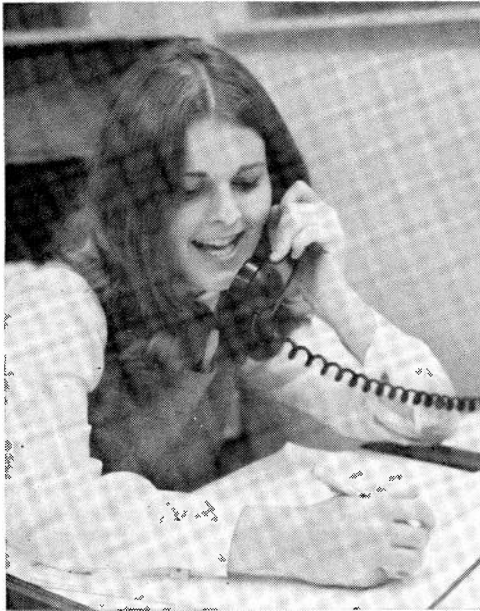


The

KMA GUIDE

October, 1971



News-Hen Nancy Maher Rejoins KMA Radio

After a hiatus of several months, Mrs. Nancy Maher has returned to the KMA News Department.

She will be working an afternoon shift and will also assist with the High School Scoreboard and other special events.

Nancy and her husband, Tom, have a two year old son, Todd. Her husband is employed by the post office. They reside at 1004 Eighth Avenue in Shenandoah.

Henry Schnoor who holds down the Sunday Album spot seldom is around when the photographer is. However, one Sunday the Guide editor spotted Henry as he was taking the news off the wire and in spite of Henry's protests about his shirt, etc., the picture was taken. Just to refresh KMA listeners this is the face that goes with that deep basso profundo voice heard on KMA on Sunday.



The KMA Guide

OCTOBER, 1971

Vol. 28

No. 10

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COVER STORY

Our cover picture this month is the long-promised portrait of the new manager of Radio KMA Carl "Andy" Andersen. A busy man with many details to attend to, "Andy" Andersen has a schedule that precluded sitting for a portrait in film. Nevertheless with patience and perseverance, The Guide at last is proud to publish this formal picture of our new manager this month.

OCTOBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Oct. 11—Warren Swain
- Oct. 13—Carolee Kling (daughter of Norm Kling)
- Oct. 15—Kent Kelsey (son of Nadine Kelsey)
- Oct. 18—Dennis Boldra
- Oct. 18—Mrs. Mike Goodin
- Oct. 29—Christina Stoner (daughter of Byron Stoner)

A Chat With Edward May



For the past three years the October issue of the Guide had a picture of the Shenandoah high school football players whose fathers were connected with Radio Station KMA. Last year the picture included three young men, namely, John Williams, Dan Andersen and Ed May.

This October, of the three, only one remains in school in Shenandoah, that being Ed May. Dan Andersen graduated last spring and is now a freshman in college at Peru, Nebraska, while John Williams moved to Omaha when his father was transferred from KMA to the television side of the May Broadcasting Company.

I had every intention of showing a single picture of Ed May, Jr., in his senior football togs. Instead, however, is a picture of Ed May, Jr., with his right arm strapped to his chest as a result of a dislocated shoulder. The injury occurred during football practice and brought Eddie's football career to a painful ending. To add insult to injury, the mishap occurred just a few days after being elected co-captain of the

football team. Naturally, the dislocation was a big disappointment to him, but he "took it like a man."

Fortunately the shoulder didn't pain him after being put back into place. However, it was quite inconvenient as he is right-handed and, because of the injury, had to do everything with his left hand which was a new experience. He found it rather difficult taking notes in school and writing with his left hand but somehow seemed to manage.

The yards of bandage were removed after three weeks and the arm was quite weak, but Eddie was mighty pleased to be able to use the right hand again and to drive his own car which has a gear shift which you operate with the right hand.

We are approaching the time of the year when weather prophets look for signs which are the basis for weather predictions for the winter. These vary all the way from the activity of the squirrels in laying up a large supply of nuts to last through the winter, to the thickness of the onion

skin, that is, "if the onion skin is thin, a mild winter is coming in"; or a thick skinned apple calls for a heavy overcoat; or few snows will come if hornets' nests hang low in the trees; or few snows will come if perch swim closer to the lake surface.

One of the oldest signs has to do with the legend of the caterpillar known as the "wooly bear," which is "the wider the middle band, the milder the winter."

