

The

KMA GUIDE

July-August, 1975



SPECIAL

50th Anniversary Edition

1925 **KMA** 1975

GOLDEN ANNIVERSARY



RADIO



Greetings:

I would like to share with you an event that was a memorable occasion for the May family. The event I refer to took place on June 10, 1975 when my father was posthumously named to the Iowa Broadcasters Hall of Fame. My sister and I were present to receive the award, and I hope the picture reflects the tremendous pride we have in the honor bestowed upon my father. As you know, he was definitely a pioneer broadcaster who began his career over fifty years ago. Many of the things he introduced on KMA were "firsts" in the field of broadcasting.

Radio is so universal that today it is taken for granted. However, this hasn't always been the case. In fact, let me share with you part of a wonderful letter that came in from a long time KMA listener.

"I saw in a newspaper that your father received a posthumous award for establishing one of the first radio stations in Iowa. He deserved it.

"I remember hearing about radio. Some didn't believe it could really be. Then one day my brother came and built a crystal set. That was looked at with awe by the ones who came to visit and hear it.

"Then a year or two after that my brother brought news of a loud speaker. He hooked up an old Morning Glory speaker. And they thought that was too much. In fact, a product of the devil.

"How we did enjoy listening. I can remember your father's voice coming in loud and clear.

"Roads were so bad in those days you couldn't drive any place except on days when it was good weather. So, after radio came, staying at home was more interesting. I learned a lot, too. I paid attention to what Mr. May taught and learned so much about flowers, trees, shrubs, grasses, the soil and the weather. He gave us a college education in these things. Yes, it was indeed a great thing when he established a radio station. It was a great blessing to the Midwest."

I certainly appreciate the wonderful comments by the writer and I think it ably describes a bygone era. The members of the May family are particularly proud to think that throughout the years the family station has played a part in the lives of thousands upon thousands of people in this part of the country.

Edward W. May

A LOOK AT THE BEGINNING . . .

Five decades of service is the enviable record of KMA Radio Station. Few stations in the country have been on the air that long and probably none can match KMA's unique claim of being under the same family direction for all of those years. Earl E. May who founded KMA and May Broadcasting Company was among the first to see radio's tremendous possibilities as a means of mass communication and entertainment. He began to explore broadcasting in 1924. A natural-born salesman and showman, Earl May quickly recognized radio as an ideal vehicle to publicize his expanding seed and nursery business.

On August 12, 1925, Earl May greeted listeners for the first time over KMA Radio. That inaugural broadcast went out from the first official studio located in the southeast corner on the second floor above the present Earl May Garden Center in Shenandoah. Broadcasting was done on a frequency of 190 kilocycles with 500 watts power. The first staff consisted of Earl May, announcer, Miss Ormah Carmean as

studio hostess and J. C. "Cy" Rapp as radio engineer. In those early days, the station was on the air briefly from 11 to 12 noon, 6 to 7 and 9 to 11 p.m. Practically all programs were presented by the staff and local talent. There were only about 100 licensed long-wave stations in the country at the time and interference was slight.

"Keep Millions Advised," a slogan utilizing the radio station's call letters—KMA—expressed the standards and ideals of Earl May as he presented program services unusual for their completeness and close adherence to the needs of the great farm belt population. Full service broadcasting was the aim and to achieve that Earl May provided a different type of radio for rural listeners, greatly enhanced and augmented by his flair for showmanship and experimentation. By profession, he was an educator, lawyer and seedsman; a man of great energy and vision. This blending of attributes led him into the infant broadcast industry. Radio was meant for him, and he was meant for radio.



This picture was taken in 1925 when Earl May made his first broadcast over KMA in its original studio located on the second floor of the May Seed and Nursery Company building.

A LOOK AT THE FAMILY . . .



Mrs. Earl May

Any history of KMA must evolve around Earl May, the dynamic entrepreneur and visionary businessman. Born and raised on a farm in Hayes County, Nebraska, he attended Normal College at Fremont and later graduated from the school of law in 1915 at the University of Nebraska at Lincoln. While at the University, he met a Shenandoah girl by the name of Gertrude Welch. She persuaded him to come to Shenandoah to work for her father, E. S. Welch at Mount Arbor Nurseries. In 1916 Earl May married Gertrude Welch and in 1919 with the help of his father-in-law, he organized the May Seed and Nursery Company.

From the beginning in 1925 of KMA, Mrs. May assumed a prominent role in establishing the station's reputation. She had charge of the Sunday noon sacred service on the air and was a popular vocal soloist. Long after she left the airways, listeners continued to request her songs. Recordings on the original KMA label of some of her favorites may be seen in the collection of memorabilia in the Radio Center.

The Mays were the parents of two children, a daughter, Frances and a son, Edward. Now Mrs. J. D. Rankin, Jr., Frances

is a member of the board of directors of May Broadcasting Company and Mt. Arbor Nursery. Her husband is Vice President of May Broadcasting and Executive Vice President of May Seed and Nursery Company.

Right up to his untimely death on December 19, 1946, Earl May kept in touch with the vast mid-American audience who claimed him as their personal friend by conducting his popular neighborly "Chat" program. He was succeeded by his son, Edward, in the business and also on the air.

Mrs. Earl May until her death July 9, 1973 took an active interest in molding the policies of KMA and May Broadcasting Company. Her business acumen was an important contribution to the boards of directors of May Broadcasting Company and May Seed and Nursery Company which she served as chairman as well as to the board of directors of Mt. Arbor Nurseries and to many civic and charitable organizations she assisted. In recognition of her endeavors, the Shenandoah Chamber of Commerce presented her the Distinguished Service Award for 25 years of service to Hand Community Hospital.

Edward Welch May who was only five years old when KMA went on the air began his broadcasting career two years later when he read his first commercial on the air. That day his father called him to the microphone and asked him to read the special seed offer from May Seed and Nursery Company.

From his first introduction on radio at age seven selling seeds, Edward went on to further his experience by working at KMA after high school classes. He is President and chairman of the boards of May Broadcasting Company and May Seed and Nursery Company and President of KFAB Radio.

Following in his footsteps is the third generation of the May family to broadcast over KMA, Edward May, Jr., his son. Ed May Jr., whose debut on the air was made singing "Happy Birthday" to listeners is studying communications at the University of Nebraska and works at KMA between sessions.



Edward May as he looked when he started selling seeds on KMA.



Family tradition continued when little Eddie May, Jr., was introduced over KMA by his father.

Listeners responded to KMA broadcasts by writing letters which Earl May and his family read every day. This picture was taken of Mr. and Mrs. May and their children, Edward and Frances, reading the mail back in 1925.



The Edward May Family

Eleanor and Edward May with their son, Edward, Jr., who is a student at the University of Nebraska at Lincoln.



Their daughter Annette who is Mrs. David Sanders resides in Deerfield, Wisconsin. Her husband specializes in photography.



Daughter Karen is married to Dr. James Sislo and makes her home in Wausau, Wisconsin. They have two children Amy, 6, and William, 5. Dr. Sislo is a dentist.





Frances May Rankin and her husband J. D. Rankin, Jr., who is Vice President of May Broadcasting and Executive Vice President of May Seed and Nursery Co.



Diane Rankin married John Kidd and they have two sons, Jordan, 2½, and Jerod, 9 months. Her husband is Assistant Advertising Manager for May Seed and Nursery Company.



The former Betty Jane Rankin is married and has two children, Gordon, 11, and Melinda, 9. Her husband, Mike Sherman is an executive with May Seed and Nursery Company.

A LOOK AT THE PAST . . .



HALF A CENTURY OF SERVICE TO KMA LAND

From its beginning fifty years ago, KMA has specialized in serving the particular needs of rural mid-America. That policy handed down from KMA's founder has continued unbroken through the cavalcade of years.

