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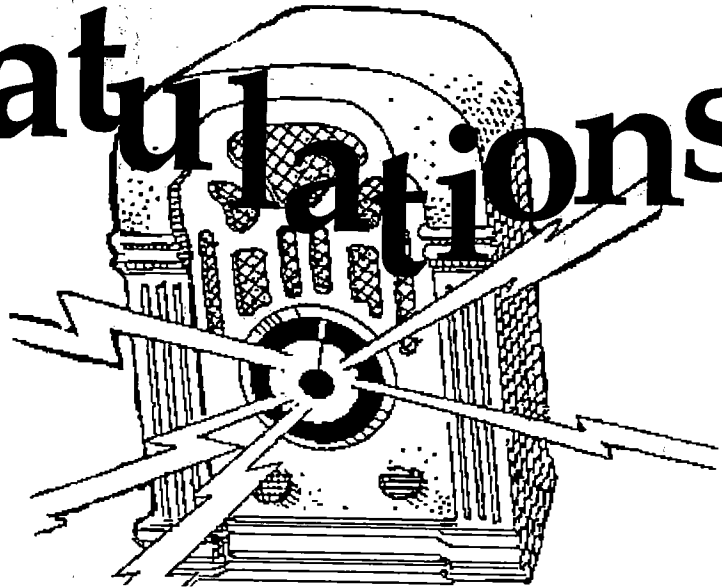
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# Congratulations

## KFKA on 75 Years of Broadcasting



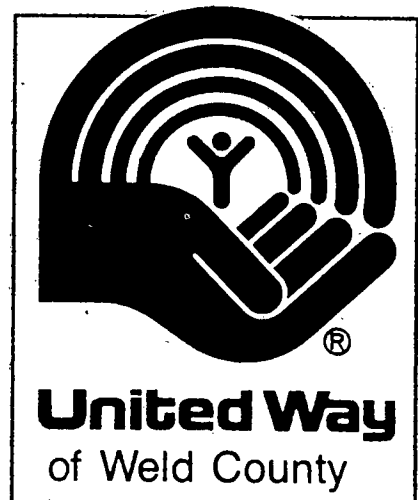
TCI and Channel 8 Greeley are proud to work with KFKA promoting the community through local news, sports, and special events.  
*KFKA and TCI... taking the Greeley and Weld County Communities into tomorrow!*



TCI Cablevision of  
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**United Way Of Weld  
County Congratulates  
KFKA on 75 Years Of  
Dedicated Community  
Service And Support**



# *Beauty Created Naturally.*



**“Your One-Stop Nursery & Garden Center”**  
***Celebrating our 35th Anniversary***  
***and***

***35 Years on KFKA***

Visit our colorful greenhouse year-round.

45 acres of Weld County grown trees!

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# From 1921 . . .



**H. E. Green**

## 75 Amazing Years



**Joe Tennesen**

# . . . to 1996

## "To do everything possible to

### 1921 - It Was a Very Good Year

The great war was over and America was returning to normal. We had a new president and a new sense of optimism for the future. Everything was, as the song said, coming up roses! Automobiles and airplanes were revolutionizing travel; washing machines and gas ranges were changing mom's role as home maker, and radio was just emerging as a communications novelty. Few people dreamed of the fantastic changes this electronic toy would usher in over the next several decades!

In Chicago, the state dropped all charges against the former White Sox baseball players who had been indicted in the "Black Sox Scandal," except for those against Chick Gandill.

In New York, the police department was using radio as a "Rookie Detective" by broadcasting bulletins describing wanted felons every night between 7:30 and 11:30 PM.

In Greeley, Colorado, some people were spending their evenings at the Sterling or the Rex Theaters watching such

films as Cecil B. De Mille's *Forbidden Fruit* or Charlie Chaplin in *The Pawn Shop*. Other folks were dining at Mason's Restaurant on Ninth Street in downtown Greeley where one could enjoy a T-bone steak dinner for 75 cents. Ten cents would get you a nifty shoe shine at the Camfield Cigar Store.

Everyone was proud of the Greeley High School Wildcats as they were crowned state basketball champions after an undefeated 20-0 season under coach Arnold Jones. The Greeley Philharmonic Orchestra, under the leadership of J. C. Kendel, performed at the Denver Auditorium with vocal selections by Mrs. Phyllis Perrini Lee and Mrs. Lloyd Fulenwider. Two Denver newspapers, *The News* and *The Times*, gave favorable reviews.

Among the unheralded developments in Greeley that year was the issuance of a broadcast license to Colorado State Teacher's College under the call letters of KFKA. This book chronicles the ensuing 75 years as we invite you to share these radio memories. To us, seventy-five never sounded so good!



**A world  
of thanks  
to KFKA for  
75 years of  
being a  
meaningful  
voice in the  
community**

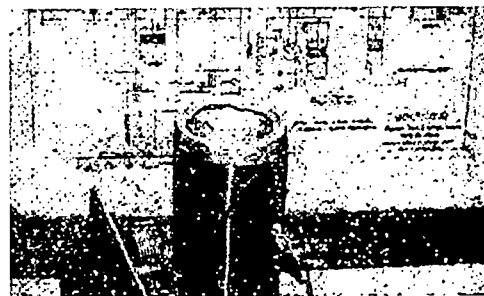
**Cottonwood  
Travel Co.**

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353-7500  
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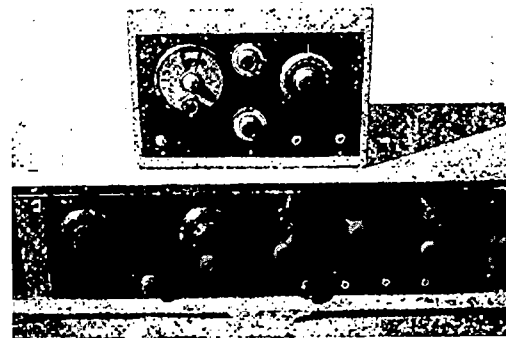
**KFKA**



This hand-wound oscillator coil formed the basis of KFKA's second transmitter in 1923. The schematic diagram of the transmitter is in the background.



*Below:* Starting in 1923, Mary Blake's organ concerts from the Sterling Hotel were among the earliest "remote" broadcasts in the country.



*Above:* Warren Williams, a lifelong radio enthusiast, built his first radio, a crystal set, in 1917. In his memoirs, *Three Score and Ten*, he writes. "I bought my first tube in 1920 ... a Cunningham UV200 type. On the vacuum tube set-up we heard KDKA in Pittsburgh as our first distant station." The two-tube set (above top) pictured here was built by Williams circa 1922 with the nine-tube deluxe model being built a year or so later.

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## **The History of A Pioneer**

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culinary needs—large or  
small—lunch or a  
special event.  
We're always here for you!



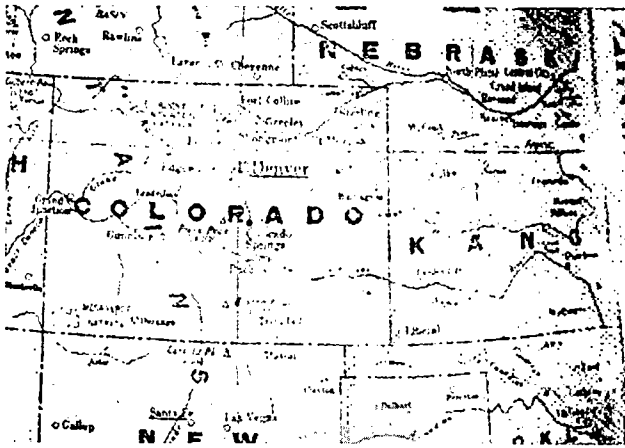
**822 Ninth Street Plaza  
Downstairs • 353-1060**

Three score and fifteen, seventy-five years, a lifetime in human terms, and almost forever in radio jargon, that's the age of KFKA. Making its first, somewhat tenuous, appearance only months after the fabled broadcast of the Harding-Cox presidential election returns over Pittsburgh's KDKA, Greeley's KFKA became one of the West's pioneer radio voices.

KFKA was born during broadcasting's infancy at the very beginning of what has become the electronic communications explosion. If the latest chapter of that explosion is referred to as *the internet*, the first chapter was known as *spark-gap transmission*. This development allowed Morse Code operators to send their dots and dashes over the airwaves, without a wire. Hence the name: wireless.

In 1909, a Greeley high school student named Gordon G. Moss built and operated a spark-gap transmitter which was licensed under his own initials, GGM. Except for a period during the World War, when the government ordered all radio transmissions stopped, Moss operated his tiny transmitter on a regular basis.

Among the technological developments of the pre-war period was Lee DeForest's audion tube which made practical the modulation of a carrier frequency with audio information. Thus radio, as we know it, became a reality on November 2, 1920 when



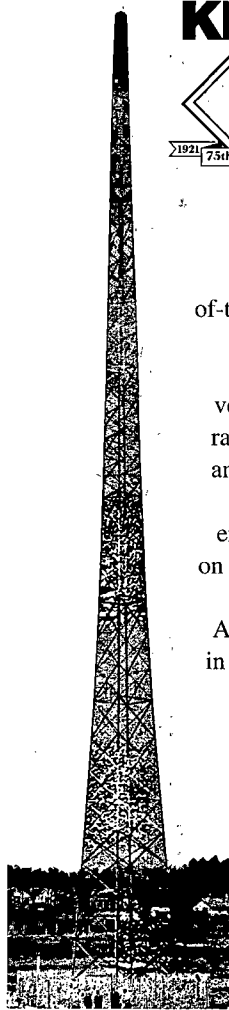
This map (circa 1923) shows the location of Colorado's eight radio stations at that time.



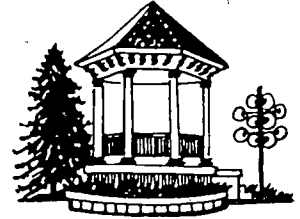
The Kentucky Hillbillies, Mary and Leonard, with announcer Bill Bilsborrow, were a daily feature in 1939.



This state-of-the-art Blaw Knox vertical radiator antenna was erected on North 11th Avenue in 1935.



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## the products raised and grown,

### Radio Voice - KFKA

a Westinghouse experimental project went on the air in Pittsburgh, Pennsylvania under the call letters, KDKA. The communications revolution was under way as other stations added their signals and their voices to the incredible world known as radio! Several months later Greeley's GGM was re-licensed to Colorado State Teacher's College, (now known as the University of Northern Colorado) under new call letters: KFKA:

Because of the relatively primitive state-of-the-art, technical problems were an everyday occurrence and on-air time was sporadic during the first two years. In 1923, an instructor at the college, Charles Valentine, was responsible for construction of the first really dependable transmitter. About the same time, H. E. Green, an accountant who would prove to be a radio visionary, came on board as an announcer. Under the leadership of Valentine and Green, KFKA established a reputation as a public service station with programs of educational and cultural interest being aired daily. The transmitter was located in Gunter Hall with studios in the music conservatory and in Cranford Hall on the Colorado State Teacher's College campus.

Truly a radio pioneer, KFKA led the way in developing many of the traditions we take for granted today. H.E. Green aired his first newscast in 1923 and began a daily editorial commentary in 1926. Remote broadcasts, common in the 1930s, were aired as early as 1923 with Mary Blake's organ concerts live from the Sterling Theater. The



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Optical The  
Eyes and Ears  
of Weld  
County**



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OPTICAL INC.**

*Cottonwood Square*

**KFKA**



## 75 Years of Radio Memories



Harry Brewer  
chief engineer 1946-65.



