

The

KMA GUIDE

May, 1971



COVER STORY

The KMA Guide

MAY, 1971

Vol. 28

No. 5

Children are appropriate for the May Guide cover for a couple of reasons. May is the month for Mothers, and it is also a delightful month for flying kites.

Jeff Patterson, age 2½, and Peter Mullison, age 4, are having a great time trying to fly a kite at the Earl May trial grounds. Jeff is the son of Pat and Sue Patterson. Pat is local sales manager for KMA. Peter's parents are Dick and Ardene Mullison. Ardene is Traffic Manager at KMA.

Guide photographer, Mike Goodin, was on hand to snap this and to take a turn at flying the kite.

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Doing double duty for the Guide these days is Mike Goodin. He serves as KMA photographer and collects those chuckles in his column "It's A Goodin'." Maybe that is why his eye is whirling in orbit. However, Mike practices every day to control the movement of his eye which he demonstrates in this picture.

(Sentinel Photo)

A Chat With Edward May



While trying to decide what to write for this column, I was looking through a window at a beautiful Magnolia tree in full bloom. This made me think of what a wonderful time of the year this is when Nature once again begins her cycle, resulting in a progression of unequalled beauty.

This made me think of an article entitled, "The Growing Season." With apologies to its author, Margaret Troutt, I would like to use the article in my column.

"Spring housecleaning is a job that most of us know has to be done sooner or later. The other day I decided to get started, but got sidetracked in the basement when I came across the seed catalogue we ordered a few weeks ago.

"Have you ever thumbed through a seed catalogue and started to daydream? As I looked at the pictures of those gay-colored flowers, they reminded me of women I know or observe every day.

"The roses, so beautiful with their soft velvety petals, ranging in color from crimson to pure white, were the women who dress with impeccable taste, are always well-groomed, and fun to be around—except that sometimes, like the roses, they prick us with thorns of sarcasm, ridicule, or criticism.

"Carnations, those sturdy, strong, everyday kind of flowers, were the young mothers who go about their daily work with no fanfare, ministering to their families with love and understanding.

"And hyacinths were the older mothers—round, plump, sweet ones with all the sharp corners worn off.

"The snapdragons, because of their name, had to be the belittlers we meet so often. What an unhappy crowd they are, snapping at everyone who touches them.

"Across the page were the dwarf marigolds. They are such neat, prim, bright little flowers and look so sweet, but have rather an offensive odor. A great disappointment—those marigolds—just like the women who have so many good traits but spoil them by the little unpleasant things they do or say.

"Next were the gladioli—such strong, stalwart flowers. They remind me of women who never lean upon anyone, but stand alone. We often speak of them as "born leaders." Fine, wonderful women they are, except that sometimes if they can't lead the parade, they refuse to march. Things can get complicated when too many of them get together.

"Then there were so many others—gay, yellow daffodils—happy women with sunny dispositions and even temperaments; bright red poppies—courageous women who keep their heads high in the face of adversity, who minimize their own troubles and try to help with the problems of others.

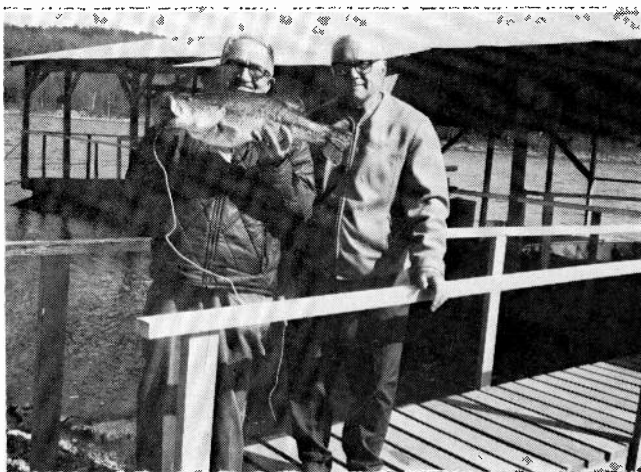
"Toward the back of the catalogue were ads giving sure-fire methods of getting rid of dandelions.

"I closed the book, wondering just which flower I resembled. Most of us could find a trace of ourselves in several of them. But it is comforting to know that although we may sometimes show our thorns or snappish tempers, even be a nuisance like the dandelion, we do not need to remain static. A rose cannot be changed into a carnation, nor a snapdragon into a lily.

"But our natures can be changed. By the grace of God, we can weed out the traits that destroy our usefulness, and cultivate the strength and beauty that will blossom under His love."