When Earl May knew he wanted a broadcasting station, he also knew what he wanted to use it for, because he had tested radio and liked the response. Consequently KMA has always been a radio station with a purpose. The original purpose was twofold, to be the "talking voice" of the Earl May Seed and Nursery Company selling the company and its products, and to provide the kind of entertainment and information service that midwestern rural Americans wanted.

A leader not a follower, Earl May inaugurated many program policies and ideas which were far ahead of their time. For example on his trips to Omaha to explore broadcasting, he noticed that farm folks were early risers. As a result, soon after he began KMA, he started early morning broadcasts on Oct. 30, 1925 when so-called

"experts" said no one would be listening. The success of those early morning shows surprised everyone but Earl May, and they remain in the schedule 50 years later.

To emphasize service to the agricultural community, Earl May insisted on broadcasting complete livestock marketing and weather reports and was the first to present regularly the agricultural releases from the U. S. Department of Agriculture in 1925.

He firmly believed that radio was the ideal means to reach the rural audience, developing an informal style of programming which reflected the wishes of those listeners. Within a year, Earl May and KMA had become household words. As proof of that wide acceptance, Earl May was voted the most popular announcer in the entire country for 1926 in a contest conducted by **Radio Digest** which awarded him a Gold Cup. Over 452,000 listeners cast their ballots for Earl May, larger by more than 118,000 votes ever cast in any similar contest.

Earl May holds the 1926 Radio Digest Gold Cup which he won for being the world's most popular announcer that year. To his right is "Hello World" W. K. Henderson, radio man from Shreveport, La., and behind him is "Cy" Rapp, engineer for KMA. As one writer admitted, "Earl E. May, owner and announcer of KMA, Shenandoah, Iowa, has sprung the big surprise and tops the list . . . the large metropolitan listener populations of either of these two cities (Chicago and New York) may require a lesson in teamwork before they can equal the support of the sparsely populated area, relatively, about Shenandoah, Iowa."



During the early months, the people in the picture above provided much of the information and entertainment broadcast on KMA. From left to right are Earl May and Gertrude May; Leona Teget who gave regular talks on flowers and domestic science subjects; Louise McGlone who accompanied

Mrs. May's solos; Elsie Farnam, violinist in the Farnam Trio; and George Van Houten, a well-known lecturer who spoke of his travels and interests. They broadcast in the first studio which is now part of the garden seed department.

Always close to the hearts and habits of those KMA served, Earl May, in contrast with most broadcasters of that day who discouraged visitors, not only invited the people who wanted to see broadcasting in action but provided them with live entertainment and in 1927, an auditorium, built to seat 1,000 persons. KMA was so popular that the new studios in the Mayfair auditorium building were overrun with visitors from great distances. One of the most popular live radio programs in those early years was the KMA Country School which packed that auditorium daily; over 400,000 people visited KMA that first year. The Mayfair also served as a meeting place for farmers to discuss their problems and for homemakers to learn new techniques.

Programs

- 6:00 a.m. Earl May, announcer
 9:00 a.m. Earl May, announcer
 May's Mandolin Musicians
 to William Howie
 Mrs. Earl May and Mrs. E. J.
 Gottsch, vocalists, accompa-
 11:00 a.m. nished by Mrs. R. K. Tindall
 12:15 p.m. Farmers' Concert
 3:00 p.m. Ladies' Matinee
 3:30 p.m. Special music by "artists" from
 various towns
 Evening: Discussion of the Sunday School
 Lesson by the Christian Church
 Old Time Music under the direc-
 tion of Henry Knight of Glasco,
 Kansas



Lina Ferguson became known as KMA's Flower Lady.

Moorish splendor made an exotic setting for the thousands of people who came to the Mayfair Auditorium to witness the marvel of the age, live broadcasting on radio. Built in 1927, the auditorium's stage was set in a simulated walled garden. White pigeons seemed to soar through the air, the dark blue domed ceiling twinkled with stars and clouds drifted across the "sky." A huge plate glass seven feet high and twenty-two feet long separated the audience from the studios on stage, but it could be raised for live audience performances. The exterior, shown on page eight carried out the design including two Moorish towers.





For years the KMA Country School, which Earl May created based on his teaching days in Nebraska, attracted visitors from all over. Names of the original Country School gang l to r: Alfalfa Johnnie (John Nicolson); Opal Dixie; Susie McIntosh (Frena Ambler); Janie May Wing, (Jane Crutchfield); Burke Shriver; Fred Greenlee; Willie Powell; Striz-zie Dawson (Raymond Shumate); Heinle Steinmier, hand raised, (Grady Fort); Anna-belle Doolittle (Ormah Carmean); Teacher (Earl May); Seated, l to r—Ole Swenson (Don Shumate); Temperance Whitestone (Lois Van Houten); stuttering Henry Spickel-mier, (Paul Shumate); Sis Hopkins, almost hidden, (Phyllis Brownell); Jim Whilt; on floor, Lem Hawkins, (Earl King); Georgie Merchandise (George Nichols); Alta Dixie; Bogata Washington, (Paul Crutchfield); Geraldine Hanson (Gretta Bellamy); and Isaac Jones (Louis Shumate).

Originally KMA broadcast over a 500 watt transmitter using old style "clothes line antenna". In order to improve reception and range, KMA went to 650 kilocycles and increased the station power to 1000 watts by 1927.

In those early years with Earl May becoming one of radio's great personalities and setting the tempo for KMA, the radio station guided the lives of hundreds of thousands of people in the midwest; it enlivened the rural life of mid-America not only with its broadcasts but by bringing national figures to the area which in turn drew crowds to Shenandoah to greet them.

One of the first big celebrations held by KMA was in honor of a world famous aviator. He was Clarence Chamberlin of Denison, Iowa, who followed Lindbergh across the Atlantic in 1927. But the biggest celebrations bringing thousands of people to Shenandoah were the KMA Jubilees. Started modestly in the fall of 1926, the first two years the event was held indoors. By 1928 the event had grown to such proportions that it was held outdoors in a huge tent on the present parking lot. Chefs served up free pancakes, sausage, hot cereal, coffee, milk, butter and syrup. People enjoyed the Jubilees so much they traveled great distances yearly looking forward to the free food, special offers, contests and old time entertainment.



Aviator Clarence Chamberlin was one of the first famous personalities presented by KMA to its listening audience which thronged to Shenandoah to see him.

KMA RADIO FIRSTS

First to develop audience participation shows in 1926.

First to present early morning broadcasts in 1925 with weather, news, music at approximately 5:00 a.m.

First to schedule regular news broadcasts, begun in 1928 a decade ahead of all the rest.

First to keep farmers up-to-date by broadcasting regular agricultural releases from U. S. Department of Agriculture in 1925.

First to employ a full-time radio homemaker who started in 1926.

First political straw vote taken in 1936; inaugurated at 11th annual pancake feed.

First big national network program originated by KMA was in 1940 when the National Radio Foundation asked KMA along with the Waldorf-Astoria Hotel in New York to stage a Presidential Ball.

Charter subscriber to Radio news service of United Press.

For the first time, then Senator Harry Truman explained publicly over KMA what the duties and functions of his "Watchdog Committee" were. Earl May introduced him on that radio program in October, 1943.

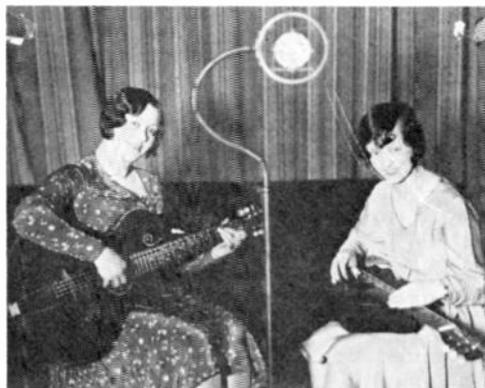
Among the first radio stations to build an auditorium so the public could watch as well as listen to programs.

First Iowa station to originate a trans-continental broadcast heard coast to coast when KMA Farm Service Department accompanied one of the last livestock relief shipments to Europe under UNRRA in 1947.

