning, Ken Winkler, Treynor, 14-18; Darrell Giese-king, Essex, Doug McVicker, Farragut, Bob Younger, Atlantic, Dick Harris, Oakland, 13-18; Jack Blazek, Creston, Roger Eitzmann, Sidney, Tom McClinton, Glenwood, Clarence Mounts, Nishna Valley, Bob Weber, Hamburg, 12-18; Terry Eagen, Harlan, Max Dougherty, Bedford, Rick



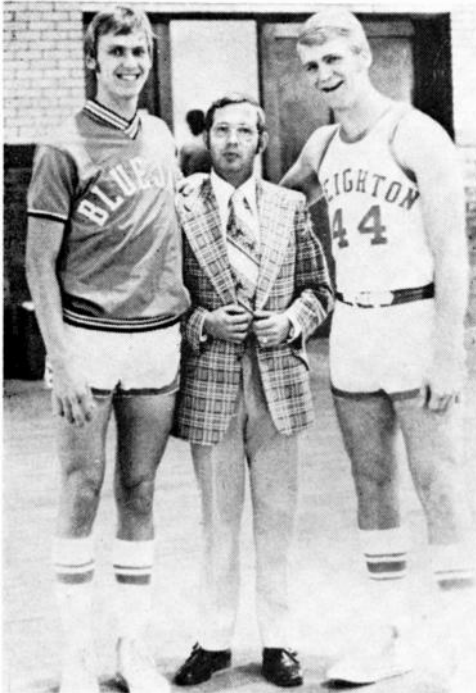
KMA Sports Director Warren Swain presents trophy to Coach Nieman.

Photo by Clarinda Herald Journal

Wake, Fremont-Mills, Carl Wheeler, South Page, 11-18; Dennis Gates, Rock Port, 10-18.

## CREIGHTON BASKETBALL

- Jan. 4—At Texas Tech—7:10
- Jan. 6—At Denver—3:10
- Jan. 9—Augustana College—7:10
- Jan. 13—Wyoming—7:10
- Jan. 16—At Regis College—8:10
- Jan. 18—At San Diego St.—9:40
- Jan. 20—At Long Beach St.—9:40
- Jan. 27—St. Thomas (Minnesota)—1:40
- Jan. 29—Tulsa—7:10
- Feb. 2—At Southern Illinois—7:10
- Feb. 5—At Jacksonville—6:40
- Feb. 10—At Air Force—2:55
- Feb. 12—Colorado—7:10
- Feb. 17—Houston—1:40
- Feb. 20—Cleveland St.—7:10
- Feb. 23—At St. Francis (Pa.)—6:40
- Feb. 25—At Duquesne—1:40
- March 2—At North Texas St.—7:10
- March 5—Marquette—7:10



Ted Wuebben on the left and Gene Harmon took time out from a Creighton Basketball practice session to pose with KMA Sports Director, Warren Swain, "The Voice of the Bluejays." Wuebben is a 6'6" junior forward from Dayton, Ohio. Harmon is a 6'6" junior forward from Schuyler, Neb.

## CONTEST WINNERS

During the contests to promote the eating of pork in October, many entries were received in all categories. The winners were announced over KMA at the end of the contests.

The announcers held a "Hammiest Announcer" race with Merle Douglas winning followed by Frank Field and in third place, Dave White. Listeners who won hams for their entries were: Floyd Million, Rock Port, Mrs. C. O. Warnstaff, Fairfax, Mo.; Van Schuler, Atlantic, and Gladys Graham, Benton, Ia.

Sending in the winning recipes using pork which were judged by KMA Women's Director Brenda Kay were Mrs. George Gillen of Omaha, Neb. and Mrs. Truman Davison of Hopkins, Mo.

# If you have a white elephant around the house . . .

The Dave White Elephant Shop has been on KMA Radio for a few months now. It can be heard from 11:05 to 11:30 a.m., Monday through Friday. In that time, Dave, sometimes known as the "Friendly Giant" since he stands 6 feet 4 inches and has been heard to refer to himself that way on the air, has fielded calls numbering in the thousands from all four states, from Council Bluffs to Kansas City. Once in a while, Dave can't quite hear the caller with amusing results. One lady called in wishing to sell 100 Grayline chickens averaging 4 to 5 pounds each. Somewhere along the telephone line, Dave understood her to say the chickens weighed 45 pounds each. Quick on the retort when he discovered his mistake, Dave announced that a 45 pound chicken would make a large omelette.

Truly diversified, Dave White's Elephant Shop provides time for calls advertising items for sale and items wanted to buy. The caller must be classified as non-commercial by KMA. The calls vary from regular household equipment and furnishings to the unusual such as a juvenile wooden coffin (never been used) and a car with no engine but classified in "good shape." Dave thinks his "dirtiest call offered dirty boots for sale." One caller wanted \$3.00 for a book on "How to Pick Mushrooms." Periodically, a gag item will be placed just to attempt to ruffle the "Friendly Giant." A rather complicated trick instigated by KMA Sports Director Warren Swain involved another couple who live at the same apartment house where Warren and Dave also reside. Listeners to the program will probably remember the incident of the lady wanting to sell a "big bag of unpopped popcorn." After succumbing to that joke, Dave was known for sometime as the "popcorn man" around the studios.