FRANK COMMENTS

In last month's Guide, I warned you folks that Jennie and I might turn up missing about the fourth week in March as we were getting kind of tired staying home all the time. The picture on this page will give you a pretty good idea of what we had in mind. We arrived at Barnetts Resort on Table Rock Lake Wednesday afternoon, March 31st, and very quickly got acquainted with the new owners, Mr. and Mrs. Louie Cukjati who had taken the resort over in January. We couldn't have picked worse weather for fishing as the wind blew a gale for the four straight days that we were there. We couldn't get out on the big lake at all and had to fish around in the coves which were more or less protected from the strong winds. We had been warned ahead of time that the fish wouldn't bite to amount to anything as long as the wind was blowing so hard but that what we did get would be big ones. Everett and Flora Ivie from here in Shenandoah had the cabin next to ours, and Everett likes to fish just as well as I do. I was very glad that Everett was along when this fish hit my line in a cove pretty well filled with brush and dead trees. Luckily it was well hooked and I was using 20 lb. Mono-filament line so the big problem was just working him around those dead trees and through that brush and keeping him headed towards the boat. After fighting him for a little over 20 minutes I finally got him close enough so that Everett could reach down and put his thumb in his mouth and his fingers under his gills and flop him over into the boat. It weighed 8 lbs. and 3 oz. and measured 23¼ inches long. Needless to say, it is the biggest fish I ever landed on a rod and line.



This is the only really big fish we got as the rest of them ran mostly about 2 and 3 pounds apiece. The man standing by me in the picture is the new owner of the resort, and he says that this is the largest Large Mouth Black Bass brought in over his dock so far. Although that afternoon another fisherman landed one weighing 7½ lbs. in almost exactly the same spot where we got this one. Incidentally, that name of the new owner looks like a cough and a sneeze, but it is pronounced "cook yotty." It isn't so hard to pronounce after you get onto it. He is Slovenian and his folks came from what is now Yugoslavia. He had a very successful tavern in the Commercial District of Milwaukee until they decided to run a big freeway right through his location. This resort business was all absolutely new and strange to him at first, but Louie quickly got the hang of it and by now is practically an old timer at the job.

We left there Sunday morning, April 4 in a driving rain storm but we ran out of it in about 50 miles and had beautiful weather the rest of the way home. We heard later that they had something over an inch of rain and several inches of snow before it finally stopped. That is the same storm that gave St. Louis 6 inches of snow and up to as much as 18 inches a little farther over into Illinois. I am writing this column on April 14, and we are getting extremely dry here at Shenandoah. We have only had .02 of an inch of rain in the first half of April and nothing is indicated to amount to anything in the next week or 10 days. I put a fairly heavy application of lawn and turf food on our lawn last Saturday, and I always like to water the lawn very thoroughly right after it has been fertilized to dissolve the fertilizer and get it down into the ground where the roots can get a hold of it, so I kept the two sprinklers going for about 36 hours. I shudder when I think of what our water bill will be, but so what, a beautiful lawn is well worth what little it costs.

We had 82 degrees here in Shenandoah on Easter Sunday and apparently that was just what the shrubs and trees were waiting for. Monday morning everywhere you looked you could see Forsythias, Japanese Quince, Spirea Arguta, and even the Magnolias starting to open. The result has been a heavy rush on shrubs and trees in the Earl May Garden Centers across Missouri, Southern Iowa, and Southern Nebraska. The frost has been out of the ground here for a couple of weeks. Business is extremely heavy now on perennials and Tomato and Pepper plants.

R J D

With JACK MIHALL

Associate Farm Director

Weather will be a big factor in this year's production of corn, KMA land's number one cash crop, and whatever weather we get, it will be wrong.

Plant pathologists tell us, whatever weather is good for corn is good for rapid development of Southern Corn Leaf Blight, and that's bad for corn. Whatever weather is bad for growth of corn is also bad for Southern Corn Leaf Blight, and that's good for corn.

Cool, dry weather in the South early in the season will reduce the likelihood of epidemic later in the year.

According to the many pieces of information I receive at the KMA farm desk, it looks like we will have blight in 1971. Just how damaging we don't know.

The blight is already growing strong in Florida. In spite of efforts to obtain as much tolerant seed as possible, there will be millions of acres of susceptible corn this summer.

The environmentalists have gone too far. Permits to use a manure spreader may be required if a law setting up a Missouri Clean Water Commission is passed. That could be one aspect of House Bill 420 in the state of Missouri. Broad definitions of water contaminate and water contaminate source cover any substance in the water as a pollutant. The source of anything the new commission labels a pollutant — even a manure spreader — would require a permit.