Only midwest radio station to broadcast baseball World Series games in 1939 and 1940.



Ormah Carmean, program director; Jack Todd, entertainer; and Jessie Young, homemaker.



The Dixie Girls — Opal and Alta



Local entertainers known as the Mayola Orchestra included the Shumate brothers, Greta Bellamy, Bernice Currier, Marie Henderson and Francis Clatterbaugh



Crowd lined up for free pancakes at the first outdoor KMA Jubilee held in 1928. Some of the cars they drove are shown and the tent stood where the parking lot is today.

1930's

As the nation entered the 1930's, depression gripped the lives of KMA's listeners and KMA reached out to help. Earl May inspired his listening audience in 1933 when the bank moratorium occurred. The bank holiday happened at a time of the year when farmers needed to buy seed to plant their crops, but with the banks closed, very few farmers had money to pay for the seed. However, Earl May, who had the seed to sell, had an even greater confidence in the people. He went on the air and said, "I know the banks are closed and you people don't have any money. I also know you need seed to plant your gardens and your farm crops. I have confidence that you people will pay me if I make the seed available to you." So he told his listeners to "Go ahead and order the seed from me and send your checks. I will hold these checks, because I am confident your bank will reopen, and if not, I know somehow this will all be worked out." He said this at a time when the life savings of millions of people had been completely wiped out, with virtually every bank in the country closed, many never to reopen. Needless to say, orders and checks came in by the thousands. The number of dollars involved was a staggering \$47,000, but when the final check was accounted for which took several years, Earl May's confidence in people proved to be sound. Nearly every check was eventually made good. That display of faith in people endeared Earl May and his

business enterprises to the families of the area.

Radio was approaching its great peak in entertainment value in the Thirties. For KMA listeners, a vast array of talent filled the programs with music, talks, skits and programs about domestic affairs.

Fully a decade ahead of any other station, Earl May began regular news broadcasts on KMA in 1938; signing up as a charter subscriber to the radio service of United Press.

The Thirties marked several technical changes for KMA. Power for the station increased to 2500 watts by 1932, but the station was still broadcasting half-time. By 1936 though KMA was on full time and had constructed three giant towers on an 18 acre plot, boosting its power to 5000 watts. In 1937, the first remote control units were installed. Until 1939, KMA Radio had been a part of the May Seed and Nursery Company. At that time it became a separate corporation known as May Broadcasting Company in order to handle its expanded activities.

Station Managers of KMA dating from Earl May have been J. C. Rapp, Owen Saddler, Anthony J. Koelker, Norman Williams and "Andy" Andersen.

Engineers who have worked at KMA during the 50 years include: J. C. Rapp, R. J. Schroeder, Don Burrichter, Harold Cook, Blair Dobbins, Arnold Good, Ralph Lund, Charles Pfeiffer, Newcomb Weisenberger, Art Rydberg, Jack Josephson, Franz Cherny, Roger Peters, Darrell Allely, John Connell, Norm Kling, Wally Schwentzer, Walt Ely, Glen Klein, Lloyd Latta, Marlan Welch and Bud Vance.



Toby Stewart was the Teacher (checked suit) of the KMA Country School which reached its greatest fame about 1935. Class members are: back row—Lewis Shumate, Faylon Geist, Mickey Gibbons, Bill Alexander, Edith and Frank Jennings, Twyla Danielson, Jerry Smith. Front row—Don Shumate, Gretta Bellamy, Paul Shumate, Kay Stewart, Raymond Shumate, Lindy Stewart and Fred Greenlee.



Highlight of the 1932 Jubilee was the cow-milking contest between Earl May and Secretary of Agriculture Arthur Hyde which took place on the street between the May buildings, and which Earl May won. Notice the brick street and May's Cafe building which are gone now.



KMA's Little Minister ran the SOS program which reached out to the handicapped and housebound. She was Edythe Stirlen who can still be heard on KMA radio.



Carl Haden like so many early KMA announcers doubled in the farm department and helped entertain the listeners.

Personalities

There have been many air personalities and entertainers on KMA during its 50 year history. Under this heading throughout this issue will be the roll call list of as many of those people as we could glean from our files and collective memories. We thought you would enjoy remembering with us those staffers who labored to bring to the KMA listeners the kind of information, service and entertainment they wanted in the past five decades.

Eddie Forrester (Gypsy John), Bill Howle, Jennie Gottsch, Alta and Opal (Dixie Girls), Jack Todd, Grady Fort, Doc Bellamy, Harry Day, Walt Nixon, George Cottrell, Farnham Trio, Earl King (Lem Hawkins), Bill Powell, Birdie Baldwin, Hugo Heyn,

Programs

- 4:30 a.m. Haden's Hillbillies
 5:00 a.m. Weather and News
 Mac & Bob
 The Family Altar (Rev. Cedarholm)
 Weather & News, Ralph Childs
 Slim Mays - Songs
 Morning Watch with Edythe Stirlen and Faylon Geist, organist
 Happy Hank
 Coffee Pot Inn
 Haden's Hillbillies
 Famous Poultry Farms program
 Ma Perkins (soap opera)
 Obie & Debbie (Pat, Skeet & Faylon)
 9:15 a.m. Homemaker's Visit (Jessie Young)
 The Boys in Western Valley (A Novelier Group)
 10:00 a.m. Earl May's Mid-Morning Visit, Markets, weather, news
 Earl May, Mac & Bob, Faylon Gland-O-Lac Rangers (A Novelier Group)
 Mac & Bob
 11:30 a.m. Grandma Travels
 12:30 p.m. Earl May, Weather and News
 1:00 p.m. Country Home Time
 1:30 p.m. SOS Program (Edythe Stirlen & Faylon Geist)
 2:00 p.m. Moods and Melody (Faylon Geist at organ)
 3:30 p.m. KMA Country School
 5:30 p.m. Young Folks' Time (Jessie Young)
 7:30 p.m. Earl May's Evening Visit, markets, weather and news review
 Rest of evening filled with music by orchestras from network such as Jan Savitt's, Herbie Kay's and Magnolia Blossoms.

Leona Teget Nicolson, Jubilee Singers, Russa Wiley and Billy Sheehan; Harness Makers, Gus Swanson, Frank Peterson, Fritz Carlson; Mayflower Trio, June and Jim Taylor and Bob Ross; J. V. Barborka, Shumate Quartet, Don, Lewis, Paul and Raymond; Jim Whilt, Frena Ambler, Lina Ferguson, Jessie and Floyd Young, Louise McGlone, Lavonne Hamilton, Margaret and Helen Carter, Stan Rucker, Margaret Daugherty, Peggy Doolen, Dr. Joy Rotton, director of Essex Band; Eddie Dean and Johnny Sloan; Dalton Norman, Bob Ballantine, Harold and Freddie Greenlee; Ira Cummings, Gretta Taylor Bellamy, Cousin Paul Crutchfield, Leanna Driftmier, J. C. Rapp, Bernice Currier, The Garays, Francis Clatterbaugh, Lois Van Houten, Phyllis Brownell, Haliolo Hawaiians, Mammie Miller, Charlie Howell, Mrs. L. L. Vanatta, May's Mandolin Musicians, Bernice Behm Snook, Carolyn Farmer, Combs Brothers, Rosa Rosario, Mott Johnson, Ralph Childs, Jack Kelly, Frank Field, Bill Goodrich, Roy, R. W. James, Doyle Blackwood (Brothers), Clifford and Patricia Cross, Sam DeVincent, Hilton Griswold, Agnes Gross, Ruth and Ruby Helgerson, Chick Holstein (Hugh Aspinwall), John Kammers, Jerry Osborne, Al Sloey, Haden family—Carl, Mary Jane, Carl Jr., Mary E., and James and Charles; Faylon Geist, Rusty Draper, Doris Dobbins, Edythe Stirlen, Mack and Jeanie Sanders, Jimmy Morgan, Mae and Oma West, R. J. Schroeder, Don Burchrter, Doris Murphy, Irving Steurer, Mabel Nelson Sullivan.

