

The **KMA GUIDE**



FINAL ISSUE

November-December, 1977

THOSE PEOPLE BEHIND THE MIKE

On the front cover of this, the final edition of The KMA Guide, appears a picture of the people KMA listeners hear every day. They are the staff whose voices are heard giving the news, weather, sports, women's shows, other special programs and the daily announcing. Most of them are well known to the 960 audience, but to get to know these air personalities a little better, The Guide asked each of them their likes and pet peeves — a sort of last chance to reveal their thoughts.

NED DERMODY — Likes Italian food, muted colors and for hobbies, he lists playing in the Nodaway Valley Symphony, his children's hobbies in addition to golf, chess and jazz. Plutocrats are his pet peeve.

JIM ROSS — Prefers roast beef and mashed potatoes, the color blue and for hobbies it's airplanes and making old things new. Pet peeve: People who advocate a "new" way of life as being better than the established norms of morals and behavior due to their own inability to cope with a normal society.

WARREN SWAIN — Likes all kinds of food, especially seafood, but won't eat spinach, apricots or liver. His favorite color is blue and swimming, scuba diving, some golf and theater are his hobbies. His pet peeve points at Shenandoah's lack of restaurants featuring Chinese, Mexican, Italian, barbecue and sea foods, also soul food.

BRENDA KAY — Lists pizza, lasagne and broasted chicken among her favorite foods and for color, she chooses purple and lavender. Hobbies include going to auctions, entertaining and spending time with her family. People who complain and gripe all the time are her pet peeve.

BILL BONE — Lists hunting, fishing, and singing among his hobbies with seafood and steak high on his food list. Brown is his favorite color. Likes to travel. Pet peeve: doing the 6 p.m. news on weekends.

DON HANSEN — Listens to contemporary music and enjoys spaghetti along with shades of deep blue. A trip to Arizona is a favorite vacation.

"MAC" McDONALD — Orders steak, lasagne, garlic bread, apple crisp and chocolate malts off the menu. Blue is his color choice and for hobbies he likes tennis, golf, any other competitive sport he can participate in and film making. Listening to a liberated woman put down all men is his pet peeve.

MIKE GOODIN — Prefers Chinese food, the colors black and red and for hobbies he likes radio, home and family activities and boating. Pet peeve: being asked about his favorite food, color and hobbies.

CRAIGHTON KNAU — Enjoys any color

that denotes happiness. Spends his time with model railroading when his wife hasn't got too many "honey do" jobs lined up. Favorite place other than home is "some lake in northern Minnesota on which is a boat in which is Knau holding a fishing line. (Fish don't necessarily have to be energetic.)" Pet Peeve: Sports trivia. "Who cares who hit a home run at 3:07 p.m. on June 4, 1968? Those players get paid more than I do to do that." Prefers light classical music played by the Boston Pops or Philadelphia Orchestra.

DELL EPPERSON — Likes vibrant blue, salads, strawberries, Italian and oriental foods, loud music, sports and travel. Pet peeves: An attitude of superiority in people.

MARK MUNRO — Likes tennis, reading, Chinese foods plus any steak and home cooking and the color blue. Pet peeve — Iowa State beating Nebraska in football and people who spend their money on wine, women and song but waste the rest.

CLARK HART — Likes cycle-riding, reading, with pizza and hamburgers as his favorite food and blue or maroon for colors.

"MAC" McMANNAMA — Goes hunting and fishing every chance, names chili as his favorite food with blue for his color. He claims he doesn't have a pet peeve.

DARRELL MURPHY — Picks steak and pizza in food and the colors blue and gold for his favorites. He's strongly opposed to women's lib.

BILL OVERBEY — Doesn't like people who tell lies. His favorite food and vacation are Mexican.

COVER STORY

This group picture of the air personalities was taken in the main studio by Blaine Barton of May Seed and Nursery Co., who has developed and printed the pictures used in the Guide these last 11 years. Standing left to right in the picture are: Bill Bone, Associate News Director; Craighton Knau, Farm Director; Gaylord "Mac" McDonald, announcer; Mike Goodin, Operations Manager; Dell Epperson, announcer; Jim Ross, Farm Editor; Brenda Kay McConahay, Women's Director; Ned Dermody, News Director; Ed May, President; Wayne McMannama, weather announcer; and Warren Swain, Sports Director.

The KMA Guide

NOVEMBER-DECEMBER, 1977

Vol. 34

No. 6

The KMA Guide is published every other month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Carl Andersen, editorial chairman; Mary Williams, editor.

A Chat With Edward May



It is with regret I write this final column for the KMA Guide. Throughout the years this column has given me the opportunity to write of my family, happenings at work, etc. I looked forward to each issue as it was a means of keeping in touch with many long-time members of the KMA family. (I consider all KMA listeners members of the family.) However, times and conditions change, and as a result, we will no longer be publishing the Guide after this issue. However, we intend to "keep in touch" which we can easily do if you will continue to set your radio dial on 960 — KMA Radio.

This being the final issue of the Guide each columnist decided to tell a little about himself, his interests, hobbies, food, etc. Let's start with something we all need — nutrition.