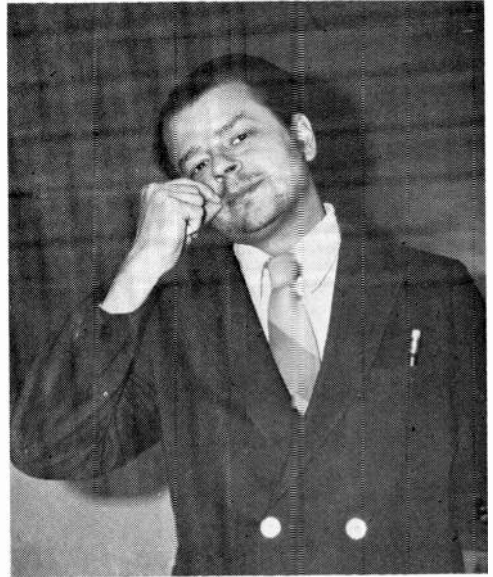
Under the law, most farm operators would have to get a \$50 permit on an annual basis. In some cases, farmers could be required to post bond. Also the farmer would be required to file an annual report. All these would cost the farmer time and money.

To add insult to injury, no person linked with a potential polluter can serve on the new water commission. Agriculture therefore would not be represented.

Certainly some farmers pollute streams in their farming activities. However, many are working to control their pollution problems with success under current law. Bill H. B. 420 would only add to their dilemma.

With Spring here in Southwest Iowa, many farmers are working the soil and applying liquid ammonia to the field. This reminder, ammonia should be used properly. Wear a face mask or goggles when working with ammonia. And have a supply of water with you at all times. In case of accident such as ammonia in the eyes, immediately wash with water. You have only a few seconds before total blindness. Don't depend on a water tank for the stock

near by. You won't be able to get there in time, and probably won't be able to see where it is with ammonia in your eyes.



KMA Associate Farm Director Jack Mihall who wrote the column this month has just started his beard for the centennial. It can barely be seen in this picture.

K. C. Royals Action on KMA

The May schedule for Kansas City Royals baseball on KMA is listed below:

May 1	— 1:10	— Baltimore
May 2	— 1:10	— Baltimore
May 4	— 4:10	— Cleveland
May 5	— 4:10	— Cleveland
May 7	— 7:40	— Detroit
May 8	— 12:55	— Detroit
May 9	— 1:10	— Detroit
May 10	— 6:40	— Baltimore
May 11	— 6:40	— Baltimore
May 12	— 6:40	— Baltimore
May 13	— 7:10	— Oakland
May 14	— 7:10	— Oakland
May 15	— 1:10	— Oakland
May 16	— 1:10	— Oakland (DH)
May 18	— 7:10	— Chicago
May 19	— 7:10	— Chicago
May 21	— 7:10	— Milwaukee
May 22	— 1:10	— Milwaukee
May 23	— 1:10	— Milwaukee
May 25	— 7:40	— Chicago
May 26	— 7:40	— Chicago
May 28	— 6:25	— Washington
May 29	— 6:25	— Washington
May 30	— 12:10	— Washington
May 31	— 1:00	— Boston (DH)

On Sports

The 1971 high school track season is in full swing. The KMA Sports Department has really been hopping. Our track coverage started with a triangular track meet at Nebraska City, March 23, between Shenandoah, Syracuse, Neb., and Nebraska City. On March 27, KMA Sports attended the UN-O High School Indoor Track Meet in Omaha. Here's a list of the April track meets that KMA Radio Sports has covered: Triangular track meet between Atlantic, Red Oak, and Clarinda, Tarkio College Tri-State High School Meet, Cardinal Relays at Clarinda, Cardinal Relays at Shelby, Bluejay Relays at Rock Port, Mo., Council Bluffs Relays, Mustang Relays at Shenandoah, Cyclone Relays at Harlan, Blackhawk Relays at Nishna Valley High School, Big Red Relays at Missouri Valley, Tiger Relays at Red Oak, Twin Rivers Conference Track Meet at Nebraska City, Corner Conference Boys Track Meet at Shenandoah, Drake Relays, Boyer Valley Boys Conference Track Meet at Logan, Bluejay Relays at Villisca, Grand River Conference Track Meet—Maryville, 275 Conference Track Meet, SE Border Conference Track Meet, Corner Conference Girls Track Meet at Nishna Valley, and Trojan Relays—Atlantic.

The cold weather at the beginning of the track season has had its effect on track performances, so far, in the KMA area.

Here are the KMA-area leaders of the southwest Iowa track chart:



Warren Swain presents Farragut Coach Leon Plummer with the victory cup.



KMA Sports Director Warren Swain and Mike Goodin presented the game ball on a victory cup to the Farragut Adettes who won the Iowa State Girls Basketball tournament. The ball is shown here beside the State Trophy.