Sue Mosier was doing talk radio  
before the term was invented.



Francis Price  
General Manager 1935-52.



PHOTO COURTESY OF GREELEY MUSEUMS



The Camfield Hotel, 8th Avenue at 7th Street, was KFKA's home from 1933 - 1964. Today this site is a parking lot for the State Armory Restaurant. KFKA's entrance was at the northwest corner of the building.

# processed and manufactured in

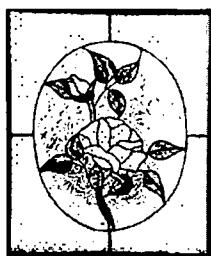
## More History

idea was expanded upon later as Carl Jordan's market reports were broadcast live and direct, via a dedicated telephone line, from Denver's Union Stockyards.

In 1930, Green and Valentine bought the station from the college, although it continued to be housed on campus. In 1932, Green purchased total control of the station and moved the studios to downtown Greeley; first to the corner of 10th Avenue and 9th Street and a year later to the Camfield Hotel (now a parking lot for the State Armory restaurant). The hotel served as KFKA's home until 1964 when the station was moved to its present location. In 1935 a new transmitter with a state-of-the-art Blaw Knox vertical radiator antenna was installed at Hoover Park on North 11th Avenue just east of what is now Island Grove Park.

In 1936, KFKA joined the Mutual Broadcasting System and was able to offer its listeners such radio treasures as *The Lone Ranger*, *Captain Midnight*, *Fulton Lewis Jr.*, *Morey Amsterdam*, and later on, *The Green Hornet*, *Superman*, and dozens of other radio delights.

From 1935 until his death in 1952, Francis Price served as H. E. Green's general manager and close confidant. The two men, and the outstanding staff they assembled,



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General manager Ralph Green and founder H. E. Green celebrate KFKA's 41st birthday in 1962.



Why was KFKA's infamous weather sign taken down in 1972. (Answer on page 21)



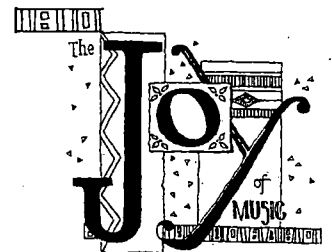
Virginia Sears



Erinie Austin



Donna Adams



with the  
**Greeley Chorale**  
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*An Evening of Glorias!*  
Saturday, October 19, 1996  
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## northern Colorado; to simplify

many of whom are featured elsewhere in this book, developed one of the Rocky Mountain west's premiere radio stations. Bill Stewart, who today is owner of KLMO in Longmont, took over as general manager in 1952 and Ralph Green, H. E.'s son, was named general manager in 1956.

The 1950s presented a major challenge to radio as America's information and entertainment medium. The challenge was just to survive in the face of the second chapter of the communications explosion: television. Many stations did not survive, but KFKA, supplementing its "hometown" personality with a pop music format continued to fill an important niche in the area's media marketplace. Ralph Green, with the assistance of Jack Redus, Sue Mosier, Virginia Sears, Larry Kirk, Ernie Austin and others, continued KFKA's hometown tradition into the 1960s.

In 1966, the Harris Group, a Kansas newspaper chain that owned several radio stations, purchased KFKA. The company appointed Joe Tennesen, who had served at another Harris station, KIUL in Garden City, Kansas, for fourteen years, as president and general manager of KFKA. Subtle changes were made in the information segments and the music became a little more modern to attract a younger demographic.

## IT TAKES A LOT OF ENERGY TO LAST 75 YEARS

We're sure you're all charged up about your 75th Anniversary. And we'd like to add our name to the list of well wishers.

So from all of us at  
Public Service Company,  
congratulations to KFKA,  
one energetic radio station.



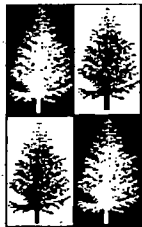
**Public Service**  
A NEW ENERGY

**The 200 Members  
Of The Evans  
Chamber Of  
Commerce  
Congratulate  
KFKA**

**On Their Many  
Contributions To  
The Merchants  
And Citizens  
In Our Area**

*Happy Seventy-Fifth*

"The Hospitality City"



**EVANS AREA  
CHAMBER OF  
COMMERCE**

Established 1984

**KFKA**



The "KFKA Marching Band" could be heard for blocks during the 1971 Independence Day parade.

The "instruments" are portable radios tuned to KFKA while the station plays a resounding Sousa march. The band was resurrected for the 1996 parade.



KFKZ-FM manager, Gail Holmes, discusses programming with general manager, Joe Tennesen. Circa 1977



Monica Mora,  
office manager 1970-81.

**distribution of those products,**

**More History**

Just as television presented a major challenge to AM radio in the 1950s, FM radio, offering stereophonic, high-fidelity sound, became AM's nemesis in the 1970s. Perfectly suited for broadcasting music, FM radio stations popped up everywhere, even at KFKA. In 1975 KFKZ (96.1 mhz) went on the air with a contemporary Christian format. Listeners in a 75 mile radius were delighted and letters poured in at an unprecedented rate.

But changes were afoot. In 1981 the stations were sold to Greeley Broadcast Systems headed by Bob Treadway. While few changes were made on the AM side, the FM was switched to a pop-rock format. Less than four years later, after extensive financial losses, the stations were sold to Ed Elliot and Rainbow Broadcasting, Inc. Grand ideas, big-city radio personalities, and a whole new image resulted in more changes than KFKA's listeners and advertisers could handle. In 1987 the owners declared bankruptcy and one of the nation's longest running radio voices fell silent.

Seven months later the Ingsted Group of South Dakota, owner of several midwestern radio stations, bought KFKA and brought hometown radio back to northern Colorado. In 1991 a group of local investors including former general manager, Joe Tennesen, purchased the station. The new owners, calling themselves Weld

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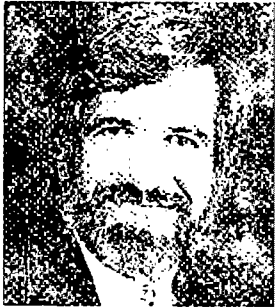
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## KFKA - 75 and Still Going Strong

**KFKA**



Michael Stewart  
current business  
manager



Joe and Joan Tennesen  
were Independence Stampede  
Grand Marshals in 1990.



Ann Tennesen  
current operations  
manager.



Holly Hendrix  
current special promotions manager.



Don Mueller  
current Chairman, Board of Directors.

I ONLY KNOW WHAT I'M TAUGHT. I HOPE IT'S RIGHT!

MY TEACHERS, NO MATTER WHAT THEY BELIEVE, ARE MY ROLES MODELS!

I AM STRONGLY INFLUENCED BY MY PEERS!

I NEED TO LEARN HOW "TO LIVE" NOT JUST MAKE A LIVING!

SO WHAT SCHOOL ARE YOU GOING TO SEND ME TO?

**YOU HAVE A CHOICE!**

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## and to stimulate the development

Broadcasting Co. Inc., faced a formidable task in trying to restore a broadcasting legend. Successfully adapting to a changing marketplace, KFKA offered its listeners an all-talk format with both local and national talk personalities, along with a major commitment to professional, collegiate and high school sports. The timing was right — as talk-radio became AM radio's most successful format around the nation. This format continues today.

Under Tennesen's leadership, the mission of KFKA remains the same as that articulated by H. E. Green in 1929: *To do everything possible to aid in marketing profitably all the products raised and grown, processed and manufactured in northern Colorado; to simplify distribution of those products, and to stimulate the development and success of economic, social and educational endeavors in the region KFKA serves.*

In this 75th anniversary book we take a fond look back at our roots even as we prepare to face the challenges of the 21st century and the continuing communications explosion. Of one thing you can be sure, radio is here to stay and KFKA will be at the forefront both technologically and in finding ways to make radio relevant to the people of northern Colorado.

RGW



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At Cottonwood Square

*Thank you,  
Joe, and your  
wonderful staff,  
for all you do for  
our community*

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professionalism  
and caring



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**KFKA**



## **"Remember Pearl Harbor" H.E. Green**



Jack Redus held just about every position at KFKA from program director to news director to sportscaster to top salesman.



Above: KFKA's microphones were there when 1940 Republican presidential candidate, Wendell Wilkie, addressed a crowd at the Denver Union Stockyards. From left are: Governor Carr, Wilkie, U.S. Senate candidate C.W. Brooks, and Jack Shoemaker, president of the Denver Union Stockyards. This broadcast was fed to the Mutual network and aired nationally.



Left: H.E. Green became widely known for his newscast signature with which he ended every newscast. It was simply, "Remember Pearl Harbor."

# and success of economic, social

## **First in News**

Since 1926, when a blind woman called H. E. Green to ask if a comprehensive news report could be given each day for folks who, like herself, were unable to read the newspaper, keeping northern Colorado up-to-date has been among the primary missions of KFKA.

Responding to the needs of such listeners, KFKA expanded its headline news, which it had initiated in 1923, and began broadcasting local and national news, including interviews with area newsmakers. Also added in 1926 was a daily editorial commentary which continues, even today, with Joe Tennessen's timely remarks on some aspect of life in northern Colorado. In 1996, KFKA presents more than 40 national and local newscasts each day!

In 1936 KFKA joined the Mutual Broadcasting System and the network news became the station's link to international news coverage. In 1937, the KFKA news staff began compiling United Press stories from the UPI newswire at the *Record Stockman* offices in Denver, (also owned by H. E. Green) producing three 15-minute newscasts each day under the heading *The News Roundup of the Air*. In 1940, Harry Green, Jr., then a student at the University of Denver and a part-time employee at the *Record Stockman*, compiled and edited the UPI stories. He also was able to provide big-city remote coverage at a moment's notice for the small-town radio station.

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**"If you don't want it heard on KFKA -  
Don't do it!"** Jack Redus

**KFKA**

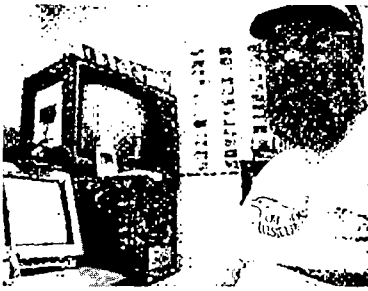


PHOTO COURTESY OF THE GREELEY TRIBUNE

Meteorologist Jim Wirshborn keeps KFKA listeners informed when weather matters.



This portable studio made "remote broadcasting" a cinch on KFKA.



Left: Colorado's first female news director, Marla (Reigle) Swedland.



Right: News director from 1979 to the present, Bob Bernd. Bob has covered the local news scene for nearly 30 years.

Shupe Brothers Trucking & DSCO Inc. of Greeley Congratulate KFKA on 75 years.

Thanks for the memories,

## and educational endeavors in

In the 1930s KFKA also served as "hometown radio" for several other northern Colorado communities which, at that time, did not have their own radio station. A good example is the relationship the station had with the Longmont Ledger whose editor, Fred Ferguson, telephoned spot news of Longmont and vicinity each morning for broadcast on KFKA.