When it comes to food I can honestly say I could name on one hand the foods I don't like. In fact, if I had to limit myself to one particular food I would have a very difficult decision to make. I enjoy all vegetables, with possibly green beans and sweet corn being my favorites. I also enjoy all forms of meat whether it be chicken, turkey, beef, pork or others. Facetiously, in one of my former lives, I must have been part Chinese, Italian, German, and other nationalities, because I enjoy Chinese, Italian and German food. We frequently have pizza at home, and I am particularly fond of certain Chinese dishes, such as chow mein, egg roll, pea pods, as well as others. However, I try to watch my diet and not overeat. Both my father and mother had a tendency to overeat and, as a result, were overweight individuals. I don't count calories but I frequently step on the scales to attempt to keep my weight down. So far I have been successful. Oh, yes, I should mention I am extremely fond of popcorn.

I have several hobbies, none of which require too much time. My favorite sport would be golf. I would be classified as an average golfer, but I enjoy the fresh air and the exercise. Also, when a person is concentrating on hitting that little white golf ball somehow your cares and worries seem to go away, at least for a short time.

I also enjoy certain types of music. I am not an avid fan of classical music as my knowledge of classical music is somewhat limited. However, I do enjoy a few of the

classics. My first love in music would be singing. I sing in a barbershop quartet as well as the church choir. I feel some of the finest music is found among the hymns. Also, for my own entertainment, I enjoy playing the organ. I have a Hammond organ at home. I wish I could play it better than I do, but any lessons I had stopped when I was in the sixth or seventh grade. I took piano lessons for several years, but like most boys of that age, I felt football and other sports were far more important than practicing the piano. As a result, my mother finally gave up, for which, at the time, I was certainly thankful. However, now I wish she had made me continue. Thankfully, I do know enough music to play the organ but strictly for my own enjoyment.

I also have a hobby of collecting old radios. I started collecting ten or twelve years ago. At that time not many people were collecting them. However, today a good many individuals seem to be looking for old radios so they have become increasingly difficult to find. Most of my radios date back to the 1920s, with a few being of a later vintage.

I also enjoy photography. I take the majority of pictures when on a trip. We have a good many slides and pictures of the family taken over the years. Now we enjoy taking pictures of our grandchildren, Amy and Bill Sislo. Unfortunately, pictures reveal how fast Amy and Bill are growing. Time marches on, doesn't it? Such is always the case.

I guess it's time I conclude this issue of the KMA Guide. In closing, I would like to say it has been a pleasure throughout the years communicating with you through the Guide. And I hope to continue our long relationship by means of KMA.

The Guide has had many requests for back issues by subscribers who wish to complete their files of The Guide. We shall fulfill those requests as long as copies are available. Although the Guide files go back through 1944, some issues are in extremely short supply. Please send twenty-five cents to cover cost of mailing for each copy.

There are still copies of the special 50th Anniversary issue of The KMA Guide available for \$1.00.

MAC'S FAX

In spite of the weather in 1977, it turned out to be a pretty good gardening year. It was dry in July and wet in September. Too bad that couldn't be turned around and the season would have been outstanding. We now have had a killing frost but are enjoying turnips and parsnips from our garden. The trial grounds have been put to bed for the winter. All the plots have been plowed under, seems kind of sad.

After all the fall rains, if you have brown spots in your lawn, the chances are you have sod-webworm. These areas will need to be dug up and reseeded to Maypark Lawn Seed. Actually, you can plant lawn seed twelve months out of the year.

After the fall moisture, the Hybrid Tea Roses and Floribundas bloomed their heads off and were beautiful right up to frost. Those Hybrid Tea Roses require winter protection. Prune them back to about eight inches above the ground and cover them with Rose Kones which will prevent winter kill.

Most gardens will be turned under this fall and many people are asking when to fertilize their gardens. Gardens should be fertilized with Earl May Garden Fertilizer both fall and spring.

SUCCESSFUL HUNT

J. D. Rankin, Jim Shaum and I made our annual trip to Wyoming the first week in October. Again, our hunt was successful and we each bagged a deer and an antelope. At our house we can't tell the difference between antelope and venison after it's cooked because both are delicious. Here is my recipe: Trim off all fat and sinew. Use a meat tenderizer to flatten out in pieces about the size of a silver dollar. Salt and pepper. Roll in pancake flour and fry crisp in vegetable oil. It really makes delightful eating.

My wife, Del, has spent the summer canning and freezing asparagus, peas, beans, corn, tomatoes and broccoli from our garden. In our root cellar, we have squash, potatoes, onions, parsnips and turnips. Since there are only two of us at home, it looks like we will eat pretty good this winter.

Our son, Jack, wants to become a stockbroker and is taking four months schooling in Minneapolis. He should finish the course December 22 after which he will be assigned to the Omaha office of Dain, Kalman & Quail, Inc. Jack has always wanted to live in Omaha as he has many friends there from the University of Nebraska at Lincoln. With Jack living in Omaha, it will

make it handy for Del and me because it's only an hour's drive from Shenandoah.