RUNNING EVENTS

- 100 Yard Dash - Rick Robinson - Creston
- 220 Yard Dash - Les Chitsulo - Atlantic
- 440 Yard Dash - Tom Dovel - Red Oak
- 880 Yard Run - Kelly Baier - Griswold
- Mile Run
Doug McMains - Treynor
- Two Mile Run
Mark Skahill - Villisca
- 120 High Hurdles
Randy Betts - Atlantic
- 180 Low Hurdles
Scott Ruch - Ar-We-Va
- 440 Yard Relay — Creston
- 880 Yard Relay — Manning
- Mile Relay — Creston
- Mile Medley — Council Bluffs St. Alberts
- Two Mile Relay — Atlantic

FIELD EVENTS

- Shot Put
Matt Byrnes - Jefferson
- Discus
Paul Fell - Mt. Ayr
- High Jump
Barry Floyd - Council Bluffs Tee Jay
- Long Jump
Steve Little - Jefferson
- Pole Vault
Jeff Akers - Creston

JACK REYNOLDS

On News

WHAT IS BROADCAST NEWS?

Many think the word news is simply an abbreviation of the four points of the compass: north, east, west, and south. It's true, news does flow in from all parts of an area, but actually the word is derived from "new" with an "s" added. Probably one of the best definitions of news says it is, "tidings or intelligence of new or hitherto unknown things." What qualifications do broadcasters consider when looking for news? These nine fundamental elements stand out above all others; timeliness, propinquity, prominence, conflict, suspense, consequences, oddity, human interest and sex. Rarely will any one story contain all nine and many stories that make the air have only one.

Timeliness is the ability of the radio or television broadcaster to report news instantly; either as it is happening or a few minutes thereafter. Broadcast news has been called "history on the wing" and has all but killed the "extra" editions of newspapers.

Webster defines propinquity as, "nearness in place or time." The more intimate the news is to the listener, the more interest there will be in it. Weather stories and anything that affects the listener's pocket-book are always high on the list. Propinquity can also be geographical. Residents of Clarinda, Iowa, would tend to be more interested in the construction of a new hospital in the area than an eruption of a volcano in Haiti. However, the Haiti story would suddenly take on great importance if several Clarinda residents had been at the scene of the eruption and possibly injured.

There are two categories under prominence: people and places. If the mayor's son is picked up for drunken driving, it is obviously more important than the same thing happening to a youngster from a family not well known . . . in the mind of the listener that is. An example of prominence of place: if someone was shot to death in the lobby of the Earl May Seed Company building it would be of more interest to most in the area than if the same thing were to happen in the back of some local bar.

As for conflict, every type has listener appeal. Whether

it be a sports contest, a war, race riots, strike troubles, or cops-and-robbers battles. Even conflicts between man and nature, floods, fires and tornadoes capture much attention.

Probably the most recent example of suspense was the Calley court-martial. When it was first announced, the lieutenant would be court-martialed it was a fairly good story, but as the trial progressed and the days passed, the suspense mounted and mounted and when the verdict was announced it was one of the biggest news stories in the world.

Consequences simply pertain to those incidents which will have an effect on the life of everyone. Stories about new drugs, fighting in different parts of the world, space exploration, new uses for computers and atomic energy all of which are interesting to the public because of probable consequences in their life.

The fundamental rule of journalism is that if a dog bites a man, it's not news, but if a man bites a dog it is. Anything which is of an odd nature or out of the ordinary always makes for great listener appeal. Examples happen every day. The Reverend who is arrested for fighting with police officers; the high school students who fabricate a UFO sighting for a sociology class experiment; the nun who plants a bomb in an office building — that's news!

Stories that appeal to the emotions are said to have human interest. There is no end to those that cause laughter, tears, envy, sympathy, or spark a burst of generosity.

As for sex, the subject cannot be avoided. The male-female relationship underlies all types of stories — crime, romance, marriage, politics and even international affairs. It has great listener appeal.

In conclusion, it is very rare for one to find all nine of these elements in a news story but nevertheless this is the criteria most news broadcasters go by in choosing their stories.



Billie Oakley spent some time with Jack Mihall on the Open Line recently.

ON THE
PARTY **KMA** **LINE**

When May 12 arrives, Sgt. **MIKE CHILDS**, son of KMA Newsman **RALPH CHILDS**, will be discharged from service. He has been stationed in Hawaii the past few months after serving in Viet Nam. He and his wife, **NANCY**, and son, **ERIC**, plan to move to Iowa City where Mike will attend summer school at the State University. He has one year of law school left.