Over the years a number of individuals have plied their trade as newscasters at KFKA. Folks with long memories will remember such names as Lyle Liggett, Ray Wilson, Robert Cornwell, Dan Nidess and Francis Price. In later years, KFKA news voices have included Jack Duane, Larry Hall, Mark Warren, Marla Swedland, Lyndee Johnson, Vicki Robb, Jack Redus, Ted Snow and currently, Bob Bernd, who has served as news director since 1979.

Jack Redus, or "Cactus Jack" as he referred to himself, especially on his O1e Red Barn country music show, had a long and distinguished career at KFKA. He is still remembered by his newscast signature which was, "If you don't want it heard on KFKA, don't do it!" While the phrase hasn't been used in some time, it still accurately reflects the philosophy of the KFKA news department as a steady, consistent and unbiased source of local news in northern Colorado.

*The* **Kitchen**

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Greeley, Colorado

**We Salute  
Joe Tennesen  
And KFKA For  
75 Years Of  
Outstanding  
Community  
Service**

**KFKA**



Willard Simms, manager of the Denver Union Stockyards, interviews a cattleman for broadcast on KFKA.



Harvey Greenwood and Buzz Hoover entertained farmers and ranchers every morning on KFKA.



Farm and ranch director, Lynn Heinze, was known for interviews "down on the farm."



KFKA's Larry Kirk brought ag reporting to a new level in Colorado broadcasting.

**the region KFKA serves."**

## First in Agriculture

Agriculture, like radio, has changed drastically over the past 75 years. While agriculture has gone from horse drawn plows to open cab tractors to today's closed cab, air conditioned, computer operated machinery, and radio has gone from vacuum tubes to transistors to today's digital technology, two things have not changed: (1) *northern Colorado's commitment to the business of feeding the world*, and, (2) *KFKA's commitment to the business of northern Colorado agriculture*.

While agriculture has been the backbone of northern Colorado's economy, ag market reporting and supporting the farm and ranch industry has been a backbone of KFKA. In the station's infancy H. E. Green would take an early train to Denver to get the livestock and farm market reports. With no time to spare, he would catch another train back to Greeley in time to air the reports during the noon farm news. Later, Green arranged for "remote broadcasts" with Carl Jordan reading the market reports over dedicated telephone lines, a practice unheard of in those days. Green's commitment to providing crop and livestock marketing reports gave farmers and ranchers the information they needed. It also established the market news format later used by the U. S. Department of Agriculture. H. E. Green and KFKA pioneered the idea of using radio to provide instantaneous agricultural and livestock market news.

As time went on, the exclusiveness of the noon market reports diminished as other

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Mike Rice interviews top rodeo clown, Leon Coffee, at the Greeley Independence Stampede.



Ault native, Don Nelson served as farm and ranch director at KFKA. Until recently he owned a radio station in Louisiana.



Tim Riter  
current Farm & Ranch Director





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## The preceding mission statement

stations copied the format. In 1955 Larry Kirk was hired to give KFKA a renewed emphasis in reporting farm and ranch happenings. He, along with H. E. Green, Ralph Green and Virginia Sears, put together a format that covered ag conventions, county and state fairs, and events such as the National Western Stock Show.

Others who have served the agricultural community from the KFKA studios include L. M. Packstan, Dick Albright, Willard Simms, Lyle Liggett, A. A. Blakely, Don Nelson, Don Hopkins, Evan Slack, Rick Shields, Mason Lewis, Lynn Heinze, Jack McConnell and Don Walters, many of whom, according to current farm and ranch director, Tom Riter, have gone on to serve the industry in a variety of ways around the world. KFKA's contribution to agriculture is extremely difficult to measure.

As agriculture continues to grow, develop, diversify, and expand to meet growing global market pressures and ever increasing regulatory constraints, KFKA's commitment to the industry remains steady and unwavering. As general manager, Joe Tennesen, puts it, "As long as I'm around, KFKA will remain dedicated to agriculture and to serving northern Colorado's farm and ranch community. You can count on the entire staff of KFKA to be there, serving you in the public interest."

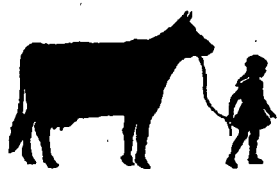
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# KFKA



**We've been turned on for 75 years.**



Horticulturalist Glen Bechtholdt  
has been advising KFKA  
listeners for 35 years.



Pastor Christian Martin  
has presented the German  
Gospel Hour for 16 years.



*Focus On The Family*, with  
Dr. James Dobson features  
advice for living.

Health issues  
have always  
been important  
to KFKA and its  
listeners. In  
1940, *Your*  
*Health* was a  
Wednesday  
afternoon



feature. In this photo Bill MacClary interviews Drs. Keena (left) and  
Hanshew. The tradition continues today as Scott Johnson hosts the  
award winning *Call the Doctor* every Monday morning.



Bob Johnson's stock  
market reports are aired  
twice daily on KFKA.

# was formulated by KFKA

## HIGH LINE AUTO REPAIR

*Specialized  
Mercedes-Benz  
Service*

1517 2nd Avenue  
Greeley, CO  
353-5510  
1-800-353-5510

## First in Feature Programming

It's difficult, if not impossible, to define a feature program. It could be an information show during a music segment or an entertainment show in the middle of a news block. It could be specialized or of general interest, and is usually shorter than other programs. But however one defines them, feature programs have always been an important part of KFKA's schedule.

The styles and subjects of such programming have been as varied as the audiences who supported them. Women's programs were an important part of the mix for decades. From Grace Green's homemaker's shows of the 1930s, to Dorothy Baldwin's *Woman's Program* in the 1940s, to Nancy Clark and Pam Pittock in the 1980s, KFKA has covered the changing scene of women's issues from getting the best meals out of a cut of meat to getting the best deals in an executive job search.

Known as a "talk" station only since 1991, interview and chat programs have always been an important part of KFKA's format. Sue Mosier's *From You To Suzy Q* and *Our Home Town* were popular programs of the 50s and 60s and are fondly remembered by many yet today. *Shelf Talk* featuring Ron Schoepflin was a staple of the 80s and early 90s. Today, local talk shows include Joe Tennesen's *Up With Weld County*, Scott Johnson's *Coffee Break* and Chuck Tennesen's *Colorado A.M.*



Right: Dick Williamson, known as KFKA's Old Time Radio guy, takes a fond look back at radio's golden age on *Radio Memories* every Sunday night.



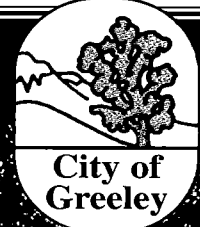
*Shef Talk*, with the always upbeat Ron Schoepflin, was a morning habit for thousands of KFKA listeners.



Larry Parker and Kenny Gartrel doing what talk-radio KFKA does best.



Scott Johnson: Creativity is his middle name.



Dear KFKA,  
Thanks for sharing our story with local residents for 75 years.

From Your Friends at the  
*City of Greeley*

## owner and general manager,

Other local features over the years have included live talent shows, legislative updates, gardening, hobby and parenting shows, comedy, travel tips and debates on the issues of the day. The spiritual needs of the community have been faithfully served over the decades as Sunday mornings have always featured programs of faith, worship and study.

In addition to the talk shows mentioned above, today's feature programming ranges from *The Northern Colorado Business Report* which goes beyond market prices and tells the story of local business and industry trends, to Scott Johnson's *Entertainment Beat* which keeps Weld County updated on show biz from Hollywood to the Union Colony Civic Center, to *Radio Memories*, during which Dick Williamson takes a fond look back at the golden age of radio, to Bob Bernd's *Country Roots* which traces our country music heritage.

KFKA's programs have not only attracted the loyal attention of northern Colorado listeners, they have also gained the respect of others in the industry. The Colorado Broadcasters Association named *Coffee Break* the Best Major Market Talk Show for 1995 in addition to awards for station promotion, public service announcements and local sports coverage.



**ABSOLUTE  
AUTOMOTIVE**

16th Street PHILLIPS

"Your  
Neighborhood Full  
Service Station"



1011 16th Street  
Greeley, CO  
(970) 346-8020



*Congratulations on 75 years  
of presenting the "sounds"  
of Weld County*



### Speech-Language Pathology and Audiology Clinic

Helping you with your  
communication needs

- Full Hearing Services
- Hearing Aid Sales & Repairs
- Stuttering, Voice, Language, Articulation, Aphasia Testing and Therapy
- Sliding Fee Scale
- New State-of-the-Art Clinic

#### NO REFERRAL NECESSARY

Services provided by students under the supervision of ASHA certified audiologists and speech-language pathologists

**Gunter Hall, Room 0330  
Greeley, CO 80639  
(970) 351-2021 V/TDD**

# KFKA



## Sports voices from the past



Ron Holmes



Don Tennesen



Ray Velasquez



Brian Carr interviews Jim Baggot, longtime coach and popular sports figure, at courtside circa 1975.

# H. E. Green, sometime in

## First in Sports

Through the years KFKA's commitment to quality sports programming, at both the local and professional level, has been unmatched in Colorado broadcasting.

The first play-by-play game coverage was in 1926 when a line was run from the studios, then in the Teacher's College Conservatory of Music, to Jackson Field. In 1940, Harry Green, Jr. was doing play-by-play of Greeley High School Wildcat games. In 1964, Greeley West High School opened its doors and KFKA added the Spartans to its sports broadcast menu. Over the years other area schools have been added as well. In the 1960s and 70s the Welco Booster Club sponsored broadcasts and honored student-athletes. Today, KFKA carries more high school sports than any other station in Colorado.

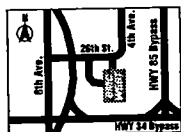
During 1995-96, KFKA originated live, play-by-play coverage of the Greeley Central Wildcats, Greeley West Spartans, University High Bulldogs, the Dayspring Eagles, the Roosevelt Rough Riders, the Weld Central Rebels, the Frederick Warriors, the Windsor Wizards, the Eaton Reds, the Highland Huskies, the Crow Valley Falcons, the Fort Lupton Blue Devils and the Valley Vikings.

At the college level, KFKA is the exclusive voice of the University of Northern Colorado Bears, with live play-by-play coverage of the Bears entire schedule of football and men's and women's basketball. In addition, there is play-by-play coverage of

# BMC WEST

**BUILDING MATERIALS**  
Your Residence Expert

- Delivery Available
- Convenient Financing
- Free Estimates
- Custom Millwork Services
- Special Order Service
- Expert Advice and Technical Service
- Project Planners



**500 27th Street**

**Greeley**

**356-9000 • 1-800-397-1592**





**KFKA**



**GREELEY WEST**



Jeff Kingery, one of the voices of the Colorado Rockies, with KFKA's Bob Bernd, Mark McVicar, who was KFKA sports director for 7 years, and Mike Rice.



Chuck Tennesen  
Current  
Sports Director

**Would You Buy  
A Sprinkler System  
From This Man?**



**Congratulations to  
KFKA on 75 years  
Service To Weld County**

*From Rob Reeve,  
The Old Ditch Digger*

**Rob's Repair  
381-0173**

**the 1920s.**

**The far-sighted**

women's volleyball and the men's baseball program. During the 1995-96 school year more than 80 UNC sporting events were broadcast. Other major college games, including those of the University of Colorado, are carried as schedules allow.

On the professional scene, all of the Colorado major league teams are carried on 1310. Included are the Colorado Rockies, the Denver Broncos, the Colorado Avalanche and the Denver Nuggets. There is no need to wonder which station is carrying your favorite team — The answer is always KFKA!