Dave White served an internship on KMA last spring while a student at Northwest Missouri State University at Maryville, Mo. He graduated in May from that school and has been working full-time since then.

During spring vacation this year, Dave flew over to Hawaii where he spent a week on his own taking in the sights. Traveling seems to be a favorite hobby of Dave's. He was only 17 years old when he toured 17 countries of Europe with his parents, Mr. and Mrs. J. E. White, Jr., of Kansas City, Mo. He also accompanied his father and eight other men on a fishing trip near the Arctic Circle in Canada a few years ago. He has traveled in every state except four.

One summer between college semesters, he and three friends went to work in a pea cannery at Milton-Freewater, Ore., where they worked 6, sometimes 7 days a week, twelve hours a day.



Dave White doing his show.

## New Year's Resolutions

from KMA staff members

. . . some make them every year and keep them . . . some make them every year and break them . . . some seldom make them because they know they will break them . . . and some never make them.

**KMA Station Manager "Andy" Andersen** — "I resolve to compliment more than I criticize."

**Farm Director Cliff Adams** — "Clean out and reorganize my desk at home and at the office."

**Salesman Bob Cline** — "To be more honest with myself."

**Women's Director Brenda Kay** — "Take time to remember others, even on my busiest days."

**Announcer Merle Douglas** — "To be truthful, I'll make a slight effort for general improvement. That's more honest because I'm afraid I'll not be able to keep another one."

**Engineer Norm Kling** — "Not to give anybody my resolution. I have no reason to make resolutions. I'm perfect."

**Program Director Mike Goodin** — "I will never make new year's resolutions—again!"

**Chief Engineer Don Burrichter** — "Clean up my bench."

**Announcer Dave White** — "I resolve to take Andy's compliments in stride."

**Newsman Ralph Childs** — "To preserve my sweet disposition."

**Guide Editor Mary Williams** — "To take better pictures."

**Associate Farm Director Steve Hoefing** — "Be it hereby resolved that beginning January 1, 1973, I, Steve Hoefing will attempt to improve my spelling."



# HAPPY NEW YEAR



Merle Douglas hangs on as Dave White and Mike Goodin struggle to get the new chair which all the announcers use while sitting at the console in the control room. Actually only one uses the chair at a time but "boys will be boys."

As the recent "Ham Contest" proved, **MERLE DOUGLAS** is KMA's "hammiest" announcer, and he also rates the most mail. One of his faithful listeners and fans lives in Lake City, Iowa. She wrote when renewing her KMA Guide subscription that she thinks Merle is a "wonderful announcer, that he talks so clear." Doug recognized her name and recalled that the listener's mother had also been a loyal listener.

For the past few months, Announcers **T. J. MIKKELSEN** and **DAVE WHITE** have indulged in nostalgia by playing old



As the younger set says, Mike Goodin "grossed" everybody out with this apparently real record album boasting his name on the front. In reality, it was a fake cover but a real recording sent to him by one of the commercial recording companies for Christmas.

favorites on a nighttime show they call "Memorabilia." To jog the memory of their listeners, they ask questions about people, places or events of a past year and the first person to call in with the correct answer is given a record album.

**NADINE KELSEY** in Accounting was called to serve on the Page County petit jury not once but twice in the past quarter. Although she always wanted to serve on the jury, she would have preferred better weather as she was plagued with heavy snow and poor driving conditions for the trip back and forth to Clarinda to do her duty as a citizen.

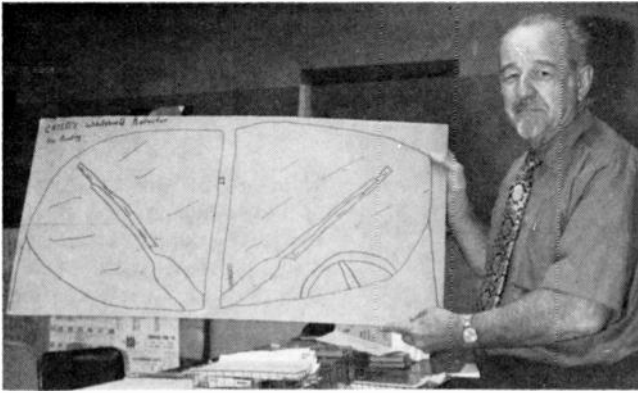


Mike Goodin and Station Manager Andy Andersen join Royals personnel and Umpire Deegan.

An overflow crowd squeezed into KMA offices one morning last fall to talk baseball with two players from the Kansas City Royals Baseball Team and an American League Umpire.

Fielding questions from the group were Roger Nelson, pitcher, and Ed Kirkpatrick, catcher, and umpire Bill Deegan of Treasure Island, Fla. Accompanying them was Tom Hall, director of promotions for the Royals. They also answered questions in a special program aired in the afternoon over KMA.





He may have gotten stuck at home during the bad snowstorm, but Newsman Ralph Childs devised a practical cover for his car's windshield when it was parked in the KMA parking lot. He cut a large piece of cardboard for fitting finishing it off with a drawing of windshield wipers for realism.