Programs

5:05 a.m. Dick Hart
5:35 a.m. Ralph and Joe
6:05 a.m. Lem and Ish
7:15 a.m. Frank Field
8:30 a.m. Breakfast Club
9:30 a.m. My True Story
9:55 a.m. Aunt Jemima
11:00 a.m. Stump Us
12:00 Noon Earl May, news
12:30 p.m. Utah Rangers
1:15 p.m. Edythe Stirlen
1:30 p.m. Kitchen Klatter
4:30 p.m. Jack Armstrong
5:00 p.m. Terry and the Pirates
6:00 p.m. Fulton Lewis Jr.

Night time shows through the week included Lum and Abner, Chester Bowles, Joe E. Brown, Blondie, Quiz Kids, Jimmie Fidler, Walter Winchell.

Personalities

Remember these names?

Johnny Dickson, Glen Harris, Adella Shoemaker, John Haley, Lindsey Reast, Everett Linville, Richard Crow, Lucille Miner, Martha Jo Borland, Ina Burdick, Lois Jean Peterson, Inez Keeton, Norma Davis, Helen McCullough, Don Randall, Verdell Sorenson, Eddie Comer, Warren Nielson, Mary Lightfoot, Slim Seymoure, Glen Cray, Buddy Morris, Lee Sutton, Steve Wooden, Bob Stotts, Jim Kendrick, Bob Barry, Larry and Marge Parker, Wayne Beavers, Max Olive, Evelyn Birkby, Paylon Geist, Edith Hansen, Buddy Starcher, Paul Olive, Morrie Jones, Tex Randall, Jerry Pronek, Merrill Langfitt, Everly Family, Floyd and Bernard Ruby, Jimmie Fitz, the Todds, Paul Roscoe, Bill Warner, Kay Stewart, Twila Danielson, Tim George, Miller Sisters, Zeke and Joan Williams, Ralph Hunt, Franz Cherny, Eddie Vaughn, Norman Paulson, Dick Hart, Joe Parrish, Jim Raines, Frank Fougherty, Jack Mills, Dusty Payton, Wayne Van Horn, Harpo Richardson, Clair Gross, Judy and Jean Dickerson, Dusty Owens, Claris Freeman, Dee Peirson, Lew Jeffrey, Bess Johnson, Dan Wilson, Lee Sutton, Mel Mains, Ezra Hawkins, Coy W. Martin, Paul Pippert, Doc and Esther Embree, Don Soliday, Bert Coons.

1940's

By the 1940's when the world was engulfed in World War II, one of the major attractions at Shenandoah was abandoned—the Jubilees—because of gas and tire rationing. During the war years, KMA accelerated its effort to bring to its rural listeners a personalized word picture of the world's happenings. Direct reports by news or farm staffers covered many wartime and postwar developments from devastating floods to presidential conventions. When Franklin D. Roosevelt died in office in April, 1945, Earl May was asked to represent cornbelt farmers in paying tribute to the late President in a special broadcast over the nationwide facilities of ABC. That same year, Earl May covered the San Francisco United Nations Conference explaining its food and agricultural organization for the networks and KMA.

A year and half later, KMA was stunned by the death of its founder, Earl May, who died December 19, 1946 at the age of 58.

As the first quarter of a century for KMA had been dominated by Earl May, the founder, the second quarter took its guidance from the second generation of the family with Edward May carrying the banner. Supported by his mother, the late Mrs. Gertrude May, and with the assistance of key personnel, Edward May has led KMA and May Broadcasting on a progressive path, keeping up with the fast evolving trends in modern communications.

Just as Earl May was a pioneer in the field of radio in the 1920's, the May family once again decided to pioneer in the communications industry with a venture into the field of television. May Broadcasting was granted a television channel in Omaha and began operation of KMTV, Channel 3, in September, 1949. The company expanded further in 1968 with the acquisition of KGUN-TV in Tucson, Arizona. It had earlier acquired an interest in 1957 in KFAB Radio in Omaha of which Edward May is President.

In the Forties, KMA changed to 960 k.c. and increased its night time power to 5000 watts, having gone to 5000 watts during the day in 1936.



To celebrate Leanna Driftmier's 20th anniversary of broadcasting, this group gathered around KMA's microphone for a special program. Included are "Aunt Leanna" of Kitchen Klatter, Doris Murphy, Chick Martin (Hugh Aspinwall), Edith Hansen, Frank Field, Lina Ferguson and Earl May.



The first big national network program originated by KMA was in 1940 when the National Radio Foundation asked KMA, along with the Waldorf-Astoria Hotel in New York to stage a Presidential Ball which was held at the Shenandoah armory. Some of the 600 people attending formed the grand march in this picture.



Earl May began the annual Rural School Graduation exercises in the Thirties to salute the students of the small country schools scattered throughout KMA region. This picture was taken at the 1945 program, originating here, which was carried by 17 other radio stations.



One of the most popular singing groups on KMA was the Blackwood Brothers Quartet. It included Bill Lyles, R. W. Blackwood, James Blackwood and Roy Blackwood with Hilton Griswold at the piano.



In 1947 the KMA staff gathered for this picture. L to R, back row: Lois Jean Peterson, Monica Martin, Evalyn Saner, Mabel McFarland, Ina Burdick, Bill Bailey, Virginia Agnes, Howard Peterson, Doris Murphy, Gayle Maher, Helen McCullough, J. E. Van Ness, Inez Keeton, Merl Douglas, Midge Diehl, Max Olive, Ralph Childs. Second row: Jonny Dickson, Laurence Parker, Chick Martin, Edward May, Owen Saddler, Glenn Harris, Jim Kendrick, Ray Schroeder. Third row: Roy Blackwood, Bill Lyles, James Blackwood, R. W. Blackwood, Hilton Griswold, Doyle Blackwood. Front row: Bob Stotts, Ike Everly, Jerry Fronck, Marge Parker, Wayne Van Horn, Jeanie Sanders, Elmer Axelbender, Mack Sanders, Eddie Comer and Steve Wooden.

First nationwide farm broadcast directed by Earl May took place at the Joe O'Hara farm near Shenandoah.



RFD 960 show has always been a favorite program with the midwestern farmers. In this picture are Merrill Langfitt, farm service director, Hugh Aspinwall, announcer, and entertainers, Oma and Mae West and Bob Stotts.

The decade of the 1950's saw KMA Radio caught up in events affecting the region of the four states it covers. To keep abreast of happenings on the farm and general news scenes, KMA purchased a new aid—a Beechcraft Bonanza airplane. One of its first junkets was to a tornado hit area of Southern Missouri, but it was put to maximum use during the great 1952 Missouri River Flood which KMA staffers covered on foot, in boats and in the air, keeping up a complete 24-hour vigil and coverage.

KMA Radio figured prominently in the capture of a confessed bank robber on March 11, 1955. It gave flash-by-flash reports on the chase by area law officers of the robber from the time the Commercial Savings Bank in Afton, Ia., was robbed until he was captured seven hours later just south of Mt. Ayr, Ia., in Missouri.

Clearly attuned to the listeners' habits and desires, KMA had long been in the vanguard of stations catering to the diversity of interests found in rural America. By the 1950's, its broadly based programming reinforced the variety approach with segments of the broadcast day devoted to the farmer and his areas of concern, general news, weather, sports events, public service, politics and subjects of interest to women. Road conditions, school closings, strayed animals, all were reported to the

Stump Us Gang entertained the housewives with a daily program of prizes and musical quizzing. Gang consisted of Wayne Van Horn, Ike Everly, Eddie Comer, Paul Oliver, M.C. Terry Moss, Steve Wooden, Dave and Ray Lehman.

listeners whose loyalty to KMA supported such personalized attention.

Farmers wrestled with the pork emergency, livestock outlook and cloud seeding in the Fifties. Because service to the farm community has always had top priority at KMA, the station sponsored meetings in Shenandoah in 1953, 1954 and again in 1955 so the farmers could get together and discuss their mutual problems. KMA sent its farm director along with the press corps to report on a tour by Russian delegates who came to study and compare agriculture in Iowa with their own.