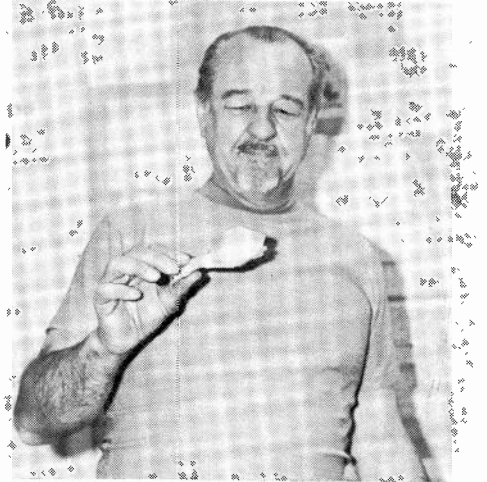
Miss **LORY WILLIAMS** who spent spring break with her parents, Guide Editor, **MARY**, and **CHARLES WILLIAMS**, was a member of the Western New Mexico University choir which gave 12 concerts in various schools throughout New Mexico and Arizona in late April.

Shenandoah High school sent **DAN ANDERSEN**, son of Sales Manager **ANDY ANDERSEN**, to the Drake Relays in Des Moines. Dan competed in the high hurdles. Results were not in by Guide deadline time.

Newsman **RALPH CHILDS** showed off his culinary art when he played host to **JACK REYNOLDS**, acting news director, and **MIKE GOODIN** and his wife, **JACKIE**. Ralph served them a homecooked chow mein dinner. Now everybody wants an invitation, Ralph.

Mothers of ancient German tribes had it made. Men considered all women divine and every day was Mother's Day for the ladies.

Small animals attract the girls in the KMA office even if they are stuffed like this koala bear. Music Director **MIKE GOODIN** received the toy at the station as part of a record promotion and as soon as he showed it the girls wanted to play with it. Mike quickly changed hats to become the Guide photographer and shot this picture of **ARDENE MULLISON**, **LYNN PADILLA**, **PAT TINNELL** and **EVALYN SANER** gathered around the bear.



KMA's answer to Colonel Sanders—Ralph Childs. Ralph is contemplating how to devour this tasty morsel without messing up his beard. That's a common problem for the brothers of the brush in this centennial town.



Everybody wants to pet the bear.

KMA salesman **DOUG SHEFFIELD** covers a lot of territory in his 442. All shiny after a wax job, this car is Doug's pride and joy.

Local Sales Manager **PAT PATTERSON** reports that approximately 35 riders left Shenandoah April 9 to ride their horses for the benefit of crippled children. Riders around the state raised a total of \$45,000 for the charity. Most of the group went on to Camp Sunnyside, north of Des Moines, for the final leg of the drive.

Feminine athletes are showing up around KMA too. **DARLA** and **DENISE**, daughters of **JACK MIHALL**, KMA Operations Director, are on the Farragut girls track team.

Another athlete from a KMA family is **TOM BOLDRA**, son of Salesman **DENNIS BOLDRA**. Tom pole vaulted 10 feet 6 inches and high jumped 5 feet 6 inches at the recent Mustang Relays. This is Tom's first year in track.

Chief Engineer **DON BURRICHTER** and his wife, **ESTHER**, took their daughter, **MARY**, back to Iowa State University at Ames after the quarter break was over.

PENNI STONER, daughter of KMA Salesman **BYRON STONER**, is cast as "Irma" in the SHS play, "The Mad Woman of Chailot." Penni also qualified for the state speech contest in the humorous division.

ED MAY who works at KMA after school hours looks over copy to present for a news feature. He is also one of the leading golfers of the SHS golfing team.



Sheffield gives this T. L. C.



Denise and Darla get on the mark.



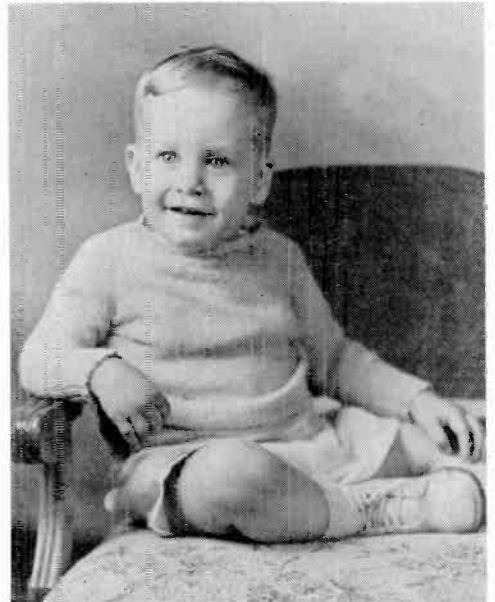
Ed May is in deep thought trying to choose the right story.