**BRENDA KAY**, Women's Director, who commutes from Clarinda to Shenandoah daily watched two cars go in the ditch right in front of her during one bad snowstorm and figured she would follow suit, but luckily she made it without mishap.

Sports Director **WARREN SWAIN** went around with bandages on his left hand for a while after he had several cysts removed. To make matters worse, Warren is a southpaw.

**DAVE WHITE** celebrated his purchase of a new color TV by inviting some of his fellow workers over for a special viewing.



Managerial Secretary Evalyn Saner and Denise Woodring of Continuity dismantle the Christmas tree which added to the office holiday spirit. Unaware, we guess, that his picture was included in the snap was Station Manager Andy Andersen reading a letter in the background.

## MORE RESOLUTIONS

**Traffic Manager Ardene Mullison** — "To write Jodie (daughter in Japan) at least once a week."

**Associate News Director Bill Oellermann** — "My New Year's Resolution is to come up with a witty and clever resolution for next year's Guide."

**Sports Director Warren Swain** — "Resolve to remain a Bachelor in 1973."

**CLIFF ADAMS**, Farm Director for KMA Radio, was pictured in a fall issue of **Agri Marketing Magazine**. He was shown viewing a display at the DeKalb Ag-Research field day press for farm communicators and media representatives held in DeKalb, Ill.

For the 12th consecutive year, Christmas was brighter at the Glenwood State Hospital-School at Glenwood, Iowa, because listeners to KMA Radio went over-the-top in contributing to the Glenwood Christmas Tree Fund.

Started rather belatedly in 1961, the first year's appeal struck an immediate response with the result that there was enough money to get 99 trees purchased and delivered in time to be set up and decorated in all the buildings and wards. In fact there was extra cash which was turned over to the school's special service fund.

That tradition of exceeding the goal has continued through the years, and 1972 was no exception. The fund reached \$500.40 in December, including donations from 66 organizations. This money was used to purchase at cost from the Earl May Seed and Nursery Company, the 94 trees which were loaded Dec. 6, 1972 on company trucks by employees and delivered the same day by driver Vernon Barnes (below). The hospital-school also received \$25.00 extra from the fund and the remainder was placed in a bank account to start off next year's drive.



## LIVING TODAY GUESTS



Members of the Drug Unit at Clarinda's Mental Health Institute talked about the drug problem with Brenda Kay. Taking part in the discussion were (l-r) Loris, Bernie Chris, social worker, Stan Scharpnick, psychologist, Tony and Diane.



During Farm-Business Communications Week, these 4 women served on a panel investigating differences in their life-styles. They included (l-r) Mrs. John Woolson, Clarinda; Mrs. Gary Swanson, Clarinda; Mrs. Jim Dunbar, Villisca; and Mrs. Manley Madden, Jr., Clarinda.

Mrs. Adrain Andrew and Mrs. Walt Miller, Shenandoah, talked about consumer problems on Living Today. (lower left)

### FIRST BABY

**MR. AND MRS. JOHN KIDD** are the parents of a son, born at 1:36 p.m. Dec. 19, Tuesday at Clarkson Hospital in Omaha. Named **JOEDAN RILEY**, the baby weighed seven pounds seven ounces and was 20 inches long. He is their first child and according to father he has lots of dark brown hair down over his ears. His grandfather, **J. D. RANKIN, JR.**, vice president of May Broadcasting Company, says the baby needs a haircut already. Mrs. Kidd is the former Diane Rankin. John is in the advertising department of May Seed and Nursery Co. Grandparents of the baby are **MR. AND MRS. RANKIN** of Shenandoah and **J. R. KIDD** of Dallas, Tex. Great-grandparents include **MRS. EARL MAY** of Shenandoah and **MR. AND MRS. SAM BLACKBURN** of Garland, Tex.



# A MEMO

From **BRENDA KAY**

As the new year starts, it's hard not to look back over the past year and remember the joys and sorrows of 1972. My joys are obvious — marriage and job. Richard and I have been married about 8 months now, and it seems like yesterday when I met him. We have had fun trying to fix up the old house we purchased in Clarinda. Unfortunately, our employment involves too many hours, it seems, so the redecoration goes slowly.

It was just a year ago I started working at KMA, and I seem to enjoy my work more each week. How well I remember my initial nervousness as I started "talking" with each of you last February. Now it seems like I'm talking with old friends! It's a more comfortable feeling, I can assure you.

Because of marriage and employment, I am now living in my home town again and it is so great to be near my parents. Being an only child, I know my folks are glad to have their "one and only" near once again.

The only personal sadness of 1972 was the death of my grandfather. Such a dear, wonderful man he was. But I remind myself that he lived a full and rewarding life and provided inspiration to his family and friends. Now it's up to the rest of us to continue this type of inspiration for the younger members in the family and community. That's quite a responsibility to remember at the start of a new year.

The following poem is one I would like to dedicate to my grandfather. I hope it will provide inspiration to you as you face all the joys and sorrows in your life during 1973.

## "What God Hath Promised"

Author Unknown

God hath not promised skies always blue,  
Flower-strewn pathways all our lives  
through.