Dozens of sportscasters have been heard originating games on KFKA. Sports fans will remember Larry Sears, Jack Redus, Ken Hawthorne, Dave Sawyer, Don Tennesen, Bryan Carr, Ron Holmes, Ray Velasquez, Mark McVicar, Mike Rice, Bob Bernd, Dan Winkler, and Chuck Tennesen among the many who have brought northern Colorado sports to life.

In an era when live coverage and satellite-delivered instant replays of sports events are presented on television, usually over-hyped and often on a pay-per-view basis, the universal availability of an expert radio commentator describing all of the action in living color, right before your ears, makes for mighty enjoyable listening. KFKA truly is northern Colorado's Sports Leader.

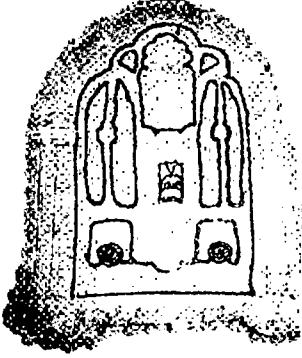


**Todd Garretson  
Zeke Garretson**

**801 8th Avenue  
Greeley  
353-8068  
1-800-234-0255**

**KFKA**

*They Baked for  
Our Birthday*



Tracy & Linda Smith  
**JUST BAKED  
BAKERY**  
◆  
**Downtown Greeley**

**KFKA**



**75 never sounded so good**



Bobby Warner combines radio with his career at "Partners."



Larry (Parker) Selzle has been KFKA's chief engineer since 1990.



Rob Norwood, KFKA's entry in the "I'll do anything once" derby, is seen riding a bull at a rodeo. Both Rob and the bull survived.

## Green envisioned and

### Voices Have Faces

Behind the scenes . . . there are engineers and board operators. At small town radio stations they usually double as announcers as well, but often are overlooked when the credits are handed out. These are the folks who keep things running smoothly and who create the professional sounds that make a station unique in its market.



KFKA has always been blessed with talented individuals who served behind the scenes. The tradition extends back to the likes of Earl Smith who was chief engineer in the late 1920s and who went on to a distinguished career with RCA. He was followed by W. C. (Barney) Nesbitt who would go on to the big-time at WEA (now WFAN) in New York City. Chief engineer from 1930-35 was Al Isberg who later would be instrumental in developing NBC's pioneer television station, W2XBS in New York City. Others who served in the 1930s include Warren Williamson, Gerald Rice, George Provol, and George Pogue, who would later move on to KOA-TV in Denver. Bill Welsh, now with KKTU in Los Angeles, W. B. MacClary, Bill Billsborrow and Charles Lang, along with general manager Francis Price and owner H. E. Green, did much of the announcing.

During the second World War Ken Cooper performed yeoman's duty in keeping the station on the air in the face of ever present shortages of parts and tubes. Starting in 1946 Harry Brewer would become a fixture at KFKA, serving as chief engineer on into

**Century 21**

**Geile & Assoc.**

**918 11th Avenue  
Greeley, Colo.  
352-8838**

M.J. "Mike" Geile  
Owner, Broker



Above: Tom Riter gives a whole new menaing to radio humor.



Right: Kris Housel lights up the room – wherever he is.



Scott Johnson is deep in thought



Mike Rice  
Current Program Director

## KFKA'S INFAMOUS WEATHER SIGN ...



... was supposed to give passers-by tomorrow's weather forecast. However, some folks never got the idea and persisted in calling the station to report that the sign was wrong; ie. "It says 'snow' when any fool can see that the sun is shining." After a few hundred such calls, we took the darned thing down.

## articulated KFKA's role, not

the mid-1960s. Charles Crawford has been the station's tower man since the 1950s.

Voices familiar to KFKA audiences in the 1950s and 60s included William Stewart, Lloyd Norton, Charles Sumerau, Norm Noe, Bob Johnson, Frank Sweigard, and Larry Sears. Others whose names invoke many memories are Dave Sawyer, Sue Sutton, Brian Carr, Don Dana and Ward Hartston.

Larry (Parker) Selzle has been KFKA's chief engineer since 1990. Board ops in 1996 include Bobby Warner, Rob Norwood, Kenny Gartrell and Kris Housel.

Often unheralded, but responsible for the content and character of a radio station are those folks who carry the title "program director" along with other duties both on and off the air. *Creative, ingenious, innovative, and gifted with unbounded energy* are the descriptives needed to characterize those folks who have held this title. They include Dorothy Baldwin, Jack Redus, Larry Haffner, Ken Hawthorne, J. Roger White, Robert E. Lee, Ray Velasquez, Randy Keim, Mark McVicar, and current program director, Mike Rice.

A radio station is many things, but its character and uniqueness are truly defined in the people who expose themselves through their voices to an audience they can't even see.

## THE BOOK STOP

931 16th Street • 356-1687

### A bookstore for book lovers

New & used books • journals  
calendars • stationery  
Books on tape • Special orders

ENJOY OUR IN-STORE COFFEE SHOP  
featuring coffees,

espresso,  
cappuccino,  
latte, soups,  
salads,  
sandwiches, and  
gourmet desserts

Open early a.m.  
& late nights  
Lovely patio for  
warm weather dining

MARGIE'S



JOINT



## Bartels & Noe Agency

Colorado's oldest  
independent insurance  
agency celebrating  
125 years of service

### - LOCATIONS -

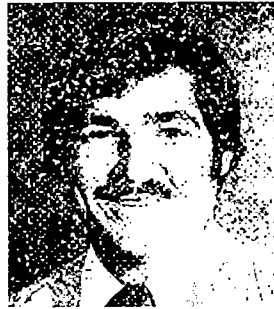
Greeley • 356-1133  
1301 9th Street

Windsor • 686-5651  
421-B Main Street

Ault • 834-1337  
Crossroads

*A salute from one of  
Greeley's early  
businesses to another*

# KFKA



Rick Runyan,  
sales manager, 1975-1980.



KFKA's Virginia Sears and UNC's John Chadwick peruse  
the station's 20th anniversary book published in 1941



Buzz Hoover and KFKA make radio marketing history.  
Story below.



Shelly Costigan created the  
marketing department at  
Greeley Cablevision before  
becoming an account executive  
and prime booster at KFKA in  
the early 90s.

## only for his time, but on

### It All Begins With Sales



- Medicare Supplement Specialist
- Long Term Nursing Home Care
- Annuities
- Life Insurance
- Major Medical Health

**MARY P. EASTWOOD  
AGENCY**

928 13th Street, #5, Greeley  
346-1446

It may be an old cliché, but in truth, nothing happens until somebody sells something. Romanticists may love what radio does but without sales none of it would ever happen. Selling radio advertising presented a new challenge to marketing experts in the 1920s and 30s. The first commercial was for a housing development in Jackson Heights, New York, and was aired on WEAJ on August 28, 1922. The first singing commercial was produced for Wheaties in 1926. In 1931, Pepsodent astounded the advertising world when its sales quadrupled after sponsoring *Amos and Andy* on NBC. Radio began to flex its muscles; advertising made it possible.

Another classic tale had to do with Buzz Hoover and his Greeley Cash Auction Market. Hoover started his business in 1930 and three years later was struggling to survive. Enter H.E. Green and KFKA. Hoover contracted for 45 minutes of air time each morning and, with cowboy singer Harvey Greenwood, sang, joked and promoted the Greeley Cash Auction Market. They were an instant hit and sales soared, increasing by 5 times in just three years. During a four month period in 1937 they received over 900 letters from listeners in 22 states and Canada.

Today, KFKA offers the business community in northern Colorado an immediate and effective means of reaching specific, targeted audiences. Joe Tennessen serves as the sales team's inspirational leader. Under the direction of Charley Mylander, local





Kelly Siebrands



Chuck Tennesen



Dick Williamson



Dorothy Reichert



Pat Hanafin



Kenny Gartrel



Eldon Thomas, Charley Mylander and Joe Tennesen head up KFKA's marketing efforts in 1996.

*Congratulations  
to  
**KFKA**  
on 75 years  
of broadcasting*



As the new kids in town we can really appreciate what that means!

**GREELEY  
AUTO GROUP**  
*"Price Does Sell Cars!"*

- ✓ Unmatched values
- ✓ Outstanding service

**HONDA • VOLKSWAGEN  
ISUZU • MAZDA**

3805 W. Tenth Street  
GREELEY  
**353-3311**

## into the 21st century.

sales manager and Eldon Thomas, national sales manager, the marketing staff presents itself as a resource to the northern Colorado business community. Because radio advertising works, KFKA's success is important to the economy of the entire region. Because being a good neighbor works, the sales staff is invested in what Mylander calls *relationship selling*. "When our advertisers succeed," says Thomas, "so do we."

In the 1950s and 60s the sales department was headed by Virginia Sears, assisted by Lorene Briggs, Jerry Fahrenbruch and Virgil Troester. Prominent sales representatives who moved from programming to selling included Marla Swedlund (Reigle) and Jack Redus. Donna Adams was sales manager in the late 1970s and early 1980s and was followed by Rick Runyan. During the turbulent decade that followed, Ray Ebert, Eldon Thomas, Pat Gittings, Kathy Thompson, Aileen Berry, Jon Noteboom, Bill Kish, and Gary Thie were among the street warriors who worked with advertisers and agencies to present marketing opportunities on KFKA.

Today's sales staff, along with Tennesen, Thomas and Mylander, are account executives Dorothy Reichert, Kelly Siebrands, Chuck Tennesen, Dick Williamson, Kenny Gartrel and Pat Hanafin.

*Rare  
Necessities*™



Distinctive  
Home Furnishings,  
Accessories & Gifts

808 Eighth Street Plaza  
**356-7001**  
Cathy Ludlow, Proprietor





**SUPERCLEAN**  
UNLEADED GASOLINES

## ROTHMAN OIL COMPANY

Family Owned And Operated Since 1958

*Serving  
Farm, Ranch, Fleet, Commercial,  
Industrial, Aviation, And Racing  
With Premium Quality Lubricants  
and Petroleum Products*

**Rothman Oil Co.**

US Hwy 85 & 31st  
339-5966

The people with  
an eye for investments  
salute the people with  
a nose for news.

Congratulations to KFKA  
on your 75th Anniversary.

**PaineWebber**  
Invest With More Intelligence.™

822 Seventh Street, Suite 310, Greeley, CO 80631  
(970) 353-8010 (800) 824-8837

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# State Farm congratulates

## KFKA radio on 75 years of serving Greeley and Weld County



Like a good neighbor,  
State Farm is there.





# Old Friends - Good Neighbors

KFKA expresses its genuine appreciation and heartfelt thanks to those old friends and good neighbors who have been part of our community since (or prior to) 1921.