What better way to observe Mothers Day than to take a look at these babies from the past.



Ralph Childs with one of his childhood's favorite dogs, "Winkle." In the top picture in the basket is none other than Ed May, President of May Seed and Nursery and May Broadcasting.



This lad is KMA's acting news director, Jack Reynolds.



The date is August, 1895 and the little boy sitting in the chair is 16-month-old Frank Field. He claims he is saying, "You didn't forget my candy did you Mamma?"

Cover the captions under each picture and see how many of these KMA "boys" you can identify.



Just for comparison's sake, look at page 2 for another shot of this little fellow. That's right, it is Mike Goodin, KMA Chief Announcer.



Already busy with the phone at the age of two is Warren Swain, KMA Sports Director. Portent of the future—that phone—Warren.



A handsome lad of 11 months is Merl Douglas, KMA's morning announcer.

GUEST COOK for May . . . MURIEL CHILDS

Although her husband's hobby is cooking, Muriel Childs knows her way around the kitchen too, as these recipes will attest.

The mother of three sons and one daughter and now a grandmother, Mrs. Ralph Childs can cater to the clan or fix a bite for two. Muriel with Ralph's assistance owns and operates The Record Room in Shenandoah where you can buy records, music or musical instruments. However, she still finds time for her favorite pastime—reading.

SEA-FOOD TOMATO SALAD

- 1 c. tomato soup
- 3 pkg. (small size) Philadelphia cream cheese
- 1 envelope Knox gelatin
- ½ c. cold water
- 2 cups of a combination of chopped celery, onion, green peppers
- 1 c. sea-food (Tuna, shrimp, crab — your choice)
- 1 c. mayonnaise — or your favorite salad dressing

Heat soup and stir in gelatin dissolved in cold water. Add cheese. Cool, and add other ingredients. Pour into mold and chill. 12 servings.

This is a good dish to have ready for guests. Serve with potato chips or cottage-fried potatoes, hot rolls, and a relish tray.

* * *

NEW (?) PEAS

- 1 large package of frozen peas
- 1 small head of lettuce — shredded fine
- ½ t. salt
- 2 T. sugar
- 4 T. chopped onion

Combine, and add enough water to cover. Cover pan, and cook at moderately high heat. Boil rapidly for 20 to 25 minutes. Test frequently to see if peas are tender. When peas are tender, remove cover, and boil rapidly to remove excess moisture. Correct seasoning.

* * *

MEXICAN FRIED CHICKEN

- 1 fryer chicken
- 1 t. salt
- ½ c. flour
- 1 T. chili powder
- ½ c. fat or frying oil
- 1 onion, chopped
- 1 green pepper, chopped
- 1 c. tomatoes (I usually use a whole can.)
- 1 T. chili powder
- ½ c. rice (I usually use about ¾ cup.)
- Water (2 c. or less)

Salt serving pieces and roll in flour. Brown chicken in hot oil. Pour off excess oil, and add other ingredients. Salt. Cover, and simmer until done, about 40 minutes. Check from time to time to see that rice is in liquid. Turn chicken if necessary.

QUICKIE TUNA SALAD

(or Creamed)

- 1 can tuna
- 1 can drained tiny peas
- 2 T. finely chopped onion
- Salt to taste
- Your favorite mayonnaise or similar dressing

Chill. Good for sandwiches with a leaf of lettuce.

Creamed

- Drain tuna, and toss into a frying pan
- Add: 2 T. flour and onion
- Heat lightly, and stir until flour is absorbed
- Add: 1 cup rich milk. Stir until thickened. Add more milk if necessary.
- Add: drained peas, and salt to taste.

Serve over toast, hot biscuits, or mashed potatoes.

* * *

SOUPED-UP SALISBURY STEAK

- 1 lb. ground beef
- ¼ c. dry bread crumbs
- 1 egg, beaten
- ¾ t. salt
- ½ t. pepper
- 1 T. instant minced onion
- 1 can of cream soup — chicken, mushroom, celery — your choice
- ¼ c. finely chopped celery
- ½ c. water

Combine all ingredients except soup and water. Shape into patties, and brown. Combine soup and water, and pour over patties. Cover. Bake at 300 degrees for ½ hour. 4 servings. (This combination, without soup, makes a good meat loaf.)

* * *

MACARONI AND CHEESE

- ¼ c. chopped onion
- 2 T. butter or margarine
- 1 can cream of mushroom soup
- ½ c. milk
- 2 c. shredded Cheddar cheese
- 3 c. cooked macaroni (barely done)
- ½ c. chopped canned tomatoes

Cook onion in butter until tender. Stir in soup, milk, cheese. Heat until cheese melts. Stir often. Add macaroni and tomatoes. Pour into baking dish. Bake for 30 minutes at 350 degrees. Serves four.