With low farm prices on wheat, soybeans and corn, farming isn't too good right now. Our wheat made 33 bushels per acre, corn from 40-100 bushels per acre and as of this date, October 13, we haven't harvested any soybeans. Hopefully, they will make 30 bushels per acre.

Since this is the last issue of the KMA Guide, I'm going to stick my neck out and make a weather prediction for the winter of 1977-78. I predict normal precipitation and warm until Christmas, and I mean above normal temperatures. January and February will be cold with lots of snow followed by a wet, early spring. I hope I am right.

In signing off, I hope this column has been helpful to you in your yard and gardening endeavors. I shall always be at your service, so feel free to write me.

Have a good day for yourselves, everybody.

FRANK FIELD, former KMA broadcasting personality, and his wife, **JENNIE**, are now residing at the Garden View Care Center in Shenandoah.

NOVEMBER-DECEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Nov. 2—Rick, husband of Vicki Morris
- Nov. 3—Mrs. Ed May
- Nov. 4—Janis, daughter of Andy Andersen
- Nov. 11—Vicki Morris
- Nov. 18—Larry Hill
- Nov. 18—Tim, son of Larry Hill
- Dec. 3—Mrs. Henry Schnoor
- Dec. 5—John Kidd
- Dec. 7—Janet, daughter of Earle Crowley
- Dec. 10—Don Burrichter
- Dec. 14—Clark Hart
- Dec. 19—Jordan, son of John Kidd
- Dec. 20—Dave, son of Earle Crowley
- Dec. 20—Mrs. Duane Young
- Dec. 28—Ned Dermody
- Dec. 31—Barbara, daughter of Andy Andersen

HAPPY ANNIVERSARY TO:

- Nov. 10—Mr. and Mrs. Dee Martin
- Dec. 18—Mr. and Mrs. Craighton Knau
- Dec. 29—Mr. and Mrs. Mike Sherman
- Dec. 29—Mr. and Mrs. John Kidd

RFD 960

By CRAIGHTON KNAU

I guess there is some notoriety in either being first or being last. Obviously, I wasn't around when the first KMA Guide was published, but it is also obvious that I'm here when we shut the barn door. I really don't feel as a "Johnny Come Lately," however, because the Guide has come across my desk from time to time for the past 27 years. We received the Guide in the Extension Information office at Iowa State University when I was working there as a student, part-time help for the great pay of sixty cents an hour. We always looked forward to Merrill Langfitt's remarks. I didn't say we always agreed with Merrill, but we did respect his opinions. It seems rather ironical, now, that one of my fellow classmates in Agricultural Education at Iowa State was a young fellow by the name of Jack Gowing. If someone had told Jack and myself what paths we would follow for the next twenty-seven years, I doubt that either he or I would have believed them. Jack has contributed many works to past articles in the Guide, of course.

And, every once in a while, there were words printed here that were contributed by a young fellow by the name of James Ross Lightfoot, known on the air as just Jim Ross. Again, if someone gazing into a crystal ball would have predicted that Jim would again be back on the KMA Farm Department Staff at the time of the final issue of the Guide, we wouldn't have believed them, either. I hope you readers and listeners are as pleased with his return as we all are. And, you read contributions by Cliff Adams, Steve Hoefing, and Lynn Ketelsen. It's most complimentary to have been given the opportunity to carry on the KMA Broadcast tradition of reliability.

As the curtain closes in this final edition, one can do a lot of thinking about the past thirty years of agriculture, especially. The cow milking contests that KMA Founder Earl May used to stage with dignitaries came to be events of the past that ceased to attract attention, because farmers and their families weren't milking cows that way any more. From listening to the KMA early morning farm broadcasts in the sometimes questionable environment of the "cow barn," the audience invited us into the comfort of the kitchen, the pickup, or the comfortable cab on a tractor or combine. The farm kids, instead of staying home after they got through the eighth grade, went off to the University, and took over as leaders in agriculturally associated businesses, or in other areas of commerce, government, research or teaching. When KMA first started broadcasting especially

to farmers and the first issues of the Guide were mailed, farmers had all they could do to feed themselves and their animals plus a handful of others in other occupations. We were so busy harnessing the horses and cleaning out the horse barn we didn't have enough people left over to produce the great gross national product the United States is known for today. Because farmers and their families accepted the great changes we have witnessed first hand in the past thirty years, they let the rest of the world have the benefits of the great amount of talent that was tied-up milking those cows by hand. Agriculture has made a proud contribution to the growth of this Nation. It may be hard for some folks to recognize that today it still is contributing more than its fair share.

There are those who say "Those were the good old days." Some even think that we should revert back. Not me. I don't want to go back to those conditions. I don't want to go back to carrying water to the hogs, filling the kerosene lantern, or picking up cobs for the kitchen stove. We have opportunities that are unique to today. And, there are more opportunities for all of us today than there were ever during the "good old days." The dampening fact is that the odds makers say that I have only about twenty-five more years to be a part of the whole thing. I like it here and would kind of like to be around for a spell longer.