Austin and Austin, Auctioneers	Home Gas and Electric Co. (Public Service Co.)
Balcom Seed Co. (United Agri-Products)	Hoshiko Farms
Church of God	Lesh Drilling
Church of the Nazarene	Lowell Paul Dairy
Colorado State Teachers College (UNC)	Kimbrel Music Co.
Consumers Oil Co. (Agland)	Noffsinger Manufacturing
Continental Oil Co.	Macy Service, The (Allnutt Funeral Service)
Ellis and Capp	Mann Bicycle Shop (George's Repair Shop)
Erickson's Flowers	Mawson Peterson Lumber (United Lumber)
Evangelical Free Church	Moffat Paint and Glass
Evans Methodist Episcopal Church (Evans United Methodist)	Mountain States Telephone and Telegraph (US West)
First Baptist Church	Meadow Gold
First Christian Church	Norman's Memorials
First Church of Christ, Scientist	North American Van Lines
First Congregational Church	Reformed Presbyterian Church
First Methodist Episcopal Church (First United Methodist)	Royer Insurance
First National Bank (Norwest)	Runnells and Runnells Chiropractors
First Presbyterian Church	Salvation Army, The
First Unitarian Church	St. Paul's Congregational Church
Ft. Collins Flour Mills (Ranch-Way Feed Mills)	St. Peter's Catholic Church
Freeman's Cleaners	Tribune Republican Publishing Co. (The Greeley Tribune)
Greeley Bottling Works (Coca Cola Co.)	Trinity Episcopal Church
Greeley Gas Co.	Trinity Evangelical Lutheran Church
Greeley Elks Club	Warnoco
Greeley Feed and Poultry (Greeley Elevator)	Weiss Jewelers
Greeley Monumental Works (Greeley Monument Works)	Weld County Abstract Co. (TransNation Title)
Greeley Rotary Club	Weld County Garage
Greeley Tent and Awning	Weld County Hospital (NCMC)
Haefli, Ed - Optometrist and Spectacle Maker (Vision Clinic)	Western Union
	Wheeler Real Estate
	Winograd Steel

*To any others who may have been in business for these 75 years, and whose name we inadvertently missed, please accept our apologies.*

The collage consists of numerous overlapping letters and cards, all addressed to KPFA (Kaiser Permanente Foundation for Arts) on the occasion of its 75th anniversary. The letters are from various organizations and individuals, including:

- North Colorado Medical Center:** A letter dated June 12, 1990, from KPFA Radio, 820 11th Avenue, Greeley, CO 80631, congratulating KPFA on its 75th anniversary.
- Greeley Evans:** A letter dated June 11, 1990, from Greeley Evans, 820 11th Avenue, Greeley, CO 80631, congratulating KPFA on its 75th anniversary.
- Noffsinger Manufacturing Co., Inc.:** A letter dated June 12, 1990, from Noffsinger Manufacturing Co., Inc., 300 South Avenue, P.O. Box 488, Greeley, Colorado 80632, congratulating KPFA on its 75th anniversary.
- Weiss Jewelers, Inc.:** A letter dated June 11, 1990, from Weiss Jewelers, Inc., 820 11th Avenue, Greeley, CO 80631, congratulating KPFA on its 75th anniversary.
- United States Senate:** A letter dated May 28, 1990, from the United States Senate, Washington, D.C. 20540, congratulating KPFA on its 75th anniversary.
- Florio's:** A letter dated June 13, 1990, from Florio's, 820 11th Avenue, Greeley, CO 80631, congratulating KPFA on its 75th anniversary.
- Other letters and cards:** There are many other letters and cards from various organizations and individuals, all expressing admiration for KPFA's long history of community service and dedication to the local area.

## Freeman's CLEANERS

One of the Finest in Dry Cleaning

PICKUP & DELIVERY SERVICE  
In Greeley City Limits



Full Service Cleaners With  
With All Work Done On Site

• Storage of Summer and winter clothes at no extra charge

352-6868

1309 8th Avenue, Greeley

## Rocky Mountain SHUTTLE

Door-to-Door Service -  
Direct to DIA

356-3366

213 6th Avenue, Greeley

There is simply no  
other place like it!

**concepts**  
home furnishings and gifts

3616 W. 10th St. • 351-7500

## INDEPENDENCE Greeley STAMPED

CELEBRATING 75 YEARS IN 1997

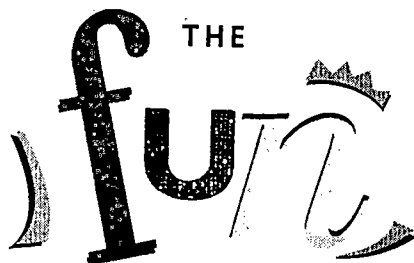
JUNE 20 - JULY 5, 1997

The Greeley Independence Stampede  
salutes

JOE TENNESSEN

& KFKA RADIO

ON THEIR 75th ANNIVERSARY



STARTS WHEN  
YOU GET HERE.

80 Great Stores

10 Restaurants

Conveniently

located at

HWY 34

Bypass and

23rd Avenue

356-4253

Joslins

JCPenney

Sears

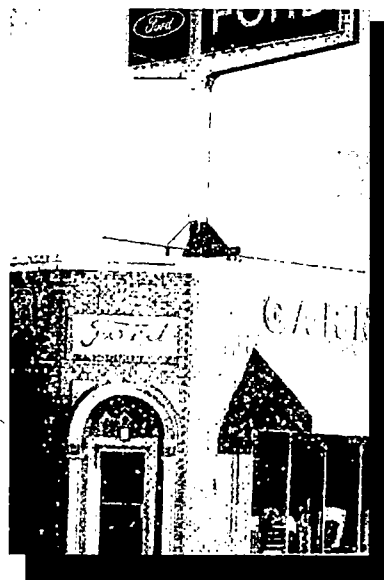
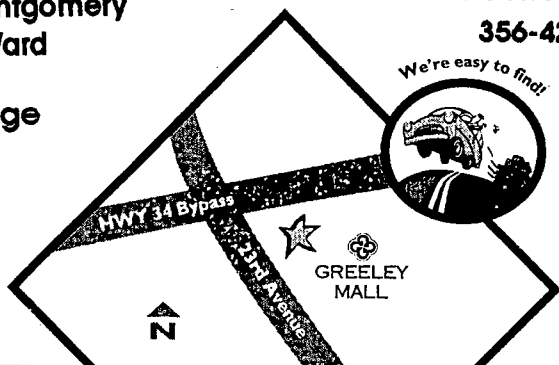
Montgomery  
Ward

Stage

GREELEY MALL

"Where good things happen"

Gift Certificates available at the  
Information Desk in the Stage Corridor



Serving  
Northern  
Colorado  
Since 1922

Stability

Honesty

Integrity

Reliability

1100 8th Avenue • Downtown Greeley  
352-9174 • 1-800-537-2508

**GARNSEY AND WHEELER**  
SINCE 1922  
SALES • SERVICE • PARTS



*Weld County Wishes  
To Congratulate KFKA  
On 75 Years Of  
Dedication To Community  
Service And Keeping  
The Citizens Of Weld  
County Well Informed.*



**THE  
INVESTMENT  
CENTER**

Located at First National Bank

**CONGRATULATES  
OUR FRIENDS AT**

**KFKA**

**75 GREAT YEARS  
IN GREELEY!**

**Keep Talking!**

Kay Copley

Fred Block

*Strength In Numbers*

**Three Locations To Serve  
You In Northern Colorado  
(Soon To Be Four)**

**FIRST  
NATIONAL  
BANK**

West 10th Street at 43rd Avenue • Greeley

Royce Clark, Chairman & CEO

**352-0077**



**FIRST  
NATIONAL  
BANK**

1800 Greeley Mall • Greeley

Gary DeFrang, President

**356-2700**



**POUDRE  
VALLEY  
BANK**

East Mulberry at Link Lane • Fort Collins

Larry Meier, President

**493-6414**



*Coming Soon Poudre Valley Bank  
Horsetooth and Shields*

**Professional Service With A Personal Touch**

FNB Is A Locally Owned And Independent Colorado  
Corporation With Assets Near \$90 Million



Member  
FDIC



# Others shared KFKA memories . . .



## Some Humorous, Some Poignant, Some Downright Embarrassing!

One of the great things about radio is that, for the most part, it is live and immediate. No other communications medium can respond as quickly or with the spontaneity of radio. Radio's immediacy has been the source of many a chuckle, embarrassment or tear. To illustrate, some of our old friends shared memories of their days at KFKA.

### AIRLINE DISASTER

Former KFKA general manager, Bill Stewart, now owner and general manager of KLMO in Longmont, remembers the United Airlines plane that crashed because a bomb had been placed on board. He writes, "When I first heard the news I rushed out to the site of the crash. Debris was spread over more than a mile and the plane's nose was about five feet deep in a farm yard. Since I was the Civil Defense officer for Weld County at the time, the authorities let me in for a first hand look. That memory sticks with me to this day. My parents lived nearby so I rushed to their house and made a number of eye-witness calls to KFKA with my version of what was happening. We later won a United Press award for on-the-spot reporting. A morgue was set up in the Greeley Armory, just across the alley from the KFKA studios and we were able to meet a lot of the victims' relatives – including John Gilbert Graham whose mother died in the crash. He was later identified, and convicted, of being the bomber."

### SILVER DOLLAR TIME

Ralph Green tells of a popular program that was developed in the 1940s by Francis Price called *Silver Dollar Time*. Francis would pose a history question and then call listeners to see if he could elicit a correct answer and would add a silver dollar to the jackpot for each incorrect response. This feature proved to be so popular that he added a Saturday morning variation in the Camfield Hotel's dining room. He would offer prizes, some quite valuable, for such things as the woman with the most outlandish hat or the most ornate cake decoration. Bill Stewart, Jack Redus and Jerry Ryan carried on this tradition as KFKA always found ways to generate audience participation.

### ON-THE-JOB TRAINING

Bob Johnson recalls that he moved back to Greeley in 1953 to pursue romantic interests and, needing a job, he walked into the KFKA studios and asked for an audition. Jack Redus was program director and, too busy to conduct

a formal interview, said, "Sit down there by that microphone and, when I give you the signal read this commercial." His audition was live and on-the-air. Bob says he didn't have time to get nervous but he must have done OK since the sponsor, MacArthur Olds, stayed on and Jack said, "OK, stop in Mr. Green's office and give him your Social Security number. You start tonight." Learning to run the board in only a few hours was one of the great challenges of Bob's life. That evening, a remote broadcast from the college's Garden Theater proved too much for the young announcer who was befuddled by the array of switches, pots and patch cords. Chief engineer Harry Brewer came racing to the rescue saving the situation and giving new meaning to the phrase on-the-job training.

### HIGH SCHOOL DAZE

Recalling his days at Greeley High School, Norm Noe shared the following radio memory. He and Scotty Billington were the student hosts of the weekly *High School Sports Parade* on KFKA. A half-hour show, the boys would report on and discuss high school sports for all the schools in the listening area. They even had their own theme song recorded by the Langworthy Band. The recorded ditty was only a few seconds long but it came in handy one day in the fall of 1948. It must have been a slow week in high school sports as the boys covered each story, then, as was the custom in those days, dropped that page of the script to the floor. As the last page floated gently downward, Norm looked up at the clock and suddenly realized they had not even filled fifteen minutes!

The quick thinking board operator played the theme giving Scotty and Norm a few seconds to scramble around on the floor looking for a story that deserved further comment. Then they jumped up, offered what sage commentary they could, and then as the theme was played again, repeated the process. This went on for fifteen minutes and the boys finished the most harrowing broadcast of their young careers. Later on, says Noe, H. E. Green "encouraged me to go into the insurance business."



## WEDDING BELLS

It was October of 1931 when Tom and Elizabeth Spelts made KFKA history. They became the only couple in the 75 year chronicle of Colorado's broadcast pioneer to be married on the air!