God hath not promised sun without rain,  
Joy without sorrow, peace without pain.  
God hath not promised we shall not know  
Toil and temptation, trouble and woe.  
He hath not told us we shall not bear  
Many a burden, many a care.  
But God hath promised strength for the  
day.

Rest for the laborer, light for the way,  
Grace for the trials, help from above,  
Unfailing sympathy, undying love.

With best wishes for 1973,  
Brenda Kay



Mr. and Mrs. Richard McConahay celebrated their first Christmas in their own home.



At the 13th Annual Craft Carnival sponsored by the Page County Farm Bureau Women in Clarinda this year, Brenda Kay was assisted by her mother, Mrs. Nelson Crow, in distributing recipes. Brenda and Announcer Dave White broadcast from the Carnival.

## SOUP & SANDWICH CONTEST

Enter once in each category.  
Deadline: January 31, 1973.

### PRIZES

Soup — Electric Soup Server  
Sandwich — Electric Serving Tray  
Judging will be based on originality,  
appeal and wholesomeness.

Send entries to:  
**BRENDA KAY, KMA Radio**  
Shenandoah, Iowa 51601

# WINTER SEASON "WARMERS"

Here are some hearty main dishes and warm desserts for the Winter Season.

## FULL O' BOLOGNA CASSEROLE

- ½ lb. bologna or minced ham, diced or cubed
- 2 cups raw potatoes, peeled and sliced
- 1 medium onion, diced
- 1 cup corn
- 6 T. flour
- ½ t. salt
- ¼ t. pepper
- 3 T. butter or margarine
- 2 cups milk

Arrange ingredients, except margarine and milk, in alternate layers in greased 7" or 8" square baking dish. Dot with margarine, pour milk over all ingredients. Bake 1 hour and 15 minutes at 350-375 degrees. Tip — chunk bologna is usually ¼ less in cost than sliced.

\* \* \*

## OVEN CARAMEL CORN

(Thanks to my aunt — Norma Jean Hildebrand, Pleasant Hill, Des Moines, Ia.).

- 10 cups popped corn

Mix these 3 ingredients and boil 5 minutes:

- 2 cups brown sugar
- 2 sticks margarine
- ½ cup white sugar

Add:

- 1 t. salt
- ½ t. soda
- 1 t. vanilla

Stir seasoning into sugar mixture. It will swell slightly; then pour at once over corn and stir until coated. Spread in cookie sheets or similar pans and bake in a 250 degree oven for 1½ hours, stirring every 15 minutes. Cool. Store tightly covered.

\* \* \*

## CHEDDAR TURKEY CASSEROLE

- 2 cups cooked rice
- 1 cup cooked peas
- 6 slices cooked turkey
- 1 (10¼ oz.) can condensed cheese soup
- 1 cup milk
- 2 T. instant onion
- 1 cup cheese crackers, finely crushed
- 3 T. butter or margarine

Spread rice in a 10x6x1½" baking dish. Sprinkle with peas, cover with turkey. Blend soup, milk, and onion; pour evenly over turkey. Combine crumbs and butter; sprinkle over casserole. Bake in 350 degrees for 35 minutes or till heated through.

\* \* \*

## CHEESE-STUFFED FRANK

Split 1 frankfurter lengthwise, not quite through bottom. Combine ¼ cup instant mashed potatoes and 1 T. grated Parmesan cheese. Fill frankfurter. Sprinkle additional Parmesan cheese atop potatoes. Place on baking sheet; heat in 400 degree oven for 8 to 10 minutes. Serve hot.

## BUTTER-PECAN ROLLS

- 1 cake compressed yeast or active dry yeast
- ¼ cup lukewarm water
- 1 cup milk, scalded
- ¼ cup shortening
- ¼ cup sugar
- 1 t. salt
- 3¼ to 3½ cups sifted all-purpose flour
- 1 beaten egg
- Filling
- Topping

Soften yeast in lukewarm water. Combine next 4 ingredients; cool to lukewarm. Add 1 cup of the flour; beat well. Beat in yeast and egg. Gradually add remaining flour to form soft dough; beat well. Brush top lightly with soft shortening; cover and let rise in warm place till doubled (1½ to 2 hours). Punch down; turn out on lightly floured surface and divide dough in half. Roll each piece in 12x8-inch rectangle.

**Filling:** Brush each rectangle with 2 T. melted butter. Combine ½ cup sugar and 2 t. cinnamon; sprinkle half over each rectangle. Roll each rectangle as for a jelly-roll, beginning with long side; seal edge. Cut each roll in eight 1½ inch slices.

**Topping:** In each of two 9½x5x3-inch loaf pans, mix ½ cup brown sugar, ¼ cup butter and 1 T. light corn syrup. Heat slowly, stirring frequently till blended. Remove from heat. Sprinkle ½ cup pecans in each pan. Place 8 rolls cut side down in each pan. Cover; let rise in warm place till double (35 to 45 minutes). Bake in moderate oven (375 degrees) for 25 minutes or till done. Cool 2 or 3 minutes; do not let rolls cool too long. Invert on rack and remove pans.