But, even though this is the concluding issue of the Guide, that doesn't affect the continuing service from KMA Radio. The big effort we of the KMA staff must make is to maintain that service in a manner that will invite your listening in the future. Thanks for listening . . . and Good Farming!



Farmer-announcer Darrell Murphy missed the group picture taking session, but posed for this one in the parking lot behind KMA.

Announcer Takes Bride

The wedding of Dell Epperson and Janet Kelley took place July 16 at the Maryville, Mo., Methodist Church.

Dell and his bride are making their home at the Holmes apartments in Shenandoah.

Janet commutes to Clarinda daily where she is the reading teacher at Garfield Elementary School. KMA listeners are acquainted with Dell who is the morning announcer.

MARLYS MEACHAM of Accounting and her husband, **CHUCK**, spent a long weekend in Denver in October. They took their dog, "Chip," along on the trip.

Two birthdays in January which have never been mentioned before in The Guide include **RON ERICKSON'S** on Jan. 14 and **DELL EPPERSON'S** on Jan. 12.

Next spring, **BILL SELBY**, Regional Sales Manager, and **DELL EPPERSON**, announcer, hope to take flying lessons from **JIM ROSS**, who finds time to teach, in addition to his KMA farm broadcasting, and operation of his Zesto Shop.

Farm editor, **JIM ROSS**, presided as the master of ceremonies at the annual banquet of the Shenandoah Chamber of Commerce held in October at the American Legion Country Club. About 200 people attended the dinner and were entertained by Joe Adelman of Kansas City, a retired police officer, who presents a wacky professor routine.

Former KMA Farm Director **MERRILL LANGFITT** who now resides in Mesa, Arizona, returned to Shenandoah for a visit in October. He spent quite a while at KMA and May Seed and Nursery Co. renewing friendships. He is shown talking to **DON BURRICHTER**, engineer; probably discussing the trip they took to Europe together shortly after World War II to deliver aid to war torn countries.

At right —
Don Burrichter and Merrill Langfitt (right) reminisce.



Mr. and Mrs. Dell Epperson walk up the aisle.

Spending a week in Switzerland early in November were **NADINE KELSEY** of Accounting and her husband, **BOB**, who received the trip as an award from his company.

LYNN PADILLA'S son, **DOUG**, spent several days in an Omaha hospital undergoing tests.



A MEMO

From BRENDA KAY

What fun it is to celebrate a son's birthday. Ricky Lee became one year old on October 18, and since that's Richard's birthday, too, we had a double celebration. I didn't think Ricky would be able to get his presents open but he proved me wrong. He ripped paper off his gifts like a professional. And I didn't know a one-year-old could "inhale" so much cake either! The celebration for my "boys" was small — only my parents came, but it was a warm and enjoyable evening.

This fall has been a whirlwind of activities. KMA sponsored an outstanding Women's Exposition in September. It was held in Clarinda at the new High School Auditorium. We had beautiful facilities and terrific cooperation from the Future Homemakers of America (FHA) and their sponsor, Bertha Turner. Following the Expo, Rick and I both took a week's vacation, and we finally got our house painted. Ricky enjoyed painting, too!

October's activities centered around Pork Promotion. I was invited to judge the Pottawattamie County Porkette's Cooking Contest in Oakland. Those gals sure know how to cook! The Taylor County Porkettes provided T-shirts and cookbooks for daily drawings on KMA, and recipe sheets were distributed all month. One last engagement was a speech given to 400 high school girls at a District FHA convention in Glenwood. That was truly a challenge.

As you probably know, this is the last

issue of The KMA Guide. I'm going to miss this opportunity to visit with you. Our radio visits will be even more important now. If you live out of the KMA listening area, please feel free to send a self-addressed, stamped envelope from time to time, and I'll share whatever recipes I have on hand.

Wishing you God's peace this holiday season and always.

4-10 NAN'S CHOCOLATE CAKE

(Nan Bone, Shenandoah)

- 2 c. sugar
- 2 c. flour
- 1 tsp. soda
- 1 tsp. salt
- 2 sticks margarine
- 4 T. cocoa
- 1 c. water

Bring margarine, cocoa, water to a boil and pour over dry ingredients. Stir and add $\frac{1}{2}$ c. buttermilk, 2 eggs, and 1 tsp. vanilla. Beat well. Pour into greased jelly roll pan and bake 350° for 30 minutes.

For frosting combine:

- 1 stick margarine
- 4 T. cocoa
- 6 T. buttermilk
- 1 box powdered sugar
- 1 tsp. vanilla

Bring to boil the first three ingredients. Add sugar and vanilla. Beat well. Frost while cake is hot.

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GREEN ONION CHEESE BALL

- 2 pkg. green onion mix
- 1 c. shredded cheddar cheese
- 2 8-oz. pkg. cream cheese, softened

Combine dip mix and cream cheese. Add cheddar cheese. Form into 1 large ball or two small balls. Cover with parsley, chopped pecans or Bacos.

RICKY'S FIRST YEAR

At one year, Ricky weighs 24 pounds and is 31 inches tall. He was playing outside in the leaves just before this picture with his parents was taken. He delights in going up and down the stairs in his two-story house, walks around the furniture and jammers constantly.