These are just a few of the signs some people observe. Do you follow any? If so, what do they indicate regarding the approaching winter? I hope they indicate favorable moisture to replenish the depleted subsoil moisture throughout much of the area.

Regardless of whether you observe any signs or not, we will keep you informed on the weather. So keep your dial set on Radio KMA—960.



FRANK COMMENTS

From time to time over the years, you have read mention of one or the other of the various Field children, so here is your chance to see a picture of them as they looked in September, 1971. Reading from left to right, in the order of their original appearance on the scene, are Robert Field, Zoanna Fishbaugh, John Field and Peggy Crowson. Bob lives here in Shenandoah, and he has been with the May Seed Company for the past 30 years. Zo also lives here in Shenandoah, and John has lived in Hamburg ever since he got out of the Army and took over the newspaper there, the Hamburg Reporter. His son Dan, by the way, is following right in his father's footsteps at the University of Missouri at Columbia, majoring in Journalism, with one more year to go before he can start full-time helping get out the Hamburg Reporter. Of course, he has been helping out ever since he was big enough. Peggy has lived in Texas for the past 15 years or so, split about equally between Dallas and Fort Worth where her husband is in the real estate business. However, they will soon be moving to Corpus Christi in order to be nearer some deals he is working on.

Regular listeners to KMA already know of the tragedy in mid-September which brought the family together, but some of you may not have heard of the sudden death of Zo's husband, Robert Fishbaugh. He had gone into the University Hospital at Iowa City on September 6th for some routine surgical work, which was carried out on Wednesday, September 8th very successfully, with no complications whatever.

The next morning he suffered a massive coronary and by noon he was gone, never having regained consciousness. Zo and the rest of the family would like to take this

opportunity to again thank the host of well-wishers for their cards, letters, phone calls and telegrams. They were deeply appreciated.

At the same time the picture on this page was taken, I also took a 4 generation picture including me, Zo, John and his young son, Scotty, who is 5 months old. It may be on this page next month. John Fishbaugh as most of you know went into the Security Bank with his father as soon as he graduated from college and with the help of his loyal co-workers is going right ahead in the Fishbaugh tradition.

Jennie and I are about back to normal again and are beginning to think about getting away soon for another long weekend. You see we haven't been fishing since the first of June and southwest Iowa is beginning to need rain quite badly. They have said for many years now that the best way for Shenandoah to get a good soaking rain is for Frank and Jennie to go fishing. Jennie had the misfortune to sprain her left ankle rather badly early in July, and it still bothers her some, but as I said, it is coming along nicely.

You can understand how much we need that good soaking rain here in Shenandoah when I tell you that as of September 15th we were short exactly 11 inches from what we normally receive up to this time. It is true that both corn and soybeans are making surprising yields and one and two inch rains have occurred up to 10 miles from here but through July, August and September all we have been getting have been just light showers, and the lawns here in town are pretty brown. However that isn't stopping folks from planting Tulips, Hyacinths and the other Dutch bulbs, as a good thorough soaking when they are planted will quickly start the roots to growing and the fall rains are just about due. How has it been at your place?





RFD 960

By CLIFF ADAMS

Included in a rather busy time schedule since my last report has been another move. When we came to Shenandoah, the tight housing situation forced us to accept temporarily housing that was far from what our room requirements were. While we enjoyed the beautiful view we had in the temporary location, we had to get something with more room and so the answer was to buy a house which was under construction at the time. We are finally situated in our new house in Shenandoah. There are a few things left to be completed such as landscaping and draperies for the living room. It was nice to get situated just before school opened and our children are getting more acquainted now in our new neighborhood.

As usual the farm department has been traveling. Jack Mihall covered the Iowa

State Fair while I have covered some more county fairs, the Northwest Missouri State Fair, the Nebraska State Fair, some area 4-H livestock shows, an agronomy field day at Amazonia, Missouri, and more recently the MidCrest Beef Carcass show at Creston.

Another event which I attended recently was the U. S. Senate's Subcommittee hearing on Rural Development held at Lincoln, Nebraska. The subcommittee headed by Senator Hubert Humphrey of Minnesota includes Senators Carl Curtis of Nebraska and Henry Bellmon of Oklahoma. I thought the hearing was much more interesting this time than the hearing I attended in Sioux City last spring.