On the lighter side, thousands of women thronged to the KMA Homemakers Cookie Teas and the first KMA baseball excursion took a contingent of fans via train to Kansas City to see the K. C. Athletics play the Cleveland Indians.

1959 was the year that a windstorm downed two of the three KMA transmitting towers.



1950's



Edward May talked with President Harry Truman after the President spoke at the 1952 Harvest Jubilee in Shenandoah which KMA broadcast.



The Everly Family



The Double Daters — Curly Dale, Lyn and Betty Solfin and Merl Douglas.

The 1960's recorded important internal changes at KMA Radio. For the first time in its history, KMA moved into a new building specifically designed for broadcasting. On Dec. 4, 1963, broadcasting began in the KMA Radio Center which houses the very latest technical communications equipment and offices for managerial and clerical staff. It also contains a Hall of Fame and artifacts related to KMA history which attracts tourists. The station noted the arrival of a new manager, Norman Williams succeeding Anthony Koelker who had been with KMA for fourteen years. A new transmitter was installed in 1968 relegating the old 1952 model to standby status.

Secret Service agents swarmed over Shenandoah and KMA and May Seed in particular in 1966 when Vice President Hubert Humphrey came for Shenandoah's Farm-Industry Day on September 17. The Vice President spoke from a platform located between the May company buildings before one of the largest crowds assembled since the days of the Jubilees.

Another large crowd crammed into the auditorium when KMA spearheaded a meeting on the meat import crisis. Over 5000 livestock men talked and questioned Iowa and Nebraska governors and the assistant secretary of agriculture at that session.

Programs

- 5:00 a.m. Town and Country Hour
 - 6:00 a.m. News and Weather
 - 6:15 a.m. Western Star Time
 - 6:30 a.m. Merrill Langfitt
 - 7:15 a.m. Frank Field
 - 7:30 a.m. Markets
 - 7:35 a.m. Let's Go Visiting or
 - 7:35 a.m. Lawrence Welk's Show
 - 7:45 a.m. Morning Headlines
 - 8:00 a.m. Take 30 for Music
 - 8:30 a.m. Bernice Currier
 - 9:00 a.m. Breakfast Club
 - 10:00 a.m. Kitchen Club
 - 10:15 a.m. Housewives Serenade
 - 10:30 a.m. Florence Falk
 - 11:00 a.m. Back to the Bible
 - 11:30 a.m. Tennessee Ernie
 - 11:45 a.m. Morning Markets
 - 12:00 Noon Dean Naven, news
 - 12:15 p.m. Edward May
 - 12:30 p.m. Jack Gowing
 - 12:45 p.m. Markets
 - 1:00 p.m. Frank's Letter Basket
 - 1:15 p.m. Lawrence Welk's Show
 - 1:30 p.m. Tommy Burns' Show
 - 4:00 p.m. Mike's Matinee
 - 5:00 p.m. Kiddie Korner
 - 5:30 p.m. Corn Country Jamboree
 - 5:30 p.m. Sparta Polka Band
 - 6:00 p.m. Farm Bulletin Board
 - 6:15 p.m. Sports
 - 6:30 p.m. Ralph Childs, news
 - 6:45 p.m. Edward May
- Night time programs included music, Mysterytime, Ralph Childs, news; Dance to the Bands.

Another throng came for the KMA sponsored Vacation Showcase at Sportsman park.

Fulfilling the meaning of the old slogan of KMA — Keep Millions Advised — KMA warned of the 1964 tornado which struck the community of Yorktown east of Shenandoah, and then served as a clearing house for help for the victims.

"Price Pickets" proved to be a valuable in-depth program of information for consumers in the dawning age of consumerism as KMA aired statistics on food prices and boycotts in 1966.

Another public service performed by KMA was a year-long focus in 1967 on safety, using the motto "Keep Me Alive" on the air. Staff members conducted Defensive Driving Classes in various towns. Cooking demonstrations at the Meat-a-Rama, corn and soybean clinics with the KMA farm department attracted more thousands of homemakers and farmers to Shenandoah. Two events at the Joe O'Hara farm sponsored by KMA again brought farmers out to watch the Minimum Tillage Day operation and the Fall Harvest Field Day as the follow up.



KMA RADIO CENTER BUILT

Radio KMA moved to its new building in 1963 and began broadcasting there on December 4. Designed specifically as a broadcasting station, it utilizes the latest in electronic equipment. The master control room, part of which is shown below, positions the announcer so he can originate programs live or aided by tapes, and play tape cartridges and records. As called for, he can switch to the network, another studio, a remote broadcast site, monitor the transmitter, the temperature and wind gauges and hear the alarms for bulletins on the news wires. Housed in the building are all clerical, sales, accounting and managerial offices in addition to two recording laboratories, a main studio and a news studio, news wire service room, record library and conference room.



For weeks advance government personnel checked out the May building, KMA and adjacent buildings preparing for the visit of Vice President Hubert Humphrey. He came for the 1966 Farm-Industry Day and spoke from the platform set up on the street outside KMA where he is shown in the picture. Seated behind him are Mrs. Earl May and Edward May.



Coverage of the Yorktown tornado took KMA's Dean Naven, Jack Gowing and Tom Beavers to the devastated village. With them is John Rydel, county agent.



1960's

Interested farmers from eleven states gathered at the Joe O'Hara farm near Shenandoah to watch the actual cultivation on Minimum Tillage Field Day.





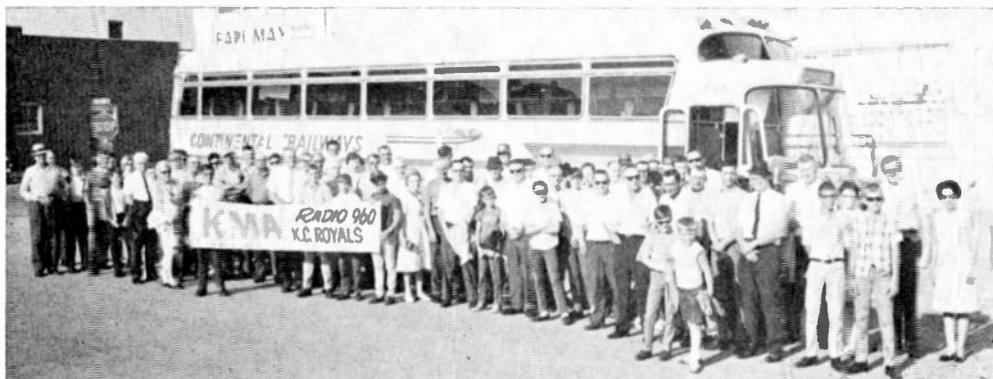
Reminiscent of the Jubilee Days, crowds converged on KMA Radio during its 40th anniversary celebration in 1965. President Edward May presented his mother, Mrs. Earl May with a bouquet of roses following her welcoming speech at the main afternoon program on the outdoor stage in front of the KMA building. Surrounding them on the stage is the Strategic Air Force Band which played and marched in the opening parade. Other highlights included a queen contest, stage shows, square dance, political speakers, wrestling match and pie eating contest.



KMA HomeMaker Billie McNeilly fixed meat at Meat-a-Rama and joked with her assistants also from KMA, Tom Beavers and Evalyn Saner.



After they made the "big time," the fellow who knew them when, Warren Nielson interviewed singers, Phil and Don Everly for KMA.



KMA sponsored tours to baseball games have been going on for years. This one led by KMA's Bruce Pileler (2nd from far right) went to see the Kansas City Royals in 1969.