MINIATURE MEATBALLS

1 lb. ground beef, lean
2 slices bread, crumbed
½ pkg. dry onion soup mix
1 egg, slightly beaten
Mix and form into 1" meatballs. Place uncooked in bottom of large baking dish.
Sauce:

1 c. catsup
1 c. jelly (raspberry, grape, etc.)
½ c. lemon juice
Blend and pour over meatballs. If jelly is old and thick, you may heat sauce first. Bake in 350° oven for 45 minutes.

* * *

CHRISTMAS PUNCH

10 pkg. raspberry kool-aid
10 c. sugar
10 qt. water
3 cans frozen lemon juice and water
2 cans frozen orange juice and water
1 large (46-oz.) can pineapple juice
1 large (46-oz.) can orange juice, like Hi-C
3 large bottles gingerale
Mix all together, adding gingerale last.

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CHOCOLATE COVERED RAISINS

6 oz. pkg. semi-sweet chocolate chips
3 T. corn syrup
1 T. hot water
Vanilla flavoring as desired
Combine ingredients over hot water in top of double boiler and heat till melted and smooth. Remove from heat and stir in 1½ c. seedless raisins. Could use coconut or peanuts in place of raisins if desired. Drop onto waxed paper. Chill till set and ready to serve. Yield: 2 to 2½ dozen.

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CANDY APPLE SALAD

1 pkg. cherry jello
¼ c. red hots
1 c. boiling water
1½ c. sw. applesauce
1 3-oz. pkg. cr. cheese (softened)
½ c. salad dressing
½ c. chopped celery
½ c. chopped nuts
Dissolve red hots and jello in boiling water. Add applesauce and let ½ the mixture set. The other half is to be poured over the combined cheese, dressing, celery, and nuts. This makes a 3 layer salad.

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VEGETABLE DELIGHT

1 lg. pkg. California Blend Vegetables (includes cauliflower, carrots, and broccoli)
1 can cream soup, such as mushroom
1 c. diced cheese
Cook vegetables according to pkg. directions. Drain off liquid. Stir in soup and cheese. Pour into casserole and top with herb-seasoned croutons. Dot with butter. Bake in 350° oven till bubbly.

TURKEY TENDERLOIN OVER RICE

(Served recently at A.W.R.T. convention in Des Moines)
1 bag Riches turkey tenderloin (if not available cubed breast may be used)
Saute meat in equal parts of olive oil and butter for 10 minutes over low heat.

Combine:

½ c. red wine vinegar
½ c. water
1 T. catsup
3 T. soy sauce
1 T. dry mustard
1 c. brown sugar

Pour mixture over turkey. Thicken with cornstarch dissolved in water. Remove from heat and add 1 c. pineapple and juice and 1 green pepper, cut in strips. May want to boil or steam pepper first. Serve over rice as an entree or may be served in chafing dish as an hors d'oeuvre.

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PEANUT BUTTER CUPS

(Nancy Gibb, Fort Dodge)

1 lb. powdered sugar
1 pkg. graham crackers. (10 double crackers)
1 c. peanut butter
½ lb. butter

Crush crackers. Add sugar and mix well. Stir in melted butter and stir in peanut butter. When melted together pour over cracker mixture, blend. May have to use hands. Press into 9x13" ungreased pan. (This candy may also be pressed into individual candies.) For topping, melt 2 c. chocolate chips in the top of double boiler and spread over top of candy. A small amount of melted paraffin may be added if desired. (1 T.)

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MINIATURE EGGNOG COFFEE CAKES

1½ c. sugar
½ c. butter, softened
2 eggs
3 c. flour
3 tsp. baking powder
2 c. eggnog
1 c. chopped mixed candied fruit

Cream together sugar and butter. Beat in eggs. Stir together flour and b. powder. Stir into creamed mixture alternately with eggnog. Fold in candied fruits. Pour into greased and floured miniature Bundt cake pans or muffin tins. Bake in 325° oven for 30 minutes or till done. Remove from pans and cool on rack.

1½ c. sifted powdered sugar
¼ tsp. ground nutmeg
¼ tsp. ground cinnamon
Eggnog

Combine sugar and nutmeg and cinnamon. Add enough eggnog to make drizzling consistency. Drizzle over cooled cakes. May garnish with candied cherry halves or pieces of candied fruit.

RICH PEANUT CLUSTERS

- 2 lb. almond bark or white chocolate
- 12-oz. pkg. milk chocolate chips
- 12-oz. pkg. semi-sweet chocolate chips
- 3 can (11-oz.) Spanish peanuts
- Vanilla as desired (about 2 tsp.)

Melt almond bark in 200° oven for 15 minutes or in the top of a double boiler. Stir in chips till melted. Add vanilla and peanuts. (May want to divide chocolate mixture in half before adding peanuts). Drop by spoonfuls on waxed paper. Chill. (May add miniature marshmallows.) Yield: 8 dozen pieces.