\* \* \*

## SEVEN-UP BUNDT CAKE

- 1½ cups butter or margarine
- 3 cups sugar
- 5 eggs
- 3 cups flour
- 2 T. lemon extract
- ¾ cup 7-up

Cream together the margarine and sugar for 10 minutes. Add the eggs, one at a time, mixing thoroughly. Add flour, lemon extract, and 7-up. Bake in a greased and floured Bundt pan. Bake at 325 degrees for 1¼ hours. Let set for 15 minutes before removing from cake pan.

\* \* \*

## BROWNIE MOUNDS

Sift 3¼ cups sifted flour, 1 t. baking powder and ½ t. salt together. Set aside. Mix ¾ cup margarine and 1½ cups sugar. Stir in ¾ cup light corn syrup and 2 eggs. Stir in flour, 6 (1 oz.) squares melted unsweetened chocolate, 2 t. vanilla and ½ to 1½ cups coarsely chopped nuts. Drop by heaping tablespoonfuls onto greased baking sheet. Bake at 350 degrees for 10 to 12 minutes. Makes about 4 dozen.

### GERMAN CARAWAY MEAT BALLS

(Thanks to Rae Kelley, Clarinda)

#### Meat-balls:

- 1 lb. ground beef
- ¼ cup dry bread crumbs
- 1 t. salt
- Dash pepper
- ¼ t. poultry seasoning
- ¼ cup milk
- 1 egg

Mix and shape in small balls (golf-ball size).

#### Broth:

- 2 T. fat
- 1 cup condensed beef broth or cubes
- 1 3-oz. can mushrooms, drained
- ½ cup chopped onion
- 1 cup sour cream
- 1 T. flour
- ½-1 t. caraway seeds

Brown meat balls in fat. Add broth, mushrooms, and onions. Simmer 30 minutes. Blend sour cream, flour and caraway seed; stir into broth — cook and stir until thick. Serve over rice or noodles.

\* \* \*

### CHERRY SALAD SUPREME

- 1 3-oz. pkg. raspberry gelatin
- 1 21-oz. can cherry pie filling
- 1 3-oz. pkg. lemon gelatin
- 1 3-oz. pkg. cream cheese
- ⅓ cup mayonnaise or salad dressing
- 1 8¾-oz. can (1 cup) crushed pineapple
- ½ cup whipping cream
- 1 cup mini-marshmallows
- 2 T. chopped nuts

Dissolve raspberry gelatin in 1 cup boiling water; stir in pie filling. Turn into 9x9x2 inch dish. Chill till partially set. Dissolve lemon gelatin in 1 cup boiling water. Beat together cream cheese and mayonnaise. Gradually add lemon gelatin. Stir in undrained pineapple. Whip cream and fold into lemon mixture with marshmallows. Spread atop cherry layer; top with nuts. Chill till set. Makes 12 servings.

\* \* \*

### ROCKY ROAD BARS

(Thanks to Lynn Herzberg, Clarinda)

- 2 squares chocolate, unsweetened
- ½ cup butter or margarine
- 1 cup sugar
- 2 eggs, beaten
- ¾ cup flour
- ½ t. baking powder
- ¼ t. salt
- ½ t. vanilla
- 1 cup mini-marshmallows
- ½ to 1 cup chopped nuts

Melt chocolate with butter and let cool. Add sugar and eggs. Sift dry ingredients and add to mixture. Blend in vanilla, marshmallows, and nuts. Spread in 9" square pan. Bake at 300 degrees for 30 minutes. Sprinkle with powdered sugar, if desired.

### BARBECUED FRANKFURTERS

- ½ medium onion, chopped
- 1 T. butter or margarine
- ½ t. pepper
- 1 t. prepared mustard
- 1 t. paprika
- ½ cup catsup
- ¼ cup vinegar
- ½ cup water
- 4 t. Worcestershire sauce
- 12 frankfurters

Saute onion in margarine. Add dry seasonings, catsup, vinegar, water and Worcestershire sauce. Bring to a boil. Cut 3 slits in each frankfurter. Place in flat baking dish, slit side up. Pour sauce over and bake at 350 degrees for 25 minutes. Baste with sauce occasionally. Serve on toasted buns.

\* \* \*

### BRENDA KAY'S FAVORITE CHILI

- 1 medium onion, chopped
- 1 to 1½ lbs. of ground beef
- ½ t. salt
- 1 t. black pepper
- 1½ to 2 t. chili powder
- 2 cups cooked tomatoes
- 1 can chili beans with sauce (pre-seasoned)

Cook ground beef and onion till pink is gone in meat and onion is soft and transparent. Pour off excess fat and add remaining ingredients. Let simmer 15-20 minutes, longer if desired. If additional liquid is needed, add ¼ cup tomato juice.