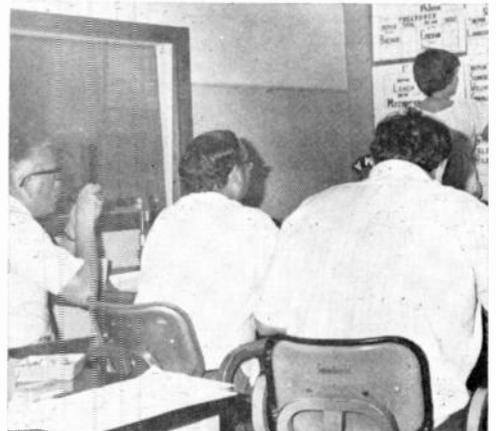
The Creative Kitchenry Homemakers School sponsored by KMA filled the new armory in Shenandoah with women from the four-state area. That's guest speaker Joyce Siefering on stage, being assisted by KMA Women's Director Brenda Kay.



In keeping with KMA's policy to give public service, KMA and its staff devoted many months to teaching classes in driver improvement.

Personalities

Curly Dale, Betty and Lyn Soflin, Bill Hare, Florence Falk, Joe Lahader, Buck Dilley, Wes Haines, Mike Heuer, Don Joe, Dave Allan, Garry Owen (Altman), Tommy Burns, John Springer, Jack Rainbolt, Harry Ebbesen, Martha Bohlsen, Art Bauer, Gary Hall, Alan Austin, Tom Beavers, John Russell, Jerry Elton, Dick Jeffries, Jerry Shell, Slim Mays, Dean Naven, Jack Gowing, Dick Miils, Jim Ross (Lightfoot), Darel Bargar, Joni Bailion, Billie McNeilly Oakley, Jo Freed, Tony Koelker, Cliff Adams, Connie and Bonnie Linder, Marlon Hilding, Grover Ruwe, Hal Mann, Bruce Pilcher, Duane Johnson, Mike LaPorte, Ron Shoeman, Larry Miller, Fritz Limbacher, Bob Tarbell, Tom Taylor, Jack Mihall, Sam Lee, Jack Reynolds, Bruce Ridnour, Christy Hall, Bill Oellermann, Dave White, T. J. Mikkelsen, Nancy Maher.



Each election finds the news team working till wee hours to give the most complete returns of area contests.

A LOOK AT THE PRESENT . . .

The 1970's with only half of them gone, are already marked by changes. Old time radio personalities—legends in their own times at KMA, are retiring like Frank Field who for 34 years was KMA's weather, garden and you-name-it expert. Countless listeners set their clocks by Frank and his old "wooden axle's whistle." Preceding him to retirement was the newsman's newsman, Ralph Childs who took the occasion of his 65th birthday in 1973 to conclude 39 years of full time news editing and broadcasting, 34 of those for KMA. Carl "Andy" Andersen became Station manager in 1971 as Norman Williams moved to KMTV.

It was July 9, 1973 that marked the death of Gertrude May, widow of the founder of KMA. And although it had been many years since she had broadcast on KMA, her suggestions throughout the years were extremely important in shaping the activities of both May Broadcasting Company and May Seed and Nursery Company.

For several weeks, KMA swept the radio audience back on a wave of nostalgia culminating with the "Old Timers Night Talent Hunt" which was broadcast live from Park Playhouse Dec. 12, 1973.

In an era of women's lib, the Creative Kitchenry and Women's Exposition still proved to be of interest to the thousands of women who drove to Shenandoah to watch the live demonstrations.

The Seventies saw a veritable spate of awards come to KMA with the news and farm departments earning many of them. Visible evidence of these prizes adorn the halls of the Radio Center.

Coincidentally, as KMA looks to its 50th anniversary, came the most appropriate

and fitting prize of all in June, 1975 when Earl May was enshrined in the Iowa Hall of Fame by the Iowa Broadcasters Association.

The posthumous award was accepted by Edward May, President of May Broadcasting Company. Also present at the ceremonies were Earl May's daughter, Francis Rankin and her husband, J. D. Rankin, Jr., Vice President of May Broadcasting and Carl "Andy" Andersen, KMA Station Manager, and Owen Saddler, Executive Vice President and General Manager, and Norman Williams, Vice President and Assistant General Manager, of May Broadcasting Company. They were accompanied by their wives.

The Iowa Broadcasters Hall of Fame was established to honor pioneers in broadcasting in the state and persons who have made exemplary contributions to broadcasting in Iowa.



Frank Field signed off the air in January, 1974 bringing to a close 48 years of broadcasting. Reminding him of past events that day were Carl "Andy" Andersen, leaning over in the picture; Edward May, Ralph Childs and Wayne McMannama.

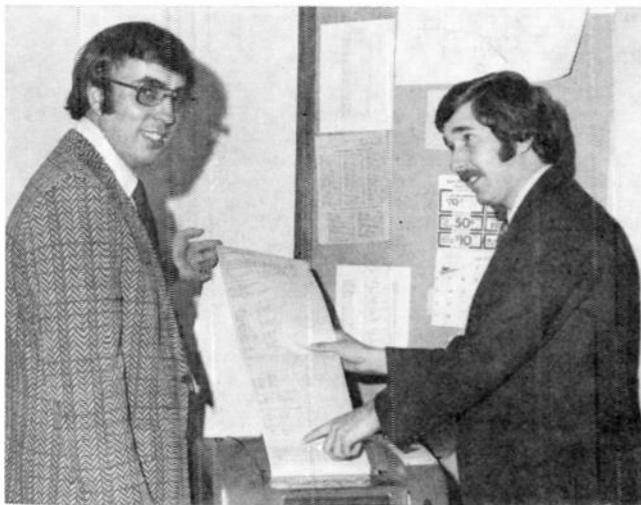


Award winning news teams continue to make KMA Radio the authentic voice of news for the four-state region. Winning two prizes over 105 stations at a 1973 competition were Ned Dermody, Bill Oellermann and Ralph Childs. A few months later, Childs, the recognized dean of the midwest news corps, went into semi-retirement after 39 years of radio news editing.

KMA Staff Today

FARM SERVICE —

From the beginning, service to the farm community has been a primary concern of KMA. To keep abreast of farming activities, KMA has two farm broadcasters trained especially to cover events and meetings of interest to farmers. They are Steve Hoefing and Lynn Ketelsen.



Between them they communicate 22 hours of information weekly keeping farmers up-to-date on timely agricultural events and legislation; interviewing leading figures in agriculture; in addition to giving news and commentaries on livestock and grain market activities. Augmenting their personal reporting is the L-F-M wire service which relays immediate details on all markets to KMA.



SPORTS — With a full-time Sports Director, KMA covers every phase of sports, bringing the most complete, comprehensive sports coverage to the area. In this position, Warren Swain ranges over the region with his play-by-play microphone to bring a full schedule of all local and regional games of interest plus following the Iowa State football and basketball teams. KMA is one of the original Kansas City Royals network stations, carrying all their games and sponsoring bus trips to see them. ABC network complements Swain's personalized approach keeping KMA sports fans up-to-date on all aspects of sports.



WEATHER — KMA provides the most complete weather available. In the morning "Mac" tells it like it is and will be when he reports at 7:15 a.m. Wayne McMannama (below) who has had years of experience with the Earl May Seed and Nursery Company and with his own farm south of Shenandoah talks about gardening and crops with first-hand knowledge. At 12:15 p.m. Edward May in his friendly chat updates all weather information so that KMA listeners always know what is in store weatherwise.

NEWS DEPARTMENT —

When news happens in the KMA area, the professional news team headed by Ned Dermody, Director, reports it in a comprehensive manner. Backed up with the latest equipment — six electronic teletype machines, UPI and AP and an NOAA weather wire, KMA receives instant details on world, national and regional news. Add 200 daily contacts and the May Broadcasting plane and the news team is ready for any eventuality. A separate news broadcast booth is fully equipped to record actualities or correspondents' reports from the ABC Network.