CHERRY MASH CANDY

- 2 lb. powdered sugar
- 2 boxes cherry frosting mix
- 2 T. melted margarine
- 1 can sweetened condensed milk
- 10-oz. jar maraschino cherries
- 1 T. vanilla

Drain and chop cherries. Mix frosting mix and sugar together. Add remaining ingredients and blend thoroughly. You will probably need to use your hands for blending. Chill for 1 to 6 hours. Roll in small balls ($\frac{1}{2}$ to 1" in diameter) and chill for 2 to 3 hours.

- Melt together in double boiler:
- 2 12-oz. pkg. chocolate chips
 - $\frac{1}{2}$ bar paraffin

Add:

- 1 lb. chopped peanuts, with skins removed

Dip cherry balls in chocolate mixture in top of double boiler.

ALMOND PIE

- 3 eggs
- 1 c. dark corn syrup
- 1 c. packed brown sugar
- $\frac{1}{8}$ tsp. salt
- 1 c. whole blanched almonds
- 3 T. butter, melted
- 1 tsp. vanilla
- $\frac{1}{2}$ tsp. each burnt sugar flavoring and butter flavoring
- 1 unbaked pie shell, chilled

Beat eggs, and mix with corn syrup, brown sugar, butter, vanilla, salt and flavorings. Turn into pastry shell and sprinkle with almonds. Bake in 350° oven till firm, about 1 hour. Cool and serve with whipped cream, if desired.

KMA Radio and KMA Guide staffs want to take this opportunity to wish all our listeners and readers a very Merry Christmas and Happy New Year.

HOLIDAY POP-CORN CAKE

(Mrs. Paul Wood, Dallas, Ore.)

- 6 qts. popcorn
- 1 pkg. small gum drops
- 1 pkg. small marshmallows
- 1 cube butter
- $\frac{1}{2}$ c. cooking oil
- 1 can mixed nuts

Melt butter, marshmallows and oil. Pour over corn, nuts and gum drops. Mix well. Press into greased angel food cake pan. Decorate with gum drops.

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SOFT SUGAR COOKIES

Opal Crow, Winterset (my grandmother)

- $\frac{1}{2}$ c. powdered sugar
- $\frac{1}{2}$ c. granulated sugar
- $\frac{1}{2}$ c. margarine
- $\frac{1}{2}$ c. Crisco
- 1 egg, beaten well
- $\frac{1}{2}$ tsp. soda
- $\frac{1}{2}$ tsp. cream of tartar
- 2 c. flour
- 1 tsp. vanilla (may use lemon extract)

Cream sugars, shortening, and egg. Sift dry ingredients together and add to creamed mixture. Refrigerate overnight. Roll dough in small balls the size of hickory nuts. Place on greased cookie sheet; do not press down. Bake 8-10 minutes at 350°. Be careful not to overbake.

* * *

DATE PECAN BALLS

(Etta Murphy)

- 1 c. soft butter
- $\frac{1}{2}$ c. sugar
- 2 tsp. vanilla
- 2 c. flour
- 1 lg. pkg. chopped pecans (1 $\frac{1}{4}$ c. approx.)

1 c. whole dates, cut up
Cream butter and sugar. Add vanilla and mix. Add flour and mix. Blend in pecans and dates. Roll spoonfuls of dough into balls. Refrigerate balls for 1 to 2 hours. Bake at 350° on greased cookie sheet for 20 minutes. Remove from oven and roll in powdered sugar. Sprinkle again after they have cooled. Yield: 60. (No leavening agent needed. Does not rise.)

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CHICKEN AND RICE CASSEROLE

(Sharon Mercure)

- 1 chicken cut up in various chicken pieces
- 1 pkg. long grain wild rice
- 1 can cr. mushroom soup, and $\frac{1}{2}$ can milk — mix together
- 1 envelope dry onion soup mix

Put rice in bottom of 9x13 pan. Then put chicken on top of rice — (not floured, not browned). Then pour the soup and milk mixture over chicken. Put dry onion soup mix on top of chicken. Cover with foil. Cook 375° for 1 $\frac{1}{2}$ hrs. or more till done. Uncover last $\frac{1}{2}$ hr. to brown.



Chief Announcer **DON HANSEN** (above) who comes to work late in the afternoon missed the early morning picture taking session of the air people.



Trying to conserve energy cost Salesman **DUANE YOUNG** (above) a trip to the doctor. A piece of fiberglass insulation flew in his eye which caused him considerable pain but no permanent damage.



Mr. and Mrs. Jack Moorehead, Jr.

Duane reports that his son, **BRUCE YOUNG**, has been transferred to Phoenix, Ariz., by his employer, Peabody Testing Co.

NED DERMODY'S children attend school in Clarinda, where **DIANE** is a freshman in high school; **PATRICK** is in seventh and **TOM**, in fifth grade.

LORY WILLIAMS became the bride of **JACK MOOREHEAD, JR.**, in a ceremony July 16 in Silver City, New Mexico, where they are now residing. She is the daughter of Guide Editor, **MARY**, and **CHARLES WILLIAMS**, who attended the wedding.