## JANUARY-FEBRUARY GREETINGS

### THIS IS YOUR DAY!

#### HAPPY BIRTHDAY TO:

- Jan. 3—Amy Sislo, granddaughter of Ed May
- Jan. 8—Lynn Padilla
- Jan. 11—Emily, daughter of Ardene Mullison
- Jan. 14—Denell, daughter of Henry Schnoor
- Jan. 19—Tom, son of Ned Dermody
- Jan. 26—Norm Kling
- Jan. 27—Mrs. Frank Field
- Feb. 1—Nadine Kelsey
- Feb. 2—Ralph Lund
- Feb. 8—Steve Hoefing
- Feb. 10—Sebastian, son of Denise Woodring
- Feb. 20—Earle Crowley
- Feb. 24—Mike Goodin
- Feb. 27—Mrs. Dee Martin

#### HAPPY ANNIVERSARY TO:

- Jan. 2—Mr. and Mrs. Bill Oellermann
- Jan. 17—Mr. and Mrs. Cliff Adams
- Feb. 6—Mr. and Mrs. Ralph Lund

# FEEDBACK

By NED DERMODY

## "RESOLVED"

IN 1972 WE DEVOTED A GREAT DEAL OF TIME TO PLANNING. THIS YEAR WE WILL AGAIN PLAN A

H  
E  
A  
D

Someone once said that if anything can possibly go wrong with a plan . . . it will!

1972 WAS THAT WAY . . . ASK ANY FARMER IN THE AREA. Who could have anticipated that a record crop of corn and soybeans would be washed by the flooding Nishnabotna Rivers and then buried under successive ten inch snowfalls? Who could have anticipated the impact of Presidential trips to China and the Soviet Union? Indeed . . . who could have predicted the General Election? Yes . . . we will plan ahead for 1973. But we will also plan to throw out half of those plans before the year is done.

We must admit that it is easier to look back than to look ahead . . . so . . . let's look back at 1972 for News Highlights . . .

- 1) The Nishnabotna floods and the heavy snows that virtually ruined bumper crops in the area.
- 2) The 64th General Assembly in Iowa. A real people-oriented session. Something unusual for state legislatures.
- 3) The General Election. Never have so many gained so much by saying so little in so many words.
- 4) Iowa Western Community College

(Clarinda Campus). There is no doubt in our mind that the Clarinda Campus would have been killed had not Southwest Iowa fought the issue en masse. A front row seat to a first class power play by a College Administrator.

- 5) The Shenandoah dog issue. It was dog-gone difficult to get really interested.
- 6) Barnett Murder. The first murder in Fremont County in decades. In the words of the prosecutor. We don't get many of those "down here."

There were personal highlights during the year too:

- 1) The birth of our second daughter and her dramatic two-week fight for life. Amy Jane was whisked off to Omaha when she was one day old . . . and for two weeks fought an immensely difficult battle simply to breathe. She was wired like an astronaut and her birth weight dropped below five pounds. Amy is doing fine now . . . thank you. And thank Childrens Hospital in Omaha and a very observant and knowledgeable pair of doctors in Shenandoah.
- 2) Winning first place in a nine state competition for production of documentaries . . . at the Northwest Broadcast News Association. We have been told many times that if one enters enough contests one will win eventually. Don't believe it! That was a fine feeling picking up that award.
- 3) The Midwest Governors Conference. Nobody will believe me when I say that Bismarck, North Dakota, was fun.
- 4) Watching Missouri edge Iowa State at Columbia. Sorry boss, just couldn't resist.



Warm inviting colors and contrasting textures worked in an artistic pattern make the handmade carpeting in Engineer Norm Kling's home a unique creation. Mrs. Kling (Margaret) shown here with her granddaughter, Melanie Kling, spent two years off and on scraping, cutting, gluing and designing from carpet samples and scraps either bought or given her. She has now completely covered the living, dining, family rooms and front hallway in their home; approximately 76 square yards of carpeting. As a special touch, she worked in the word "HOME" in the hall. A thing of beauty, the practical carpet should be an inspiration to all economy-minded homemakers for the New Year.

JANUARY - FEBRUARY, 1973

MONDAY THRU FRIDAY

5:00 a.m.—KMA News  
 5:05 a.m.—Music  
 5:30 a.m.—AERN News  
 5:35 a.m.—Music  
 5:40 a.m.—KMA Sports  
 5:50 a.m.—Music  
 6:00 a.m.—KMA News/Weather  
 6:15 a.m.—Music  
 6:30 a.m.—R.F.D. 960  
 7:00 a.m.—KMA News  
 7:15 a.m.—Frank - Weather  
 7:30 a.m.—Paul Harvey - AERN  
 7:35 a.m.—Markets  
 7:40 a.m.—KMA Sports  
 7:45 a.m.—KMA News/Weather  
 8:00 a.m.—Music  
 8:30 a.m.—AERN News  
 8:35 a.m.—Music  
 9:00 a.m.—Kitchen Klatter  
 9:30 a.m.—Back To The Bible  
 10:00 a.m.—KMA News  
 10:10 a.m.—Community Calendar  
 10:15 a.m.—Music  
 10:30 a.m.—Brenda Kay  
 11:00 a.m.—KMA News  
 11:05 a.m.—Elephant Shop  
 11:30 a.m.—Music  
 11:45 a.m.—Markets  
 11:55 a.m.—Captain Stubby  
 12:00 Noon—KMA News  
 12:15 p.m.—Ed May - Weather  
 12:30 p.m.—Midwest Farmer  
 1:00 p.m.—KMA News  
 1:05 p.m.—AERN News  
 1:10 p.m.—KMA Sports/  
 Weather  
 1:15 p.m.—Paul Harvey - AERN  
 1:30 p.m.—AERN News  
 1:35 p.m.—Music  
 2:00 p.m.—KMA News  
 2:05 p.m.—Music  
 2:30 p.m.—AERN News  
 2:35 p.m.—Music  
 3:00 p.m.—KMA News  
 3:05 p.m.—Music  
 3:10 p.m.—World of Business -  
 AERN  
 3:15 p.m.—Reg. Stock Market  
 3:20 p.m.—Music  
 3:30 p.m.—AERN News  
 3:35 p.m.—Music  
 3:45 p.m.—World of Commen-  
 tary - AERN  
 3:50 p.m.—Music