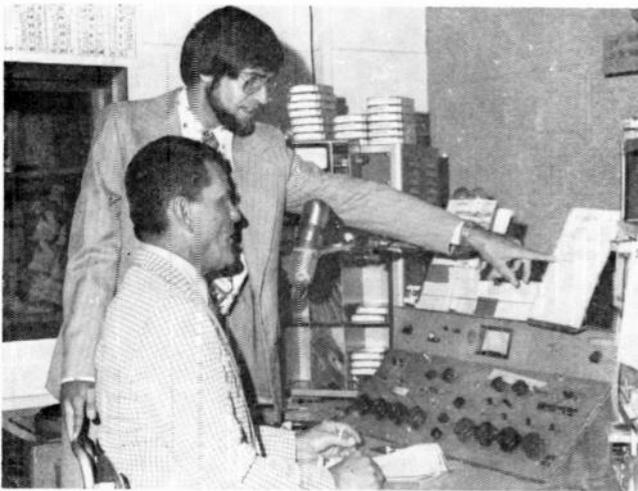
ties or correspondents' reports from the ABC Network.



News team includes Ned Dermody, Bill Bone, associate news director, above; Kathie Cross, left; and master journalist, Ralph Childs, below.

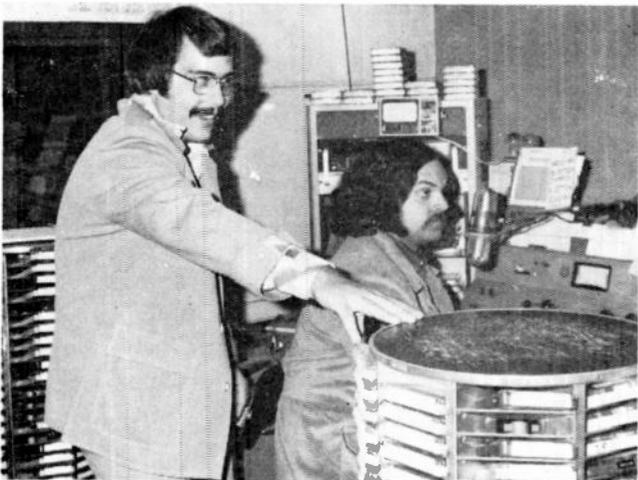


WOMEN — Programs of special interest to women cover many facets on Brenda Kay's "Living Today" show at 10:30 a.m. daily. A professional home economist, Brenda Kay concentrates on bringing the latest information to her listeners, varying her program with interviews and special events coverage. Once a week on "Potpourri," a special adjunct to her show, listeners can call to ask questions on the topic under discussion by Brenda and her guests. Employed as full-time women's director, Brenda is in great demand as a speaker, contest judge and commentator and travels throughout KMA-land making personal appearances.



ANNOUNCING STAFF -

Presentation of program material and operating the controls are the main duties of the announcing staff. From the position of power at the control board, the announcer becomes a busy person choosing records to play, running tapes and cartridges, plugging in the right lines for studio, remote or network, broadcasts. Mike Goodin as Operations Director and Program Manager coordinates and produces special programs and supervises all air personnel. You can hear him in the morning after long-time favorite Merl Douglas has put the station on the air. Afternoons, the announcers hosting the shows are Don Hansen and Gaylord "Mac" MacDonald (center). The music is to modern adult taste. Rounding out the disc jockeys are the weekenders Darrell Murphy and Henry Schnoor (below) who spend the rest of their time farming.



MANAGERIAL AND TRAFFIC

— Veteran KMA staffer Evalyn Saner can assist in practically all departments, and as Office Manager, she takes care of correspondence, assists personnel and serves as an information specialist when she greets visitors entering the Radio Center. Standing beside her in the picture is Nancy Stotts whose Traffic Department job requires making up the daily log which records everything you hear on KMA, listed at their exact times to the second.



CONTINUITY — Writing commercial copy for advertisers on KMA is the main task of Lynn Padilla of Continuity and her assistant, Marsha Broyles. They take the information, write the scripts and devise the production, using sound effects and music to add variety to the advertising effort.



SALES DEPARTMENT — The sales staff contacts firms across the nation and KMA land to assist in their advertising needs. In charge of national accounts is Station Manager "Andy" Andersen who is pictured on page 34. Collaborating with the local advertisers are account executives, Larry Hill, Barbara Ginger, on the left in the picture, and Dominic "Dee" Martin, right. Also pictured is Paul Fry, Regional Sales Manager, who covers the broader KMA four-state area.

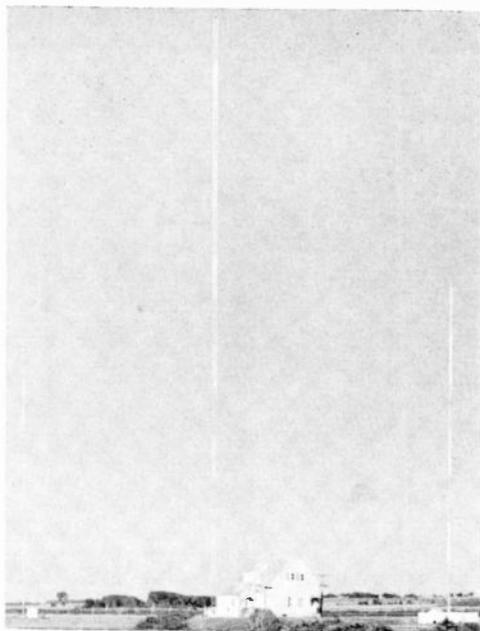
ENGINEERING —

Each of the three engineers for KMA has been with the company over 25 years. Their function is to install, operate and maintain the broadcasting equipment which brings KMA to the listeners in the four-state region and to assist with production. Over the years they have employed a rotating work schedule which provides a constant monitoring and checking of the transmitter and studio during all broadcast periods. Left to right in the picture are Don Burrichter, Chief Engineer; Ralph Lund, and Norman Kling.



KMA GUIDE — Mary Williams (left, center) is Editor of the Guide which is published bi-monthly telling the news about KMA Radio station staff and the things they are doing. She also assists with promotion for the station and does other clerical duties.

PRINTER — In charge of printing all material needed in daily operation of the radio business is Wayne Briggs. (left, below)



TRANSMITTER —

KMA's towers north of Shenandoah are landmark.

ACCOUNTING —

Newest addition to the Accounting Department is the NCR 399 Mini-Computer. It is a valuable aid in keeping track of billing of all commercials that go out over the air. Earle Crowley heads the department assisted by Nadine Kelsey, who operates the Mini-Computer, and Marlys Meacham.



PRIVATE PLANE — Always available to cover any major event is the May Broadcasting Company plane. Kenneth Moles is the pilot. The plane pictured above is the fourth owned by the company. It is a 1975 Cessna 421 Golden Eagle purchased this spring. Its registration number is readily recognizable—N960EM. It has room for six or seven passengers and cruises at 250 miles per hour.

SWITCHBOARD —

Programs such as the Elephant Shop and Potpourri place extra duty on the May telephone switchboard operators. Lucille Lawson, chief operator and receptionist, handles those calls in addition to hundreds of other incoming and inter-office calls, visitors and the paging system during her daily routine. She is assisted by Joy Brownlee (seated) and Jess Cox (right).