Farm income as an aspect of rural development came in for some discussion particularly as it applied to the present corn price. Some farm organization criticism has been leveled at the use of crop reports and their effect upon farm prices. The criticism is that they lower prices. Of course what is presently forgotten is when such reports can raise farm prices when a shortage occurs. There is much speculation as to the accuracy of the reports although private crop reports have been pretty much in agreement. There is value in the reports I believe, particularly in helping to plan for storage, if necessary, to keep such a crop until prices get better. It is valuable also for the purpose of arranging transportation.

Among some of the more interesting reports given during the subcommittee hearing was one which caught the attention of Senator Humphrey in particular. That one was the report given by the President of the University of Nebraska, D. B. Varner. In simple but direct language, President Varner listed the objectives of: 1. The establishment and maintenance of a reasonable level of economic prosperity for farmers; 2. The creation of more employment opportunities in towns and small cities in rural America; and 3. The continued enrichment of the quality of life for rural America.

His last objective cannot be ignored but quite frequently is. Income alone, it seems to me, is not the only way to "keep 'em down on the farm." Keeping and enhancing our rural environment must be done to stem the tide of migration from the farm to the city. The solution to the problem will hopefully come out of the many deliberations of the subcommittee. Selling the problem and the solution to an oriented congress will be

(Continued on page 15)



U. S. Senator Hubert Humphrey of Minnesota took his Senate Subcommittee on Rural Development to Lincoln, Neb., in September for an on-the-scene study of farm problems. The group held formal hearings at the University of Nebraska's Center for Continuing Education on the East Campus. Seated left to right in the picture are subcommittee members Senator Carl Curtis of Nebraska, Senator Humphrey and Senator Henry Bellmon of Oklahoma. The KMA Farm and News Departments represented by Cliff Adams and Tom Taylor, respectively, covered the hearings for KMA Radio.

WARREN SWAIN

On Sports

KMA Sports Director Warren Swain was one of the many press, radio and television representatives who took the week-long Big Eight Skywriters Tour prior to the opening of the football season.

With a tape recorder in one hand and a camera in the other, Warren was able to bring back first hand reports with pictures for this issue of The Guide.



Most of the motels rolled out the "red carpets" for the broadcasters and writers such as this one which welcomed them on its big outdoor sign. (upper right)



Oklahoma football coach, Chuck Fairbanks was modest about claims for his Sooners when he talked with KMA's Sports Director.



At a mountain steak fry outside Boulder, Colorado, Warren visited with Volney Meece, president of the Football Writers Association.



At Oklahoma State, Warren discussed the upcoming season with Coach Floyd Gass.



Coach Bob Devaney exuded confidence as he talked to Warren about his No. 1 Nebraska Huskers.



Missouri Football Coach Al Onofrio mulled over a rebuilding task at Columbia when he conversed with Warren Swain.



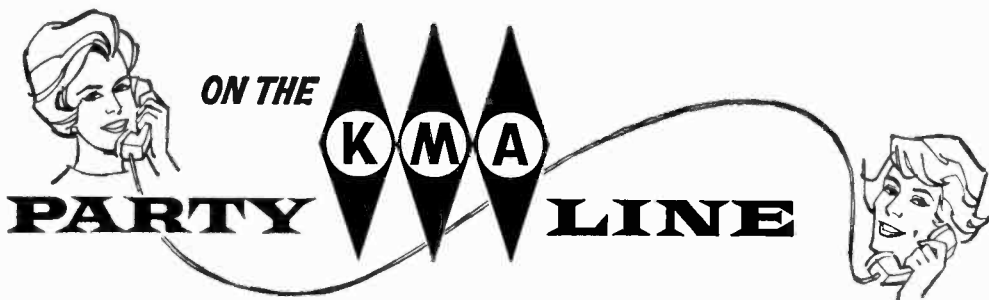
Vince Gibson discussed with "purple pride" his Kansas State football team when he met Warren at Manhattan.



It was an optimistic Coach Johnny Majors who joined Warren on the football field of Iowa State at Ames.



Not everyone held out a welcoming hand or sign or so this paddy wagon at Lincoln, Nebraska, would indicate. When one sportswriter heard the group was coming he said "Get the women and children off the streets." Warren Swain claims he can't figure out why he would say that. Probably was the same "joker" who called out the patrol wagon from the Lincoln Police Department.



ON THE
KMA
PARTY LINE



These belong to one of the office girls at KMA.

With several cameramen now taking pictures for The Guide in addition to our regular **MIKE GOODIN**, we aren't sure who gets the blame or should we say praise for taking this picture of a girl's legs. Some of the questions that come to mind—whose legs—did she know and does she care? Maybe next month's Guide will have the answer to this terribly important mystery!