Elizabeth was from Fort Lupton and Tom ran the elevator in Keenesburg. Their union was an enduring one, lasting over 60 years until recently when Tom passed away. Our greetings and best wishes go to Elizabeth Spelts for her part in a KFKA milestone.

## DANCE BAND REMOTES

Bill Welsh, a student announcer in the mid 1930s who today is with KKTU in Los Angeles, tells of the time he talked H. E. Green into allowing him to do dance band remotes from the CSTC campus. The station only had one working microphone so Welsh would put on a 15-minute transcription disk, race out to the campus, set up his mike and, when the transcribed program ended, he would introduce the band and cover the dance. When it was over, the engineer would put on another 15-minute transcribed program and Welsh would race back to the studio with the station's only working mike. He often wondered what the station would have done if he had had an accident or had failed to get that one precious mike back to the studios.

## RAIN DELAY

Folks old enough to remember the 1950s will remember Guy Reiff's recreations of the college's away games using a Western Union feed, simulated crowd noises and other sound effects. Old-timers still laugh about the time the Bears were playing at San Jose State and the Western Union feed was unexpectedly interrupted. Reiff, thinking on his feet, described a sudden squall that forced a "rain delay." It was more than two hours before the feed was restored. Reiff, however, was stuck with his story, and filled the entire two hours describing one of the most ferocious storms to ever hit California.

## THE GREAT DEPRESSION

Al Isberg, chief engineer from 1930 to 1935, recalls how tough things were in the depths of the great depression. His paycheck was supposed to be twelve dollars per week in 1932. But since dollars were so hard to come by, many advertisers paid for their commercials by offering merchandise, such as groceries, instead of money. The station would then pay its employees part cash and part grocery vouchers. "It wasn't so bad," says Isberg, "at least everybody got to eat."

# Acknowledgements, Credits, and Heartfelt Thanks!

Production of this 75th Anniversary Book has been made possible by the generous support of the advertisers listed herein, every member of the current KFKA staff, and many, many of our old friends and supporters. Our heartfelt thanks are also extended to the following who helped in a variety of special ways:

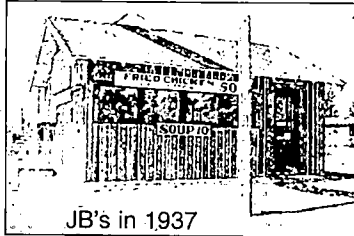
*Pat Dale  
Fred Werner  
Elwood Meyer  
Shadowfax Photography  
Greeley Museums  
Rebecca Ross  
Peggy Ford*

*Bob Hess  
Norman Noe  
Sunshine Graphics  
Pamela McCarville  
H. E. Green, Jr.  
Bob Johnson  
Bill May*

*Bill Stewart  
Walter Stewart  
The Greeley Tribune  
Mr. and Mrs. Ralph Green  
Lucy Williamson  
Judy Williams  
Clifton Spelts*

## Congratulations To KFKA on 75 Great Years

KFKA Started  
Out Small-  
And So DID  
**JB's**



We've Grown Up Together—And  
We've Only Just Begun!



**JB's Restaurants NOW AT 3 LOCATIONS**

2501 8th Ave.  
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2727 23rd Ave.  
Greeley, CO

1617 E.  
Eisenhower Blvd.  
Loveland, CO

# KFKA 75 Years

*Celebrating Weld County  
Businesses Growing  
Together*



**Express  
Personnel  
Services**

1135 8th Avenue  
(970)353-8430



**Starpak** is proud to be a  
partner with KFKA 1310 in  
making Greeley a great place to live.





# Stability

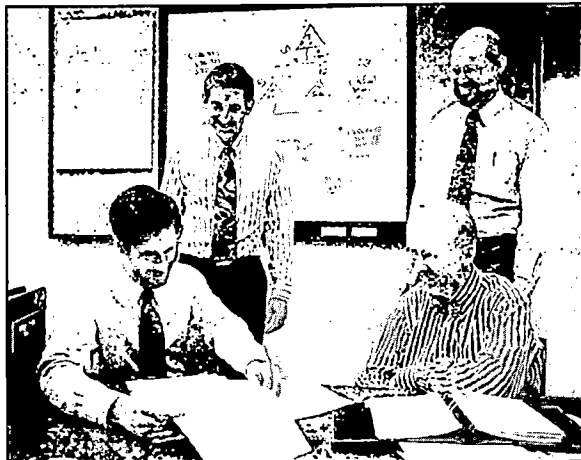
"Will you people be around when I am gone?" A question that arises but is not often said.

Most of us are fussy about our responsibility in nurturing and protecting the family jewels. Not only should the outside professionals be informed, competent and trustworthy, they need to be around to assist in baton passing to the next generation.

Anderson & Whitney, P.C. has been serving Northern Colorado for more than a quarter of a century. Three of our four partners came to work here directly from college. We have watched our customers establish successful businesses and pass them to the next generation. Now their grandchildren come to us for service.

Stability and creativity are important in business and business relationships. That is why we consistently maintain a family of developing staff. The owners strive for a working environment that is consistent, challenging and gives value to our customers.

Don't look for Anderson & Whitney, P.C. to sell out or merge. We will keep on the same path, watching your family jewels--generation to generation.



*Congratulations KFKA On  
75 Years In Broadcasting*



**CERTIFIED PUBLIC ACCOUNTANTS**

**1001 Ninth Avenue, Greeley •352-7990**

## *75<sup>th</sup> Anniversary*

Pueblo Chemical & Supply  
Salute Radio Station

**KFKA am 1310**  
and Colorado Agriculture



*Chemical & Supply Co.*

(970) 352-4750



# Your 1996 KFKA Radio Guide



## MONDAY - FRIDAY

- 5a to 6a **AGRICULTURE TODAY** Tom Riter has the latest news on agriculture, markets and weather.
- 6a to 9a **UP WITH WELD COUNTY** Joe Tennesen takes people through the morning news, weather, sports, plus ag and business information. A guest host visits each day.
- 9a to 11a **COFFEE BREAK** Scott Johnson welcomes guests and takes listener phone calls each day discussing a variety of issues including medical, education, business, the law, and the arts.
- 11a to 11:45a **COLORADO A.M.** Guests talk about a wide variety of topics with Chuck Tennesen. Colorado A.M. features regular segments on home repairs, photography, pet care, food/cooking/restaurants, and also mixes in information on local, regional, and national events and famous personalities.
- 11:45a to 1p **THE MIDDAY REPORT** New, weather, sports, ag and business reports and more.
- 1p to 4p **THE RUSH LIMBAUGH SHOW** Political issues, current events, and commentary with America's most listened to and thought-provoking talk show host.
- 4p to 5p **NORTHERN COLORADO SPORTS TALK** From the high schools to the pros, Mike Rice and Chuck Tennesen provide you with your afternoon sports fix.
- 5p to 6p **THE HOMEWARD BOUND REPORT** An hour of news and information with Larry Parker.
- 6p to 9p **BRUCE WILLIAMS** Financial and Business advice.
- 9p to 12m **THE JIM BOHANNON SHOW** Topical guests, current events, and open phones.

## SATURDAY

- 5a to 6a **FARM FORUM** Farm and Ranch Director Tom Riter provides information on agricultural issues and events.
- 6a to 6:30a **THE BEST OF UP WITH WELD COUNTY** Highlights of previous shows.
- 6:30a to 7a **BERND'S EYE VIEW** KFKA News Director Bob Bernd talks with area news makers.
- 7a to 8:40a **SATURDAY MORNING** Start your weekend with news, weather, sports and features on weekend activities around northern Colorado.
- 8:40a to 9a **THE WEEKEND GARDENER** In his 35th year on KFKA, horticulturist Glen Bechtholdt tells you what you should be doing this week to keep your lawn and garden healthy and happy.
- 9a to 10a **THE SWAP SHOP** Our open line flea market lets you call in with items to buy, sell or trade.
- 10a to 12n **WELCO WRAP-UP** KFKA sports hosts visit with high school and UNC athletes, coaches, and other local (and sometimes famous) sports figures.
- 12n to 12:30p **THE BEST OF UP WITH WELD COUNTY** Highlights of previous shows.
- 12:30p to 1p **BERND'S EYE VIEW** KFKA News Director Bob Bernd talks with area news makers.
- 1p to 2p **THE BEST OF COFFEE BREAK** Highlights from shows during the week.
- 2p to 5p **MONEY TALK** Financial advice from Bob Brinker.
- 5p to 10p **E.S.P.N. RADIO** Complete national sports coverage including scores, interviews, and talk.
- 10p to 12m **COUNTRY ROOTS** Bob Bernd hosts this hoe-down of historic country music.

## SUNDAY

- 5:45a to 6a **WORDS OF LIFE** From The Salvation Army.
- 6a to 7a **FOCUS ON THE FAMILY**
- 7a to 7:30a **GERMAN GOSPEL PROGRAM** With Pastor Christian Martin.
- 7:30a to 8a **LUTHERAN VESPERS**
- 8a to 8:30a **PLATTEVILLE BAPTIST CHURCH**
- 8:30a to 9a **DAILY BIBLE LESSONS** From the Christian Scientists.
- 9a to 9:30 a **TRINITY LUTHERAN CHURCH**
- 9:30a to 10a **THE LUTHERAN HOUR**
- 10a to 11a **FARM FORUM**
- 11a to 12n **FIRST UNITED PRESBYTERIAN CHURCH**
- 12n to 2p **ON COMPUTERS** The latest in computer technology.
- 2p to 5p **MONEY TALK** Financial advice from Bob Brinker.
- 5p to 8p **E.S.P.N. RADIO**
- 8p to 12m **RADIO MEMORIES** Live from our studios, KFKA's Dick Williamson hosts this four hour show, bringing back classic radio programs of the 1930s, 40s, and 50s.

**KFKA**

## KFKA Mission Statement

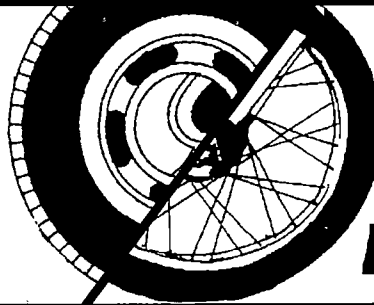
*Owners, managers and all other KFKA associates, recognizing the responsibilities and opportunities associated with being part of the local media, commit themselves to providing a real community service through the medium of talk radio, in an enjoyable work environment that encourages creativity and excellence, while providing an optimum return for our investors.*

**Congratulations KFKA For Keeping The Wheels Going Round For 75 years!**

**16<sup>th</sup> STREET**  
**TEXACO**



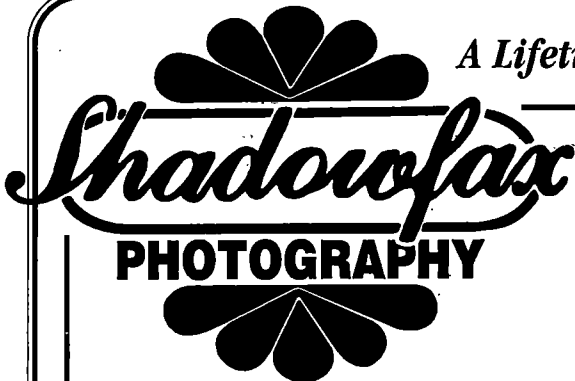
1105 16th Street, Greeley  
353-4421  
Touch-Free Car Wash



3820 W. 10th Street  
Greeley  
356-3663

**bike peddler**

*A Lifetime of Memories... Unique Personal Photography*



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- SENIORS
- FAMILIES
- WEDDINGS
- ANIMALS



**CHARLESE**  
*Photographer/Owner*

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## Apria Healthcare

*A New Dimension  
in Homecare*

Apria Healthcare is a fully integrated homecare provider offering an unparalleled mix of clinical services and support. Our comprehensive homecare services and products include:

- Oxygen and Respirator Care Services
- Respiratory Medications
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- Home Medical Equipment
- Specialty Beds Program

*Specialists in Medicare and Medicaid  
billing and other third party payors*

*Local operation philosophy-Supporting  
each community in many ways*

JCAHO Accredited • Se Hablo Espanol

*Over 300 branches nationwide to assist  
you with travel or moving plans*

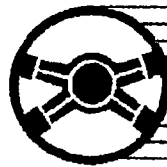
**1675 8th Avenue, Greeley  
353-5355**



(Boy, that's a long time!)