4:00 p.m.—KMA News  
 4:05 p.m.—Music  
 4:30 p.m.—AERN News  
 4:35 p.m.—Music  
 5:00 p.m.—KMA News/Weather  
 5:15 p.m.—Harry Reasoner -  
 AERN  
 5:20 p.m.—Stock Market Final  
 5:25 p.m.—Commodities Report  
 5:30 p.m.—AERN News  
 5:35 p.m.—KMA Sports  
 5:45 p.m.—Keith Jackson -  
 AERN  
 5:50 p.m.—Agenda  
 5:55 p.m.—Focus '73  
 6:00 p.m.—KMA News  
 6:15 p.m.—Farmer's Market  
 6:30 p.m.—AERN News  
 6:35 p.m.—Community Calendar  
 6:40 p.m.—Music  
 7:00 p.m.—KMA News  
 7:05 p.m.—Music  
 7:15 p.m.—Frank Reynolds -  
 AERN  
 7:20 p.m.—Music  
 7:30 p.m.—AERN News  
 7:35 p.m.—Music  
 8:00 p.m.—KMA News  
 8:05 p.m.—Music  
 8:30 p.m.—AERN News  
 8:35 p.m.—Music  
 9:00 p.m.—KMA News  
 9:05 p.m.—Music  
 9:30 p.m.—AERN News  
 9:35 p.m.—Music  
 10:00 p.m.—KMA News/  
 Weather/Sports  
 10:15 p.m.—Market Final  
 10:20 p.m.—Music  
 11:00 p.m.—KMA News  
 11:05 p.m.—Music  
 11:30 p.m.—AERN News  
 11:35 p.m.—Music  
 12:00 Midnight—SIGN OFF  
**MUSIC POLICY**  
 5:00-6:00 a.m.—Country/Western  
**Rest of Day—MOR**  
**SATURDAY**  
 5:00 a.m.—KMA News  
 5:05 a.m.—Music  
 5:45 a.m.—KMA Sports  
 5:50 a.m.—Music  
 6:00 a.m.—KMA News/Weather  
 6:15 a.m.—Music  
 6:30 p.m.—AERN News

6:30 a.m.—R.F.D. 960  
 7:00 a.m.—KMA News  
 7:15 a.m.—Frank - Weather  
 7:30 a.m.—Captain Stubby  
 7:35 a.m.—KMA Sports  
 7:45 a.m.—KMA News/Weather  
 8:00 a.m.—Music  
 8:30 a.m.—AERN News  
 8:35 a.m.—Music  
 9:00 a.m.—Kitchen Klatter  
 9:30 a.m.—Back To The Bible  
 10:00 a.m.—KMA News  
 10:10 a.m.—Community Calendar  
 10:15 a.m.—Youth Today  
 10:30 a.m.—Brenda Kay  
 11:00 a.m.—KMA News  
 11:05 a.m.—Music  
 11:45 a.m.—AERN Sports  
 11:50 a.m.—Music  
 12:00 Noon—KMA News  
 12:15 p.m.—Ed May - Weather  
 12:30 p.m.—Midwest Farmer  
 1:00 p.m.—KMA News  
 1:05 p.m.—AERN News  
 1:10 p.m.—KMA Sports/  
 Weather  
 1:15 p.m.—Paul Harvey - AERN  
 1:30 p.m.—AERN News  
 1:35 p.m.—Music  
 1:45 p.m.—AERN Sports  
 1:50 p.m.—Music  
 2:00 p.m.—KMA News  
 2:05 p.m.—Music  
 2:30 p.m.—AERN News  
 2:35 p.m.—Music  
 3:00 p.m.—KMA News  
 3:05 p.m.—Music  
 3:30 p.m.—AERN News  
 3:35 p.m.—Music  
 3:45 p.m.—AERN Sports  
 3:50 p.m.—Music  
 4:00 p.m.—KMA News  
 4:05 p.m.—Music  
 4:30 p.m.—AERN News  
 4:35 p.m.—Music  
 5:00 p.m.—KMA News/Weather  
 5:05 p.m.—AERN Sports  
 5:10 p.m.—Music  
 5:30 p.m.—AERN News  
 5:35 p.m.—Music  
 5:45 p.m.—Hunting & Fishing  
 5:55 p.m.—Focus '73  
 6:00 p.m.—KMA News  
 6:15 p.m.—KMA Goes Visiting  
 6:30 p.m.—AERN News