MIKE GOODIN stood on the May Seed Co. ramp sidewalk across the street from the KMA Radio building focused and shot this picture of it at night. For you camera buffs, he used Kodak Tri X film with a setting of F3.5 on the Yashica. It is one of few pictures to capture the name signs on both sides of the structure. The night lighting seems to enhance it also.



It isn't often that **CORINNE GILBERT** of Guide circulation gets in this mood, but the photographer was handy the day Corinne made this "face." It must have been at the end of the month when Guides are stacked high all around her office just waiting to be addressed and mailed.



KMA building as it looks at night.



BOB KLING—ARTIST

Prior to returning to his art studies at the University of Northern Iowa at Cedar Falls, **BOB KLING** held a one-man show at the Shenandoah Public Library. Called "An Experience in Art: A Selection of Art from the Past Year," the show presented samples of his work in various media. About 200 persons attended and many bought pictures which is always gratifying to a young artist. Assisting Bob with the show were his parents, **NORM** and **MARGARET KLING** and his sister, **CAROLEE**. Norm is an engineer for KMA.

The artist stands beside his 16 by 20 inch acrylic entitled "Life's Journey." It is one of a series of educational subjects that he plans. He has ideas for approximately eight paintings dealing with his high school days and a half dozen more using college as the springboard. Bob explains that he is using school themes because he feels that his work should reflect his personal self and feelings, and since he has spent most of his life in school he believes that is what he knows best. He tells the story of the famous Iowa artist Grant Wood who found himself sitting at a sidewalk cafe in Paris where he realized that all the good ideas he ever had about art came to him when he was back milking cows in Iowa.



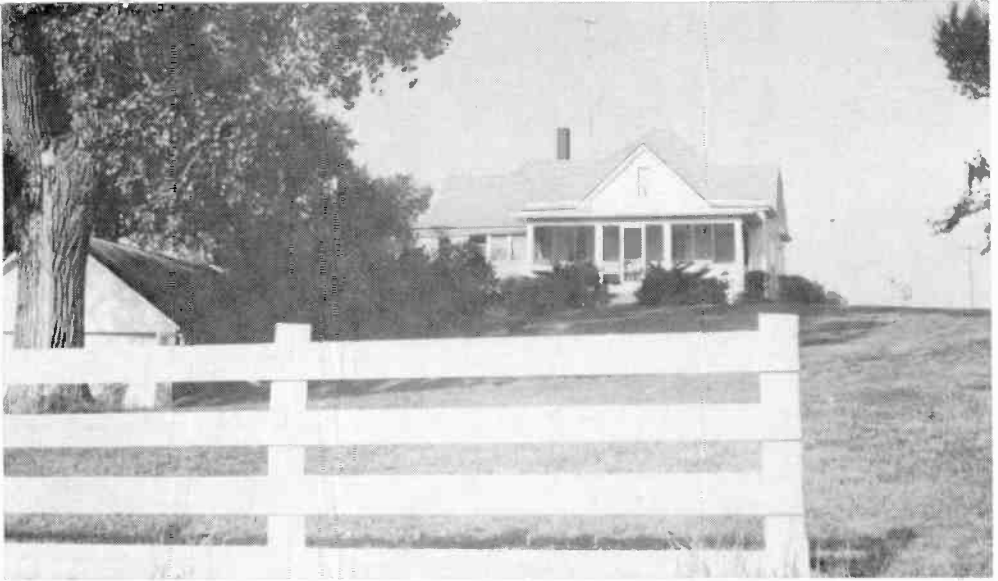
Carolee Kling served punch and cookies to the patrons of her brother's art show. Bob stands beside her.

Mr. and Mrs. **LEWIS C. TAYLOR** of Sedalia, Mo., visited over the Labor Day holiday with their son, **TOM TAYLOR**, KMA newsman. While here, Tom took them on a tour of the KMA studio and the surrounding countryside with stops at the Earl May Trial Gardens and nursery fields. They also made a trip to Lincoln, Neb., and attended the Nebraska State Fair. (Tom's parents were probably making a comparison as they live in the town where the Missouri State Fair is held annually.)

Local Sales Manager **PAT PATTERSON** took his wife, **SUE**, and son, **JEFF**, on a short camping vacation which was somewhat blighted by a storm. They joined relatives at Rock Creek Lake State Park near Kellogg, Iowa. About 6 p.m. that Saturday evening, a storm blew in as the men were coming in from the lake. Shortly after they reached the trailer, the wind hit and blew the trailer off the jacks. However, no one was hurt and no damage reported. However all were pretty shaken!