KMA Women's Director, **Brenda Kay** took part in a dance festival and benefit for **CROP** (Christian Rural Overseas Program) at the Clarinda high school auditorium in September. She and the other performers were participants in a pilot program of arts directed by Jenny Watkins and funded by the Iowa Arts Council and CETA. The picture shows the group on stage with Brenda, the third from the right.

On Sports

Sometime ago, members of the executive staff of the Minnesota State High School League conducted meetings which included students from over 100 schools. Equitable representation was provided for girls and boys. The forums were brought about by an approaching study of the high school athletic program, its philosophy, rules and structure. In this last issue of the KMA Guide, I thought it might be interesting to share some of these young peoples' comments. Hopefully it will provide some food for thought.

One area of discussion centered around: **Why do you choose to participate in sports?** Some of the answers were:

Sports are important because they can show you how to win and how to lose. They teach you confidence in yourself and poise. You meet lots of new people and have something in common when you talk about your experience in sports. I learned through sports that you could do something that you didn't think you could do. I learned respect for the rules. I learned sportsmanship. I learned that through sports you develop a tolerance for people. I learned understanding. I have the self-satisfaction of accomplishing a goal.

What do students enjoy about their coaches? A coach should be able to talk to me at my level. A coach must be fair and consistent. I want to look up to my coach. I don't want my coach to be my buddy. My coach is a good teacher of skills and techniques. We do more than just play the game. My coach is a real human being. My coach is a good listener to my problems. My coach is always behind me, even when things aren't going well.

What do students like most about their parents' attitude toward athletics? My parents took me to lots of games in all sports. I appreciate that. My parents helped me to get interested in sports. My parents give me encouragement and understanding. My parents don't push me. My parents let me choose the sport that I want to participate in.

What students didn't want to see in parents: Parents who push too hard. Parents who argue with officials even when they know the decision was right. Parents who constantly hound you when you lose. I know some kids who have ulcers. Parents who expect me to live up to the reputation of my brother or sister.

On other subjects: Somebody fired our coach for a losing season. We like the coach. Nobody asked us. I notice when teachers, faculty, or the administration don't care about our games and won't take the time to attend. The biggest thrill of

my season was when people started coming to watch the games.

The student forums were a success. The question now is will adults listen and respect responses from students? Will adults accept the concerns expressed by students even when they may differ with adult opinion? Will schools and communities do so? The students hope so.

"MAC" DISAPPOINTED

"Mac" McDonald covered the final three games of the American League Championship Series in Kansas City between the Royals and Yankees. "Mac" took time out to transfer his thoughts on the series to this column.

Monday morning after the American League Championship Series all the words had been used . . . shocking, injustice, a real shame. I came up with one myself . . . "nightmare." The Kansas City Royals were heading to their first ever World Series. When they didn't win the final game in the best of five playoff against New York, the word I thought loyal Royal fans would be thinking for a long time would be "nightmare."

Covering a sporting event such as the American League Championship Series is a thrill. But even though you're a member of the working press the emotion of such competition is everywhere. It stays with you. There is really no way to hide it. You cheer, you clap, you just can't escape what's happening around you.

Everyone who follows the world of sport knows what happened Sunday night, October 9th. The Kansas City Royals lost a 3-1 lead in the last two innings, bowing out to the powerful New York Yankees . . . 5-3. Fans and Kansas City backers were shocked. They were sure a World Series would be played in Kansas City in 1977. The fans and the supporters will just have to wait until next year . . . a phrase that seems overused in the world of sport.

But for now we can take all the clichés, overused phrases, and second guesses and put them away. The baseball season is over for this year. I'm glad I got to be a part of it. I'm just sorry it had to end in a "nightmare."

ISU FOOTBALL SCHEDULE

Football for Iowa State University comes to a close in November. KMA Radio has carried every ISU game this season with Warren Swain, KMA Sports Director, doing the play-by-play and Station Manager, "Andy" Andersen assisting.

The remaining Cyclones' games can be heard over KMA starting at 1:00 p.m. with Coach Earle Bruce's pre-game show.

- Nov. 5—Colorado at Ames
- Nov. 12—at Kansas State
- Nov. 19—Oklahoma State at Ames

"FEEDBACK"

By NED DERMODY

30 FOR THE KMA GUIDE

The final edition of the "Guide" is a sad occasion for us. The death of any publication, for any reason, is sad because it represents a basic cutback in communications. Major publication deaths are mourned by journalists throughout the nation. Those that come quickly to mind are *Colliers*, *Life* . . . *The New York Herald Tribune*.

It would be folly, of course, for us to compare the "Guide" to those publications . . . but, for us . . . and, I suspect, those who subscribe to the "Guide" something valuable will be missing in the future.

We found the "Guide" an interesting publication to write for . . . and while other staff members groaned about deadline time for the publication, we actually looked forward to each column. The "Guide" represented a concrete example of what we were doing. It confirmed our ability, or inability to write something that other people might enjoy reading. It was in many cases our letter home to relatives and friends who are outside the KMA signal area.

The "Guide" also served as our "morgue" of past activities by KMA personalities and behind the scenes people. We had a built-in thirty-year record of the people who worked here and a pretty good background on the changes in personnel and programming over the years.