STRAWBERRY PIE
(A luscious way to use one quart of berries.)

Mash 1 pt. berries

Add:

- 1 c. sugar
- ¾ c. water
- 3 T. cornstarch

Cook until thick. Cool. Pour into baked crust. Cut other pint of berries in half. Place over cooked portion. Cover with your favorite whipped topping.

* * *

When cooking a turkey, you should cook it completely—never partially to finish cooking later. It is safest to cook the dressing outside the bird. If you want to stuff it, though, do so right before roasting.

Billie Oakley Stuffs Artichokes

Hello There!

If you are reading this issue of the KMA Guide, while sunning yourself out in the fresh air, you are probably among the multitudes. How delightful is the freshness of spring after a winter that really puts its foot down.

Early this spring, I journeyed out to the Earl May Garden Center in Lincoln to appeal to Larry to get some "spring tonic" applied to my lawn. It's nice to know these amiable fellows will really care about the job they do for you. Of all the Earl May nursery stock they planted around my house, I have lost only three little bushes and, frankly, I think it was neglect on my part that caused that loss. Needless to say, I'm hooked on the Earl May Garden Centers!

I'm showing off a good friend and wonderful cook in the Guide this time. She is Louise Salerno from Omaha, pictured with me in the Martha Gooch Kitchen in Lincoln. Louise was born in Italy, but has made her home in Omaha since she was a girl. Many's the time she has called me after a KMA broadcast that she especially appreciated. Nice to have friends like this.

Last month was birthday month at our house. Little Ross Anderson was a year old. My son, John, and son-in-law, Ed, had birthdays within a couple of days of each other. Another good excuse to have a family party, complete with cakes and candles.

Take time out to enjoy this lovely month. Housework will wait while you take a walk with the youngsters. Look for wild flowers, watch the birds . . . let a little of nature's loveliness soak in and give you incentive for the days ahead. We're so fortunate to live in the midlands!

'Till next month . . . keep a smile on your lips!!!

Billie Oakley



Billie's friend Louise Salerno.

STUFFED ARTICHOKEs

5 cups grated Italian bread (3 or 4 days old)

2½ cups freshly grated Parmesan cheese

1 T. sweet basil

3 T. minced parsley

1 T. salt

1 T. coarsely cracked pepper

Artichokes

Toss crumbs, cheese and seasonings together lightly. Wash artichokes thoroughly. Cut off about ¼ of tops and stem. Remove bottom leaves. Drain on paper toweling. Spread leaves apart and spoon in stuffing mixture (dry). Set artichokes in a heavy baking dish. Add water one-third the way up on the artichokes. Sprinkle one tablespoon each melted butter (or dot with firm butter) and olive oil over artichokes. Cover baking dish and bake in 450° oven 1 hour or until tender. The steam cooks the artichokes and moistens the stuffing. Remove prickly "choke" in center before eating. NOTE: Artichoke stuffing is a versatile product which Mrs. Salerno keeps stored in a plastic bag in the refrigerator at all times. She uses it as a breading for veal, fish or other meats and in ground chuck she plans to use in meatballs.

What do you do with the giblets? If the poultry is to be roasted and broth is not needed for gravy, salt the giblets and neck and seal them tightly in aluminum foil. Cook the wrapped pieces in pan with the poultry. Giblets will cook in about the same time as the roast.

* * *

For a tangy chop suey, marinate generous cubes of pork in soy sauce overnight—in the refrigerator. Then follow your favorite chop suey recipe.

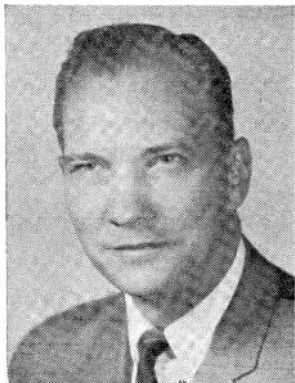
PROGRAM NEWS FOR MAY, 1971

Dial 960 — KMA — 5,000 Watts

NORM'S FORUM

By

Norman Williams
Station Manager



electronic video recording. His comments come on top of other ripples in the Federal government promoting the same kind of rural growth. Some industries like the Eaton Company, which recently started a major plant in Shenandoah, are leading the way to the re-vitalization of rural America. We hope other companies and divisions of government will move quickly to utilize our greatest natural resource — rural America.

Rural America has lost population during the past fifty years and with it political power. It would be interesting to see the problems of re-districting the state legislatures ten or twenty years from now if the population in the rural areas again becomes equal or dominant to the cities.