SUMMER, 1975

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
 5:45 a.m.—Markets
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—RFD 960 - Steve Hoefing
 7:00 a.m.—KMA News
 7:15 a.m.—McMannama - Weather
 7:30 a.m.—Paul Harvey - AERN
 7:35 a.m.—Markets - Steve Hoefing
 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.—Mid-Morning Report
 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.—Farm Features
 11:35 a.m.—Omaha Market Reports
 11:45 a.m.—Markets - Lynn Ketelsen
 11:55 a.m.—Captain Stubby
 12:00 Noon—KMA News
 12:15 p.m.—Ed May - Weather
 12:30 p.m.—Midwest Farmer - Lynn Ketelsen
 1:00 p.m.—KMA News/Weather
 1:05 p.m.—AERN News
 1:10 p.m.—KMA Sports
 1:15 p.m.—Paul Harvey
 1:30 p.m.—AERN News
 1:35 p.m.—Music
 2:00 p.m.—KMA News
 2:05 p.m.—KMA Markets
 2:10 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
 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.—Stock Market Final
 5:20 p.m.—Commodities Report
 5:25 p.m.—Harry Reasoner - AERN
 5:30 p.m.—KMA Sports
 5:40 p.m.—Keith Jackson - AERN
 5:45 p.m.—AERN News
 5:50 p.m.—Agenda
 5:55 p.m.—Pocus '75
 6:00 p.m.—KMA News/Weather
 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.—AERN Commentary
 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.—Music
 11:00 p.m.—KMA News
 11:05 p.m.—Music
 11:30 p.m.—AERN News
 11:35 p.m.—Music
 11:55 p.m.—KMA News
 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 & Music

6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—RFD 960 - Steve Hoefing
 7:00 a.m.—KMA News
 7:15 a.m.—McMannama - 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.—Mid-Morning Report
 10:15 a.m.—Music
 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 - Lynn Ketelsen
 1:00 p.m.—KMA News/Weather
 1:05 p.m.—AERN News
 1:10 p.m.—KMA Sports
 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.—KMA Sports

5:45 p.m.—Hunting & Fishing
 5:55 p.m.—Focus '75
 6:00 p.m.—KMA News/Weather
 6:15 p.m.—Music
 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
 7:30 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
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF

MUSIC POLICY
 5:00-6:00 a.m.—Country/Western
 6:00-7:00 p.m.—MOE
 7:00-12:00 M.—Country/Western

SUNDAY
 6:30 a.m.—KMA News/Weather
 6:40 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 a.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
 10:00 a.m.—KMA News/Weather

10:05 a.m.—Tarkio College
 10:20 a.m.—Education Today
 10:25 a.m.—Clarinda Mental Health
 10:30 a.m.—Word of Life
 10:45 a.m.—Music
 11:00 a.m.—Christian Crusaders
 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.—Music
 1:30 p.m.—KMA 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.—Music
 8:00 p.m.—60 Plus
 8:30 p.m.—News
 8:35 p.m.—Issues and Answers
 9:00 p.m.—Music
 9:30 p.m.—AERN News
 9:35 p.m.—Billy Graham
 9:58 p.m.—KMA News/Weather Sports
 10:05 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
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF

MUSIC POLICY
 Light Classical & Show Tunes

PROGRAMMING SUBJECT TO CHANGE DUE TO SPORTS EVENTS.

AWARDS KMA HAS WON THROUGH THE YEARS

Hall of Fame, Pioneer Broadcaster Earl May, 1975, by Iowa Broadcasters Association. World's Most Popular Announcer for 1926—Earl E. May, winner of the 1926 Radio Digest Gold Cup Award.

From those most distinguished awards, KMA has continued Earl May's award-winning ways, adding countless plaques and certificates lauding either broadcasters, programs or both. Too numerous to list, the prizes denoting excellence cover a variety of services provided by KMA.

Rated the No. 1 Farm Station in the nation, KMA was presented the prestigious Variety Magazine national farm service award in 1939 and again in 1946. KMA's farm department has added many laurels in the intervening years to that national prize.

Long recognized as an outstanding news station, KMA's excellent coverage of the 1944 Republican and Democratic conventions in Chicago with Ralph Childs merited a request by NBC Network for Ralph to appear on a special network program. Since then, the News Department has been the recipient of many awards, the most recent from the Northwest Broadcast News Association for news documentaries in 1967, 1972, and 1973 and for spot news in 1973. It was in 1972 that KMA news walked away with the top prizes for documentary and spot news at the Iowa Broadcast News Association.

Among the more recent prizes garnered by KMA Radio are the 1972 School Bell Media Award for Service to Education presented by the Shenandoah Education Association; the sponsor's award from DeKalb Press Days and the award for outstanding contribution to broadcast education in 1974, presented by the national honorary broadcasting fraternity at Northwest Missouri State University at Maryville.

Some of the many other commendations have come from the National Safety Council, Radio Pioneers, Lions Club, Jaycees, American Cancer Society, Chamber of Commerce, 4-H, Missouri State Highway Patrol, MFA Insurance, weather bureau and American Lung Association.

EXECUTIVE

OFFICE — Sharing an office in May's building are Laurine Lundgren, left, who is Executive Assistant, and Joyce Dobernecker, Executive Secretary, to the managing executives of May Broadcasting and May Seed and Nursery Companies. Their office adjoins that of Edward May, J. D. Rankin, Jr., and James Shaum.



PERSONNEL DIRECTOR —

Roger Parkins serves in this post for May Seed and Nursery and May Broadcasting Companies. His duties among others include hiring, employee benefit programs, workman's compensation, wage and salary studies.



MAY BROADCASTING EXECUTIVES

In the expanding business operation of May Broadcasting, Chairman of the Board and President Edward May relies on the management team composed of the executives of May Broadcasting shown on this page.



Owen L. Saddler
Executive Vice-Pres.
and General Manager



J. D. Rankin, Jr.
Vice President



Norman W. Williams
Vice-Pres. and
Asst. Gen. Manager



George W. Wallace
Vice-Pres. and
Gen. Mgr. KGUN-TV



James B. Shaum
Secretary



Frances M. Rankin
Treasurer



Ray Schroeder
Vice-Pres.
Engineering



Carl R. Andersen
KMA Station Manager

A LOOK AT THE FUTURE . . .

After a half century of broadcasting it would be tempting to sit back and relive those exciting first fifty years of KMA. Not many radio stations in the country have a history that covers a span of so many years.

Much could be written about events of the first fifty years. However, as much as we enjoy nostalgia, our enthusiasm for the future prevents us from devoting too much time to the past, but we hope you have enjoyed reminiscing with us in these pages.

Frankly, we view the future with unequalled enthusiasm. Unquestionably we will see many technological advancements in the next few years, many of which will undoubtedly be revolutionary. We all like improvements and I feel the majority of these changes will add to the scope of radio. I assure you we will try to keep abreast of any developments in order to continue to have the newest and the latest technological advancements in order to bring you the best signal possible.

Without exception, all of us at KMA are proud to be a part of this exciting thing called radio. On behalf of the present KMA staff, together with the countless numbers who at one time or another have been a member of the KMA family, I promise you continued good listening on Radio KMA.

Edward W. May



Three generations of broadcasters in one family on their own radio station is the record set by the Mays—unique in the annals of radio history. Based on the solid foundation laid by pioneer Earl May, carried forward progressively by his son, Edward May, the family enterprise looks expectantly to a future with Edward May, Jr. Now studying communications in college, Ed, Jr., has been preparing to return to Shenandoah and KMA. The three generations are depicted in the picture. Ed, Jr., is holding the first KMA microphone and Edward May holds the famous Radio Digest Gold Cup won by Earl May.

MR. PHILLIP JOHNSON
790 STATE STREET
GARNER, IOWA 50438

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601

JAN



Staff of KMA during 50th anniversary: Front row: Barbara Ginger, Marlys Meacham, Nancy Stotts, Nadine Kelsey, Lynn Padilla. 2nd row: Mary Williams, Marsha Broyles, Don Burrichter, Edward May, Ed May Jr., Warren Swain, Ned Dermody. Back row: Don Hansen, Mike Goodin, Steve Hoefing, Earle Crowley, Bill Bone, Paul Fry, Merl Douglas, Wayne McMannama, Lynn Ketelsen and Carl "Andy" Andersen. Missing from the picture are: Ralph Lund, Ralph Childs, Norman Kling, Evalyn Saner, Gaylord MacDonald, Darrell Murphy, Henry Schnoor, Brenda Kay, Dee Martin, Larry Hill, Kathie Cross.

The KMA Guide

JULY-AUGUST, 1975

Fol. 32

No. 4

The KMA Guide is published every other month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Carl Andersen, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (6 issues) in the United States, foreign countries, \$1.50 per year. Allow one month notice for change of address and be sure to send old as well as new address and zip.