6:35 p.m.—Music  
 6:55 p.m.—Learning Resources  
 7:00 p.m.—KMA News  
 7:05 p.m.—Music  
 7:15 p.m.—AERN Sports  
 7:20 p.m.—Music  
 7:30 p.m.—AERN News  
 7:35 p.m.—Music  
 7:45 p.m.—AERN Sports  
 7:50 p.m.—Music  
 8:00 p.m.—KMA News  
 8:05 p.m.—Music  
 8:30 p.m.—AERN News  
 8:35 p.m.—Music  
 9:00 p.m.—KMA News  
 9:05 p.m.—Music  
 9:30 p.m.—AERN News  
 9:35 p.m.—Music  
 10:00 p.m.—KMA News/  
 Weather/Sports  
 10:15 p.m.—Music  
 10:30 p.m.—AERN News  
 10:35 p.m.—Music  
 11:00 p.m.—KMA News  
 11:05 p.m.—Music  
 11:30 p.m.—AERN News  
 11:35 p.m.—Music  
 12:00 Midnight—SIGN OFF  
**MUSIC POLICY**  
 5:00-6:00 a.m.—Country/Western  
 6:00-7:00 p.m.—MOR  
 7:00-12:00 M.—Country/Western  
**SUNDAY**  
**SIGN-ON**  
**January — 7:45 a.m.**  
**February — 7:15 a.m.**  
 6:00 a.m.—KMA News/Weather  
 6:10 a.m.—Music  
 7:00 a.m.—KMA News/Weather  
 7:10 a.m.—Hymn Time  
 7:30 a.m.—Sunday Worship  
 Service  
 7:45 a.m.—KMA News/Weather  
 8:00 p.m.—Radio Bible Class  
 8:30 a.m.—Your Worship Hour  
 9:00 a.m.—KMA News/Weather  
 9:05 a.m.—Sun. School Lesson  
 9:20 a.m.—Social Security  
 9:30 a.m.—AERN News  
 9:35 a.m.—Music  
 9:45 a.m.—Iowa Western  
 Comm. College  
 9:55 a.m.—Chalk Talk

10:00 a.m.—KMA News/Weather  
 10:05 a.m.—Tarkio College  
 10:20 a.m.—Music  
 10:30 a.m.—Word of Life  
 10:45 a.m.—Music  
 11:00 a.m.—KMA News/Weather  
 11:05 a.m.—Education Today  
 11:10 a.m.—Music  
 11:30 a.m.—AERN News  
 11:35 a.m.—Music  
 12:00 N.—KMA News/Weather  
 12:15 p.m.—Music  
 12:30 p.m.—AERN News  
 12:35 p.m.—Mental Health  
 12:40 p.m.—Music  
 1:30 p.m.—AERN News  
 1:35 p.m.—Music  
 3:00 p.m.—KMA News/Weather  
 3:05 p.m.—Music  
 4:30 p.m.—AERN News  
 4:35 p.m.—Music  
 5:45 p.m.—AERN Sports  
 5:50 p.m.—Music  
 6:00 p.m.—KMA News/Weather  
 6:15 p.m.—Voice of Agriculture  
 6:30 p.m.—AERN News  
 6:35 p.m.—Music  
 7:00 p.m.—KMA News/Weather  
 7:05 p.m.—Music  
 7:15 p.m.—Outdoor Nebraska  
 7:30 p.m.—AERN News  
 7:35 p.m.—Up-Date — AERN  
 8:00 p.m.—60 Plus  
 8:30 p.m.—AERN News  
 8:35 p.m.—Issues & Answers -  
 AERN  
 9:00 p.m.—Meet the News  
 Makers — AERN  
 9:15 p.m.—You & The Year  
 2000 — AERN  
 9:30 p.m.—AERN News  
 9:35 p.m.—Billy Graham  
 10:00 p.m.—KMA News/  
 Weather/Sports  
 10:15 p.m.—Music  
 10:30 p.m.—AERN News  
 10:35 p.m.—Music  
 11:00 p.m.—KMA News/Weather  
 11:05 p.m.—Music  
 11:30 p.m.—AERN News  
 11:35 p.m.—Music  
 12:00 Midnight—SIGN OFF  
**MUSIC POLICY**  
 Light Classical & Show Tunes

January-February, 1973



POSTMASTER

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JAH



## Bill Oellermann Named Associate News Director

That smooth delivery of the news in the mid-morning hours on KMA issues from the throat of KMA's latest addition to the news staff—William Oellermann.

Standing well over six feet and weighing about 250, the new Associate News Director is better known as Bill. He hails from St. Louis where he graduated from St. Thomas Aquinas High School in suburban Florissant. He went on to graduate in 1972 from Northwest Missouri State University at Maryville where he majored in broadcasting. While a student, he gained radio experience at KXCU-FM, Maryville, and taught at Berkeley, Mo.

He is married to the former Louann Karr, daughter of Mr. and Mrs. Merrill Karr of Savannah, Mo., and they have one son, William, Jr., who is a year and half old. Bill's parents, Mr. and Mrs. James Oellermann and brother, Jim, reside in St. Louis.

In his spare time, Bill likes to participate in and also watch sports especially golf and football. His favorite food, which seems natural, is steak and more steak. Blue and yellow are his favorite colors.

The Oellermanns reside in Shenandoah at 207 E. Grant.