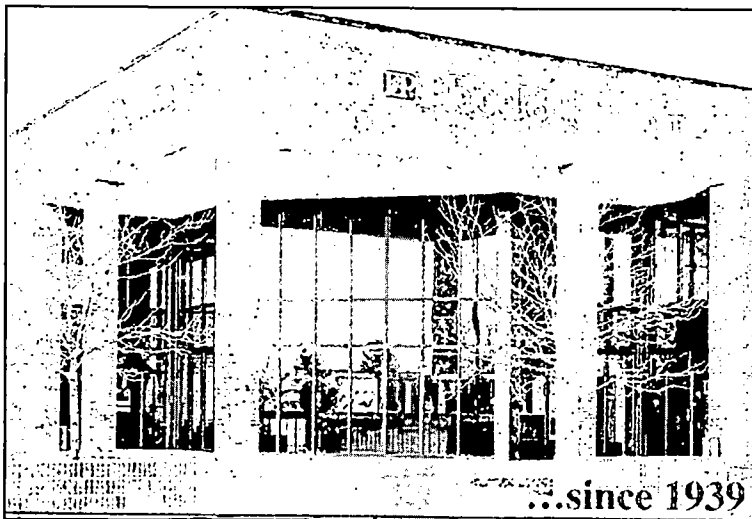
We can't say that, but we're  
proud to have served  
Weld County (and its cars)  
for the last 10!

***Congratulations, KFKA, on  
your 75th Anniversary!***



**Phil's  
Pro Auto  
Repair**

**540 27th Street  
Greeley  
353-2739**



***"Colorado's Leading  
Independent Insurance Brokers"***



**EXPERTISE IN BUSINESS  
& PERSONAL  
INSURANCE SINCE 1939**

**Flood and Peterson  
Insurance, Inc.**

**GREELEY**

**4687 W. 18th Street • 356-0123**

**EATON**

**211 First Street • 454-3381**

**BUSINESS:** • AgriBusiness • Construction Bonds • High-Tech • Contractors  
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**EMPLOYEE BENEFITS:** • Group Health & Life • Retirement Plans • Financial Services

Representing: • Aetna • Alliance • CNA • CIGNA • Employers Mutual  
• Great West • St. Paul • Travelers and Other Major Companies



# THE GOLDEN AGE OF RADIO

©1995, Radio Yesteryear

*Used with permission*

The Golden Age of Radio, those 40 incredible years from 1922 to 1962, is an absolutely unique period in time. There has never been an era like it. Radio brought the entire world, and ages past, present and future into every living room of every town in America. It stirred the sympathies and the imaginations of millions of Americans. Prof. Hugh Kenner of Johns Hopkins University wrote in the New York Times that radio sharpened a kid's idiom, homogenized his pronunciation; enlarged his vocabulary and sharpened his awareness of the world.

Radio made people laugh; it made them cry. It made them sit white-knuckled, glued to their chairs. It frightened, tickled, lulled, excited, bemused, enthralled, thrilled, and sometimes bewildered them.

Before radio, "coast-to-coast" was just a phrase, a dream. With the creation of the NBC network in 1926, "coast-to-coast" became a reality.

Radio was a ball. It was corny, hammy and uncool. Marshall McLuhan called it the "hot medium." But it was epic, heroic, mysterious and imaginative. Above all, because it did not depend on images, it was unlimited.

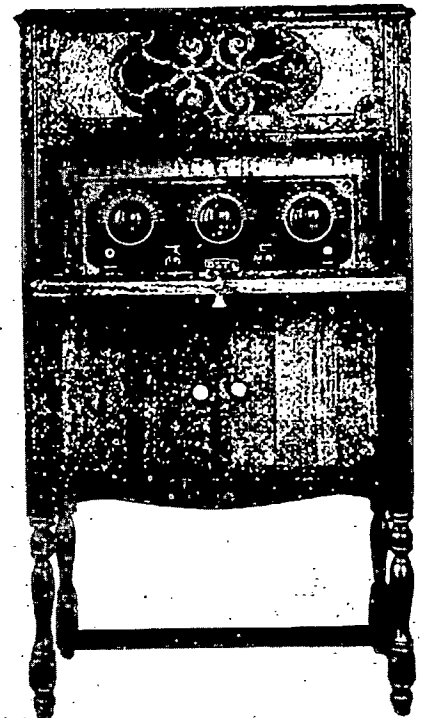
As an advertising medium, radio was such an astonishing success that sponsors practically waited in line to buy time on the top-rated shows. And it was those dollars that funded an outburst of sustained creativity unparalleled in the history of communications. Playwrights wrote for Radio. Actors left Broadway for radio. Vaudevillians changed their acts for radio, composers found a home in Radio City, news reporters started taking speech and diction lessons, and a motley assortment of melodiously voiced folks who might have in other times become preachers, barkers, con artists, or railroad conductors became radio announcers.

Radio, then, made everybody happy. Showmen could make shows, funnymen could be funny, actors could act, composers could compose, newsmen could spread the news farther and faster than ever before.

Above all, audiences could listen. And listen they did; by the millions! Radio was, after all, an imagining medium. It required the listener to create the visual counterpart to match what the ears were hearing.

There was nothing to cue the imagination but a sound effect, a tone of voice, a hint of music, a pregnant pause, a sigh, or a rustle of wind (created by the sound effect man's wind machine). Yet the skillful manipulation of these could conjure up visions of an endless prairie, majestic mountains or a shimmering sea. A creaking door sent shivers up your spine as a sudden flood of violins clutched at your heartstrings. A nervous gulp had you giggling uncontrollably. A train whistle, produced by a 78 rpm record, brought to mind visions of a steam engine chugging up the grade toward the Moffatt Tunnel, or roaring down across the Kansas plains.

Yes, radio reflected the hunger of a pioneer people to whom all things were possible: Adventure, wealth, fame, honor, glory, new faces and new places. Can we even begin to measure the effect that radio had on the American dream?



Thank You Joe and  
KFAA for 75 years  
of service to  
Northern Colorado



Professional  
Finance  
Company, Inc.

**CrediCheck**  
Of Colorado

**Nelson**

OFFICE SUPPLY, INC.  
807 8th Street  
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Celebrating  
60 years of  
serving  
Northern  
Colorado



2440 8th Ave.  
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Inside Super  
Wal-Mart  
Greeley, CO

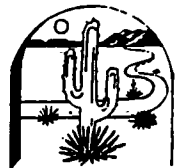
1061 Main,  
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The

**RIO GRANDE**

Mexican Restaurant

— FAJITAS —



825 9th Street, Greeley  
corner of 9th and 9th  
304-9292

lunch 11-2 mon-fri  
dinner 5-10 every night  
brunch 11-2:30 sat/sun

Tri-State Commodities Congratulates

**KFAA**

THE VOICE OF THE



On 75 Great  
Years

Jill and Wendy  
Congratulate their  
Dad, Bob Bernd  
on being the  
Best News Director Anywhere

Congratulations

**KFAA 1310 AM**

on your

**75th  
Anniversary.**



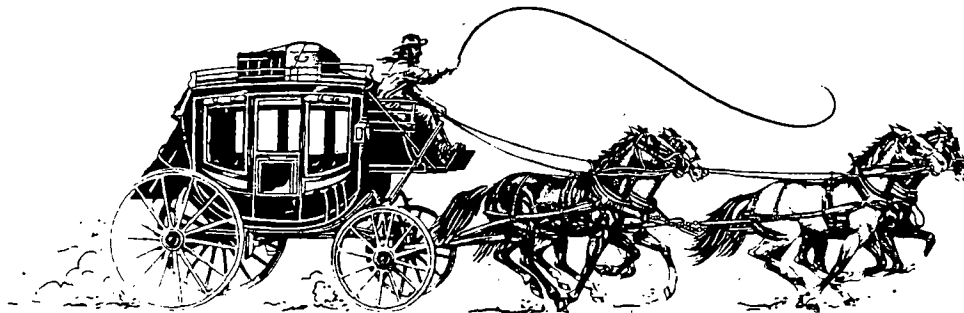
1921 75th Anniversary 1996

**1921-1996**

From the management and staff at the

**Greeley Tribune**

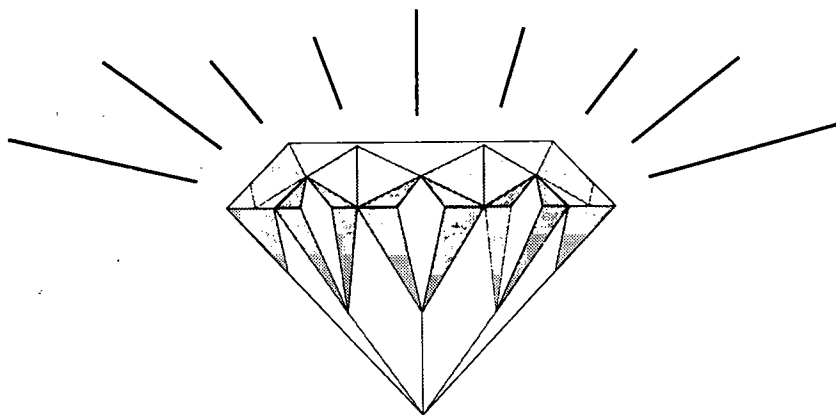
Greeley's Oldest Name  
in Banking  
Wishes KFKA Radio a  
Happy 75th Birthday!



**EATON BANK**

2700 47th Avenue, Greeley, CO 80634 \* 970-339-3456  
100 Oak Avenue, Eaton, CO 80615 \* 970-454-3456

**Kodak Colorado Division  
congratulates KFKA on  
75 years of excellence**



**A diamond jubilee  
for Northern  
Colorado's  
broadcasting gem. . .**

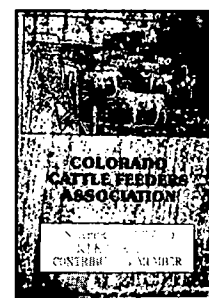
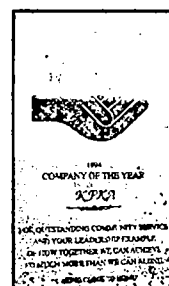
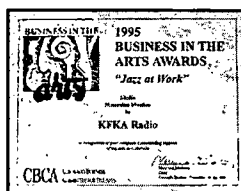
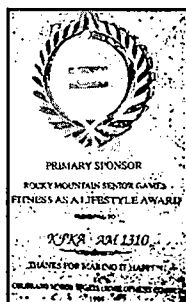
EASTMAN KODAK COMPANY  
WINDSOR, COLORADO



# Recognitions & Awards

Since the early 1920s, KFKA has been recognized for outstanding community involvement and excellence in broadcasting. Here are a few of the most recent awards.