Carson and Macedonia, Iowa, Volunteer Fire Departments paced off on main street of Macedonia on a hot dry September 12th, for a water fight. Bystanders commented that it was the most water they had seen all summer. KMA's **TOM TAYLOR** was there and took this picture.





If there were any prizes for best photograph of the month, Mike Goodin would win hands down for this outstanding picture of the Pat Patterson farm home. The pattern of the fence and trees and the framing of the house as it sits on the hill, which means the photographer studied his angles, all add up to a prize-winning and artistic picture.

Meanwhile back at the ranch . . .

Maybe it is not exactly a ranch but to Pat and Sue Patterson and son, Jeff, it will serve very nicely for now.

Taking possession June 1st this summer, the Pattersons are relishing the 10-acre rural home which is located north of Shenandoah. To get to it, Pat says you drive six miles north on Highway 59, then three miles east on the Essex road. He also always adds "it's nice to get back to the

country."

The idyllic place has a small fishing pond and of course, a nice barn where Pat can stable his horses. He also has some cattle to take care of after working hours as the Local Sales Manager for KMA.

Although the Guide photographer did not get pictures inside, the house has a kitchen, dining room, living room and three bedrooms plus a walk-out basement.



A close-up view of the house shows the front of the structure from the walk-out basement side.



This barn probably clinched the deal when Pat was shopping for a small acreage to raise horses and cattle.

Remember Jimmy Morgan?

Long-time listeners will remember Jimmy Morgan who sang and played guitar on KMA back in the days of live-entertainment on Radio. Jimmy did an early morning show from 5 to 5:30 a.m., drinking coffee throughout which he "shared" with his listeners. He answered all the listeners' requests for old mountain and hillbilly songs and also gave an unofficial weather forecast. He also showed up in the afternoon for a fifteen minute program.

Fans of the old days who frequently write asking where some of these former entertainers are now will be happy to learn that Jimmy now works for Carnation Albers Company

of St. Joseph, Mo. He has been a salesman for the company for about nine years. Jim resides at King City, Mo.



Jimmy Morgan and old friend Merle Douglas get laughs from pictures on KMA Studio walls that jog their memories of those hazyon days.



Jimmy Morgan brought in this picture taken when he was appearing on KMA Radio. Notice the old movie bill with Spencer Tracy.

Guest Cook for October - *MARTHA DERMODY*

Martha Dermody, wife of KMA News Director Ned Dermody, revealed an acute sensitivity to others as she explained her favorite hobbies to The Guide. Her nature is so inclined that she prefers listening and talking to people and especially to kids to see what they think the world will be like ten years from now. Besides her family and friends, her other interests are reading, writing letters, photography, newscasts and taking walks.

According to Martha, the whole Dermody family is interested in nature. They particularly like to observe it in action; studying the fallen leaves, watching ants and butterflies, noticing the different birds which come around, and visiting the Shenandoah gardens.

Another joy for the Dermodys is traveling. They visit historical places where they can see how the frontiersmen lived and worked. One of their favorite spots is the St. Joseph, Mo., Museum which Martha thinks has a good study of American Indians.

Like all mothers, Mrs. Dermody keeps busy with her three children, Diane, 7, Patrick, 6, and Thomas, 5. "Nothing like children to keep you on your toes with their questions," says Martha, and she exclaims "some answers aren't found in books."

With a busy husband and three children coming home hungry from school, Martha Dermody relies on family favorites such as hamburger in any form, spaghetti, fruits and baked pork chops for meals. The next two pages are filled with more of her hearty family-filling recipes.

YUM-YUM SKILLET CASSEROLE

1½ lbs. hamburger
1 can chicken and rice soup and 1 can water

1 cup of rice, cooked as directed

Brown hamburger, add soup and 1 can of water and simmer. Add cooked rice, stir and simmer until gooey. Add no extra salt as the soup is salty enough. Feeds six.

* * *

SWISS STEAK

Steak as needed for family
1 can golden mushroom soup
½ can water

Pound and flour meat already rinsed in cold water. Brown steak on both sides. Put in baking pan, add soup and water. Cover and bake at 350° for 1 hour or until done. Heat may be reduced and meat may cook longer if going shopping, etc. Tomato sauce or onion soup may be substituted.