A New Rural Society

Dr. Peter C. Goldmark, President of CBS Laboratories, a division of the Columbia Broadcasting system, made some very significant remarks at the convention of the National Association of Broadcasters last month. Dr. Goldmark said that the nation's greatest resource — land — is not being utilized to alleviate the catastrophic increase of crime, pollution and social ills in the cities. He pointed out that more than 90 percent of the population is concentrated on less than ten percent of the land in America. "Unless this trend is reversed," he said, "the survival of our national life will be seriously jeopardized before the end of this decade."

The intent, he claimed, is not to do away with existing cities but to stem their growth by providing the next 100 million Americans during this century with an opportunity to live in rural small towns built around existing communities, which he called "the new rural society."

Dr. Goldmark explained, "Communication technology has been developed to the point where people in smaller communities could live and work at great distances from each other. We don't need more inventions, but systems engineering applied to the solution of this problem."

Dr. Goldmark invented the long-playing record, pioneered color television and spear-headed the development of

Area Radio Men Talk to Congressman

Broadcasters from Iowa's 7th Congressional District met with their Congressman Bill Scherle on April 16 at Red Oak to discuss the problems facing the small town broadcaster.

Topics brought to the Congressman's attention included license renewal requirements, the impact CATV has on local radio, the political broadcast bill, copyright, one-to-a-customer advertising limitations, putting radio in the same basket with TV and the dangers of censorship.



Two KMA representatives were among those who met with Congressman Bill Scherle to discuss the problems of the broadcasting industry. In the picture are (l-r, seated) Carl Andersen, KMA; Don Uker, Denison; Congressman Scherle; Norman Williams, KMA; Red Faust, Atlantic. Standing are Darrell Murphy, KFNF; Neil Torbak, Carroll; Dutch Horning, Creston; Bruce Rauma, KFNF; and Doug Tharp, Red Oak.

Cliff Adams Appointed Farm Director for KMA

Minnesotan Is Former Mayor

Clifford Adams of Mankato, Minnesota, has joined KMA Radio in Shenandoah as Farm Director. Mr. Adams has served as a Farm Editor and News Director for thirteen years in the midwest. KMA welcomes a top-flight agricultural authority to its staff. A farm boy, ag school graduate and experienced radio man provide the rich heritage and background that Clifford Adams brings to the KMA position.

Five years ago Mr. Adams had to retire from broadcasting when he became a candidate for mayor of Mankato. He won the election and just recently retired after having served two terms as mayor of Mankato. During this time he was in the insurance business.

Cliff was born and reared on a farm in southern Minnesota. He was an active 4-H club member and served as State Vice-President of the Minnesota Future Farmers of America. He has also received the 4-H alumni award. He has been the general chairman of the Minnesota State Plowing contest and has been active as an adult leader in the 4-H Town and Country program.

He graduated from the School of Agriculture, University of Minnesota in 1949. During World War II he served in the Merchant Marine. Cliff is a member of the Mankato Exchange Club, the Key City Conservation Club and the Methodist church. He has also held many offices in broadcasting associations.

Cliff is 47 years old, married and has three school age children. His major hobby is playing the guitar and singing folk songs.

He assumed the duties of KMA Farm Director on April 19, 1971.

May, 1971



MAY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- May 4—Loche Williams (Mary's son)
- May 13—David Sanders (Ed May's son-in-law)
- May 18—Jack Reynolds
- May 24—Debbie Mihall (Jack's daughter)

HAPPY ANNIVERSARY TO:

- May 7—Mr. and Mrs. Norman Williams

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Ardene Mullison, Traffic Manager, and Nadine Kelsey of Accounting, show off their Shentennial Belles badges that prove they are willing to help make the Shentennial a success.



Sales Manager Andy Andersen appears in his frock coat and top hat which he plans to wear during Shentennial week.

KMA Staffers Join Shentennial Enthusiasts

The week of June 19 through 26 will see the town of Shenandoah throw caution to the wind as it celebrates its 100th anniversary. Numerous activities will mark each day, but for those of you who hope to attend, here is a brief schedule of the events slated.

Saturday, June 19, opens with the Centennial Ball and Queen Coronation. Sunday, KMA listeners who remember the Blackwood Brothers will want to come for the Religious Heritage Day when the Blackwood Brothers will be featured at the union services at Mustang Field in the evening. June 21 is the start of the carnival. June 22 marks the official opening. June 23 is ladies day with flea market, cooking school, style show and first performance of the historical pageant. June 24 is youth day. June 25 will feature good neighbor day marked by tours and displays. A grand parade and final performance of the spectacular is set for June 26.

These are just some of the many attractions set for Shentennial week in Shenandoah.