- 1995 Colorado Broadcasters Association Recognition –  
 Best Public Service Announcement  
 Best News and or Talk Show Program  
 Second Place On-Air Promotion  
 Second Place Sports Special
- 1995 Associated Press Best Sportscast
- 1995 Business in the Arts Award
- 1995 Chamber Winner's Circle Award
- 1994 Company of the Year Award by United Way of Weld County
- 1994 Economic Development Action Partnership Community Excellence Award
- 1994 Public Service to Seniors Award
- 1994 Partners Award for Outstanding Support of Weld County's Youth
- Joe Tennessen, General Manager  
 Twice named Broadcaster of the Year  
 Made Lifetime Honorary Member of the Weld County Cattle Feeders Association and presented their Top Choice Award for editorial support of the cattle feeding industry  
 1993 United Way Humanitarian of the Year







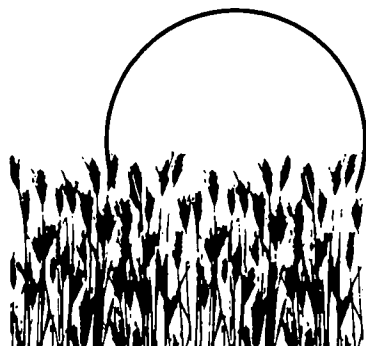
# A Chronology of Colorado's Radio Pioneer

While it is impossible to list every stage in the development of mass communications, we offer here some of the significant events in the life of KFKA, 1310 AM, Greeley.

- 1837 – **THE TELEGRAPH** Inventor Samuel F. Morse patents his telegraph machine which carried dots and dashes over wires.
- 1867 – **RADIO WAVES** James Maxwell, a Scottish mathematician, conceives *the electromagnetic theory of light*. His theory held that light, electric waves and magnetic waves of varying frequencies travel through the ether in the same manner.
- 1887 – **THE SPARK GAP TRANSMITTER** Heinrich Hertz studied Maxwell's theory of magnetic waves and set up the first spark gap transmitter using 2 coils of wire and a Leyden Jar. The ends of one coil were placed to create a gap across which a spark would jump when connected to the Leyden Jar. Across the room the other coil actually "received" a signal which resulted in a similar spark.
- 1893 – **THE TESLA COIL** Nikola Tesla, a Serbian inventor, develops a wire-wound coil which could be used to create high-frequency electrical oscillations. They later would be the basis of radio's carrier frequencies.
- 1895 – **WIRELESS TRANSMISSION** Guglielmo Marconi begins experimenting with Hertzian Waves and is able to send wireless dots and dashes between two ships located twelve miles apart.
- 1899 – **WIRELESS TELEGRAPHY IN COLORADO** Dr. William Duane, professor of physics at the University of Colorado in Boulder, succeeded in sending wireless telegraphic signals from Hale Hall to the Colorado Sanitarium, a distance of one and one-half miles. The antenna for this experiment was hoisted high into the air by a balloon.
- 1900 – **MODULATION** Reginald Fessenden begins experimenting with the modulation of carrier frequencies so that they could carry voice and music rather than just dots and dashes.
- 1904 – **VACUUM TUBES** J. Ambrose Fleming develops the 2-element *Fleming Valve* (diode) which allowed for the detection of radio signals. Soon after, Lee DeForest modifies the Fleming Valve by adding a third element (triode) by which the current flowing through the tube could be varied, or modulated, at an audio rate. It would later be known as the *Audion Tube*. DeForest was unable to find investors to back a company he formed to develop Audion technology and eventually sold his patent to AT&T for \$500,000.
- 1905 – **THE DEFOREST AMERICAN WIRELESS TELEGRAPH COMPANY** DeForest announces construction of a wireless station in Boulder with additional stations to be built in Greeley, Fort Collins, Longmont and Cheyenne. The company went bankrupt in 1906.
- 1909 – **WIRELESS COMES TO GREELEY** Greeley high school student, Gordon G. Moss receives an amateur license to operate GGM, a wireless dots-and-dashes radio station. Moss operated the station on a regular basis except for a period during the World War when the government ordered all transmitters off the air.
- 1912 – **KQW** Perhaps the first amateur radio operator to add voice modulation to a carrier signal on a regular basis was Charles Herrold who operated KQW in San Jose, California. He often read the newspaper and played records for Bay area radio experimenters. KQW would later become KCBS.
- 1916 – **8XK** In Wilkesburg Pennsylvania, Dr. Frank Conrad, an engineer for Westinghouse, goes on the air with station 8XK. Four years later, the license would be re-issued to Westinghouse as the first commercial radio station: KDKA.
- 1920 – **KDKA** KDKA's first broadcast under the new license is on November 2, 1920. Leo Rosenberg reads the Harding-Cox presidential election returns to probably 1000 experimental radio enthusiasts.
- 1921 – **KFKA** In Greeley, CO, Gordon Moss' amateur license, GGM, is reissued to Colorado State Teachers College under the call letters, KFKA.
- 1930 – **VALENTINE AND GREEN** After successfully establishing KFKA as a community asset, Charles Valentine, a college instructor, and H. E. Green, an accountant, purchase the station from the college.

- 1932 – **KFKA MOVES DOWNTOWN** H. E. Green purchases complete control of the station and moves the studios downtown, first to the corner of 10th Avenue and 9th Street and a year later to the Camfield Hotel.
- 1935 – **NEW TRANSMITTER** A new transmitter with a state-of-the-art Blaw Knox vertical radiator antenna is installed on North 11th Ave.
- 1936 – **MUTUAL BROADCASTING SYSTEM** In 1936 KFKA joins the Mutual Broadcasting System giving Greeley a link to the world.
- 1947 – **KYOU** Competition in the Greeley radio business arises when Elwood Meyer is granted a license for KYOU, today known as KGRE.
- 1964 – **ANOTHER NEW HOME** KFKA moves to its present location at 11th Avenue and 9th Street.
- 1966 – **THE HARRIS GROUP** The Harris Group purchases KFKA. The group appoints longtime employee, Joe Tennessen, as general manager.
- 1981 – **GREELEY BROADCAST SYSTEMS INC** Headed by Bob Treadway of Colorado Springs, GBS purchases KFKA.
- 1985 – **RAINBOW BROADCASTING, INC** A new image and a new format characterize the station under Ed and Michele Elliot's leadership. Less than three years later they would declare bankruptcy and Colorado's pioneer radio voice falls silent.
- 1987 – **THE INGSTED GROUP** After only seven months of silence, The Ingsted Group, a Dakota based communications company, restores northern Colorado's hometown radio voice.
- 1991 – **WELD BROADCASTING CO., INC** Local ownership returns to KFKA as Joe Tennessen and a group of local investors purchase the station. An all-talk format is initiated.
- 1996 – **DIAMOND JUBILEE** KFKA celebrates its 75th birthday with a yearlong celebration.

*We're staying tuned to*  
**KFKA**  
*75 years and still keeping us up to date!*  
*Congratulations*  
*from your listeners at*



**SUNSHINE**  
**GRAPHICS**  
 FINE PRINTING

**2611 11th Street Road • Greeley, CO 80631 • 970-353-9679**

**KFKA****CURRENT INVESTORS****Weld Broadcasting Co., Inc. (KFKA)***PURCHASED IN 1991*

Harry and Sally Asmus  
 Carlton and Pat Barnett  
 Bob and Nancy Brunner  
 George Doering  
 Bill Eastwood  
 Jim and Cathy Eichenberger  
 Harold and Carol Evans  
 Jean Hoshiko and Family  
 Donald and Connie Jetter  
 Jim and Janet Listen

Jerry and Jean Mize  
 Don and JoAnn Mueller  
 Vic and Edie Nottingham  
 Leonard and Leah Prothe  
 Kay Seyler & Family  
 Masoud and Vonda Shirazi  
 Jack and Ruby Shupe  
 John and Maxine Shupe  
 Bob and Betty Tointon  
 Joe and Joan Tennesen

**Dedication**

Live, local talk is the most complex and expensive format in radio today. But in their desire to make radio relevant to the needs of our community, the individuals who invested in Weld Broadcasting, Inc., determined that talk radio would be KFKA's format for the nineties. This commitment makes it possible for those of us who work here to be involved in just about everything that happens in Weld County.

To express our appreciation, we, the management and staff of KFKA, dedicate this book to the investors listed above who made possible the return of hometown radio to northern Colorado.

A special and heartfelt dedication is conferred, in memoriam, to Paul Hoshiko and Dale Seyler.



Paul and Jean Hoshiko



Dale and Kay Seyler

The Employees of **NORWEST BANKS**, Greeley and LaSalle  
are proud to salute the spirit of our neighbor at KFKA

## KFKA – A Tradition of Service

It is a place like no other. For 75 years KFKA has been about people . . . not ratings, not revenue, not striving for that glitzy, hip sound, not inciting controversy.

Instead, KFKA has made people its priority. People . . . such a simple concept, really, yet one that in broadcasting is too often substituted for by ratings, revenue or the latest gimmick. Committed to local programming for 75 years, KFKA has devoted itself to serving people . . . their actions, interests, achievements, struggles and celebrations.

And it has worked. Certainly there are stations that annually bill more than KFKA. There are stations that can boast a larger number of listeners. There are stations that can underwrite more elaborate promotions, too. But one would be hard pressed to find another station which has the tradition of service as that of KFKA.

In serving, one is called to a position of humility, where it is more important to let the other person tell his story than it is to tell one's own. In serving, one is called to sacrifice, where it is often more important to set aside one's priorities for another's. In serving, one is called to consistency, where it is vital to maintain a standard of excellence. In serving, one is called to perseverance, where it is necessary to have a passion to travel the road which others often bypass. In serving, one is called to love, where it is necessary to know that no one is too insignificant to be heard. And in serving, one is called to forgiveness, where it is necessary to be understanding when others let you down.

Perhaps what causes staff members to serve in these ways is the fact that they also receive in the same manner. First, they receive from one another. KFKA is not immune to the common workplace disagreements and arguments. To the contrary, there is a healthy amount of dignified debate and consultation. Disagreements, however, always take a back seat to good times. Memories of good times together are far more numerous than those of hard times. The beauty of these struggles is that staff members do not forget them; instead, they become a source of hilarious recollection once time has completed its work of creating the proper distance.

Second, the staff constantly receives from the community it serves. Whether it be receiving a civic award, a listener letter or phone call, a word of encouragement or a good report from a satisfied client, employees see the results of their labor because the people they serve are kind enough to express their thanks. Truly, the relationship between KFKA and its listeners is special and, in this day and age, rare indeed.

Some say the good old days are dead and gone. At KFKA, they have already lasted 75 years. And there's undoubtedly plenty more to come.

MFR



A collection of handwritten signatures of KFKA staff members, including: Ann Jensen, Bobb Van, Cheryl Ford, Cheryl Tennes, Dick McNamee, Ken Gutter, Jeff, Kelly Siebrands, Joe Tennesen, Mary Beth, Pat J. Hunt, Ellen Thomas, Michael D. Monnett, Mike Rice, Rick, and Tom Peter.

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