* * *

PORK CHOP SUPPER

Five or six pork chops
1 can sweet potatoes
1 can sliced pineapple

Brown pork chops that are already salted, peppered and floured. Place in baking dish. Arrange sweet potatoes around sides of dish and reserve juice. Place sliced pineapple on top of meat and spoon juice over meat. Then add small amount of potato juice. Cover and bake one hour at 300°.

DERMODY CHILI

1 lb. hamburger
2 cans pinto beans in chili gravy
2 cans kidney beans
2 cans tomatoes (mashed or dissected, then added)

1 small can tomato juice
2 t. sugar, or as desired to taste
2 cups of water

Optional:

2 t. diced onion and 1 t. chili powder

Brown hamburger and add salt and pepper as desired, then drain. Add beans and tomatoes and water at high heat. Lower heat, add tomato juice and sugar. Then simmer for 1 hour. This tastes good reheated. Serves six easily.

* * *

MACARONI AND CHEESE CASSEROLE

1 box of macaroni and cheese
1½ lbs. hamburger
1 can cream of mushroom soup

Prepare macaroni and cheese as instructed. Brown hamburger and drain. Layer one-half of hamburger in casserole dish, followed by one-half of macaroni and cheese, then one-half of soup. Repeat, until all ingredients used. This can be topped with potato chips or grated cheese. Place in oven covered for 30 minutes at 350°. Uncover last few minutes for crisp topping.

* * *

FIVE CUP SALAD

1 cup of pineapple (drained)
1 cup of grapes
1 cup of mandarin oranges (drained)
1 cup of nuts (usually walnuts) or 1 cup of cooked rice
1 cup of small marshmallows or 1 cup of coconut

Add small amount of preferred juice and chill 1 hour before serving.

* * *

FROZEN FRUIT SALAD

2 cans fruit cocktail
1 cup grape juice
1 can peaches

Put in flat dish, freeze one hour or more. Remove several minutes before serving, cut into sections and serve. This is a favorite any time of year with kids.

SPONGE CAKE

- 4 eggs, separated
- 2 cups flour
- 2 cups sugar
- 2 t. baking powder
- 1 cup lukewarm water
- 1 t. vanilla
- ½ t. lemon
- Drop of almond

Beat egg yolks until thick and yellow, add sugar and beat well, add flour alternately with water. Beat egg whites and add last. Put in ungreased cake pan. Bake 1 hour at 350°.

* * *

OAT MEAL CAKE

- 1 cup rolled oats (quick cook)
- 1 ¼ cups boiling water
- Let stand until cool.
- 1 cup brown sugar (packed)
- 1 cup white sugar
- 1 stick oleo (¼ lb.)
- 2 eggs, well beaten
- 1 ½ cups flour
- 1 t. baking powder
- ½ t. salt
- ½ t. soda
- ½ t. cinnamon
- 1 t. vanilla

Bake in greased and floured pan, temperature 350°, 35 minutes.

Frosting

- ¾ stick oleo
- 1 cup brown sugar
- 1 cup nuts
- ¼ cup cream or Pet milk

Mix well and spread on cake after baking. Place under broiler until brown and bubbles.

Billie Sends Apple Dessert

Hello There!

Eve convinced Adam it would be good eating and started quite a furor. It has been going on ever since and the good old apple remains the most popular fruit grown and used in our United States. October is certainly the season for apples, and with the orchards of the KMA region loaded with the sweet smelling, delicious tasting fruit we all love . . . I couldn't resist including an apple recipe in this month's KMA Guide. Irene Ruzicka, our Gooch Home Economist, contributed this one, so hop to it and make it up for your family.

I've recently been on a few trips through the area and enjoyed renewing some acquaintances and making new friends. It's always good to see you folks.

Speaking of seeing you, reminds me . . . here are a couple of dates for you KMA listeners to jot on your calendar. Next month, on Monday, November 1, I will be doing a live broadcast from the big Craft Carnival in Clarinda, Iowa. This will be held at Wibholm Hall and the Youth Barn

at the Page County Fair Grounds in Clarinda. Hope to see many of you there. Be sure and look me up. I'll have free recipes for you, and some lovely bread art for you to enjoy. The other date is the upcoming KMA Cookie Festival, which will be held in Shenandoah on Thursday, November 18th. More about that in next month's Guide. Just don't want you to make another date for that special day, because we will have a good old-fashioned party and good time planned for you.

So many of my friends report they have been in Shenandoah to see the Earl May trial grounds this summer . . . and there are still lovely mums and things to see this fall. Shenandoah is a beautiful town, and visitors are always welcome. If you haven't visited Shenandoah, be sure to do so.

I just had a terrible thought! Last year, we had our first snow in October. In Lincoln, Nebraska . . . where I live, we had so many broken trees and flattened shrubs, it was such a sad sight. Looked like a tornado had gone through after the snow melted and we were left with the clean-up. Let's hope we don't have a repeat of that performance!!

Have a wonderful October, and I'll hope to see you soon.

Joyously . . . because it's autumn!
Billie

APPLE CAKE DESSERT

- 2 cups sugar
- ½ cup margarine
- 1 t. vanilla
- ¼ t. butter flavoring
- 2 eggs
- 2 cups sifted enriched flour
- 2 t. soda
- ½ t. cinnamon
- ¼ t. salt
- 4 cups chopped apples
- ½ cup nuts
- ¼ t. black walnut flavoring

Cream sugar and margarine together. Add eggs and flavorings. Beat thoroughly. Sift dry ingredients together. Blend into creamed mixture. Stir in apples, nuts and walnut flavoring. Pour into greased 9" x 13" baking pan. Bake in 350° oven 15 minutes. Reduce heat to 325° and bake an additional 25 minutes. Serve with following sauce.

Sauce for Apple Cake Dessert

- 1 cup sugar
- 1 cup light cream
- ½ cup butter
- ½ t. vanilla

Combine all ingredients in saucepan. Cook over low heat, stirring constantly, until smooth and slightly thickened. Serve warm over Apple Cake Dessert.

Team onion rings and orange slices in relish tray with celery curls and ripe olives.

* * *

For a change in taste, swirl peanut butter into piping hot mashed potatoes.

Jack Mihall On Broadcasting

We at KMA and everyone in the broadcasting industry are increasingly concerned over the federal government's attacks on our free system of broadcasting. We are wondering what will happen next.

One broadcaster stated the case rather well in the following letter as reprinted from "Broadcasting Magazine."

Rex G. Howell is president of KREX-AM-FM-TV Grand Junction, Colo. He is also a Republican. Some weeks ago, Mr. Howell received a letter from Jeremiah Milbank Jr., chairman of the Republican National Finance Committee, requesting a contribution to the party. We print Mr. Howell's response herewith, in the belief that his point of view—and certainly his frustration with government regulation—is one shared by many in the industry.

Dear Mr. Milbank:

Normally, I would respond to your eloquent letter with a contribution of a size to match my maximum ability.

Unfortunately, I am a broadcaster. A little private enterprise guy whose lifetime investment hangs on the slender thread of government license. That government has recently taken away a substantial part of my income by declaring my business "out of bounds" for tobacco advertising. It is being given instead to my competitors in print media, matchbooks, sky writing and what have you! We still subsidize the growing of tobacco with millions to which I as a taxpayer contribute. I'd much rather give it to my party! Only broadcasting is target of this federal discrimination.

I pay an annual license fee, far in excess of my ability. It goes to support en toto the budget of the FCC. A part of that fee is now being used to establish a federal department to assist dissidents (who don't like something we broadcast, or who think their particular whims and ideology should dominate the air-waves), to bring action against me to remove my license.

The Communications Act provides that the regulatory agency shall have no power of censorship. The act which created the FCC has not been changed. The FCC recently ordered a cutback of one half-hour per day in network time for which I am normally paid. It talks of requiring me to carry 19 hours a week of children's programs and forbidding any commercial revenue in the same!

My government even attempted to subpoena material from our network in complete and arrogant abrogation of the First Amendment to the Constitution!

There is a member of the FCC who addressed an audience near here recently.

Among the things he said was this, "Television is something to keep you stupid. It does to the mind what industry does to the land." This long-haired exponent of heavy-handed government controls, could be eliminated from the present sensitive position and sent to supervise trade relations with the Zulus. If the present administration should choose to remove this major obstacle to harmonious relationship with the broadcast profession, he is Nicholas Johnson, the hero of the pot-smoking crowd.

My government is in the midst of drawing up punitive legislation to keep political candidates from spending as much money as they choose on TV at election time! A part of my revenues from my candidates helped me to obtain means of supporting my party financially.

I was chairman of the Nixon for President committee in Colorado West even before his nomination. I have been a party worker for as long as I have been a broadcaster, 45 years. I have served six years as a Republican for Colorado in the House at the state legislature. I will never compromise my Republican principles. But, I am human, and like a great majority in my profession, we are puzzled, frustrated and getting damn mad! We thought conditions under Newton Minow, a Democrat chairman of the FCC, could not be worse. We have found it to be not so. The present hard-fisted attitude under this administration and a Nixon appointee as chairman is the worst in our half-century history.

I still cling to the forlorn hope that we are not a totally forgotten profession. Most of us are strongly alienated, whereas we supported the election of the President in many ways, including our editorial endorsements.

There might be a miracle. The President, in his great pre-occupation with a million tragic problems, may still believe in us and also want our help.

If the present policies have not resulted in total bankruptcy before election time, I will still try and make a donation to my party.

Respectfully,
REX G. HOWELL

(Editor's note: Mr. Howell's letter to Mr. Milbank was answered Aug. 17 by Thomas B. Evans Jr., co-chairman of the Republican National Committee. The reply noted that Mr. Howell makes "a very strong case." Mr. Evans asked permission to "give the letter to some people in the Administration because there are some things in it that should concern all of us.")

Hoorah for Mr. Howell! If you want free broadcasting to continue why not drop a line to your congressman or senator and let him know how you feel.

Remember the movie 1980? (Long live big brother.)

FEEDBACK

By Ned Dermody

The Sportcasters prediction for predictions is again in the fore front of the news, and it will be several months before it is again proven that they can call play by play much better than project eventual results. The insolence of such predictions . . . particularly after a playboy type tour of all Big Eight Conference camps . . . draws the ire of KMA News . . . not because of envy . . . but because the skywriters . . . including our own Warren Swain, visited Ol' Mizzou last . . . thoroughly primed by steak and propaganda from seven other schools . . . thus producing a drastically jaundiced view of the Tigers. We hasten to mention that our objections are not based on our fondness for our Alma Mater . . . but on the suspicion that Swain has alien leanings toward Lincoln, Nebraska. These suspicions were firmed up when our erst-while sportcaster took time out at the Nebraska State Fair to purchase a Go Big Red Ash Tray and Drinking Glass. He said they would go well with his Go Big Red Blazer and the Sticker on his car. Swain . . . who claims he is unbiased, not prejudiced and completely objective . . . then said he wanted to stop by the empty stadium in Lincoln, just to contemplate for a few minutes.

We Rest Our Case!

What's in a name? Names generally are an invitation to mispronunciation in this country . . . particularly if they have more than one syllable . . . as mine does. Having grown up with the moniker . . . the pronunciation of Dermody seems simple—accent on the first syllable. Over the years, I have become accustomed to pronouncing the name twice when introduced . . . and since the name is unusual in my home country . . . I always check phone books when visiting to see if any clansmen are listed. I have become used to answering almost any attempt at pronouncing the name. The usual one is Der MODE ee—but we also get Der MOND ee, Der MOD ee, Germondy and one college professor tried Der MOY! The name Friends is DER mod y . . . and you can double check with the Audubon County Sheriff's office . . . 'cause one of the deputies has the same name!

On the Political trail, KMA News talked with Senator George McGovern at the Nebraska State Fair in Lincoln. Politicians have various styles of campaigning . . . and McGovern was preceded up and down the midway in Lincoln by several young men, carrying placards . . . "Meet George McGovern." The young men were dressed in heavy black suits . . . in the 91 degree heat, McGovern was short-sleeved and wearing a Go Big Red tie. One wonders what he will wear in Indiana?



News Director Ned Dermody was able to catch South Dakota Senator George McGovern in the crowd at the Nebraska State Fair for an on-the-spot interview with the Democratic presidential hopeful.

Iowa State Football Schedule for October

- October 2—At Kent State 12:20 p.m.
- October 9—Colorado 1:20 p.m.
- October 16—At Kansas State 1:20 p.m.
- October 23—Kansas 1:20 p.m.
- October 30—At Oklahoma 1:20 p.m.

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the responsibility of the full committee. At that point the talk must turn into action.

The lack of rainfall is of great concern to all in much of the KMA listening area. It is too late to be of help to this year's crop. Now we must think ahead to next year. Unless we get some good fall rains we could be in serious trouble next spring. This year's crop relied upon good subsoil moisture and a few timely rains. Our surplus crop production this year could be useful next year if we should suffer more drought in '72.

There is a lot of activity coming up in the next month for the KMA farm department involving some more travelling of course. The National Association of Farm Directors meets in Kansas City along with the National FFA Convention. Livestock shows include the Ak-Sar-Ben 4-H show in Omaha and the American Royal Livestock show at Kansas City. Perhaps I'll see some of you at these events.

POSTMASTER

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