"Feedback" was a personal pleasure since broadcast journalists are told not to write undying prose. Keep it brief, informative and informal; write for the ear, not the eye. Broadcast writing does not fully utilize the English language. This is certainly not saying that Feedback articles in the "Guide" were memorable pieces of literature that will be etched in the minds of those fortunate enough to subscribe. The "Guide" did however, afford an opportunity to write differently, utilizing opinion, even humor and often a turn of phrase that would be un-noticed if heard instead of read.

There was always a lot of carping about the writing of "Guide" copy, but when the issue arrived at the station . . . silence usually fell over the bullpens as people began reading and commenting.

Perhaps staff members didn't take the "Guide" seriously but old timers did. No one wanted to be on the cover alone because, it was rumored, that was the kiss of death . . . a ticket to somewhere else. There was probably no truth to the rumor . . . still . . . one never knew.

The "Guide" itself has changed over the years. Its purpose changed . . . as the profile of radio changed. Personality radio, although still in existence . . . changed its form.

So changes in audience profiles . . .

radio formats . . . declining subscription rates . . . and increasing printing costs and mailing costs . . . predicated the demise of the "Guide".

This is the final edition of the "Guide" and "Feedback" and as we said at the beginning, it is a sad occasion.

KMA News Offers Winter Service

With forecasts for a hard winter, KMA News Department's winter services could prove invaluable. Each winter, the KMA News Department presents winter road service and school closing reports as an integral part of its activity.

A network of approximately 30 reporting stations has been established in the four-state area for road condition reports. These are truck stops and service stations within a 200 mile radius of Shenandoah. In addition, the regular reporting services maintained by the Highway Patrol offices in the four states will be utilized. The network should enable motorists and truckers to receive speedy and accurate reports on road conditions throughout the area.

School closings and event postponements have always been a service of KMA Radio, and school districts throughout the area are dependent on KMA to assure that students, parents and faculty are notified when schools are closed. KMA News will provide this service to more than 200 individual schools in Iowa, Missouri, Nebraska and Kansas. Each school is coded and identified to prevent false reports and to assure that the reports are accurate.

31st Annual Concert

KMA's traditional presentation of holiday music featuring 1200 voices in the choirs of schools, colleges and churches in the area will mark its 31st year.

The annual Christmas Choirs Concert will be heard on Dec. 24 and 25 on KMA. If you have enjoyed the concerts in the past, remind your friends and share this inspiring holiday event with them. The concert is composed of taped programs which require KMA personnel to drive many miles during the weeks preceding Christmas in order to record each group. For the exact time that your favorite choir will broadcast, please ask that choir's director or write KMA.

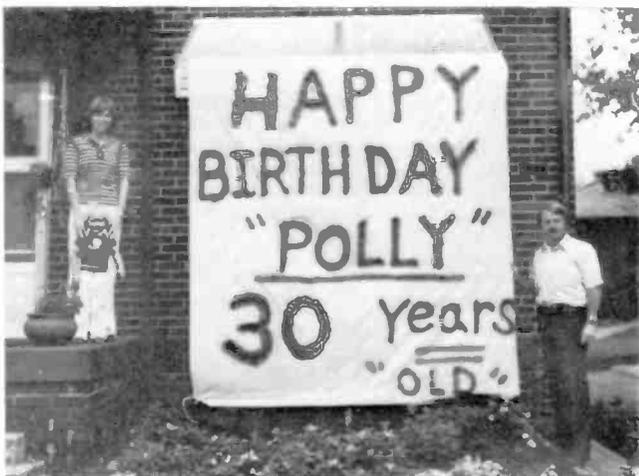
NO XMAS TREE FUND

Because of the ruling of the State Fire Marshal of Iowa there will be no Glenwood Christmas Tree Fund this year, ending sixteen years of contributions from KMA listeners to the state hospital-school. Monies left in the fund were used to buy artificial decorations and trees which were given to the Glenwood State School.

When **POLLY SELBY** awakened Friday morning, Sept. 16, she discovered this big sign hanging outside her house. Her husband, **BILL**, KMA Regional Sales Manager, had secretly painted the sign and even planned a surprise party in her honor for that evening. With them in the picture is son, **RYAN**.

VICKI MORRIS of Continuity jammed her right thumb playing volley ball and finds the splint on it causes a few more errors in her typing.

ALLISON, daughter of **NANCY** and **JIM ROSS**, goes to third grade leaving baby brother, **JIMMY**, at home.



Bill Overbey "weather-sub" promised a listener that his picture would be in the September issue. Sorry it's late but we got it in.



Mark Munro, newsman, was on vacation when the group picture was taken for the front cover.

ANGELA, daughter of **MIKE GOODIN**, enrolled in kindergarten this year.

"Mac" McDonald, shown at the far right, front row, calls his KMA-May basketball team an expansion team. After a 59-28 loss to the "Merchants" Oct. 4, he said they play for physical fitness and fun and to wait till next year. Others on the team are left to right: Dennis Moore, Mark Munro, Jim Martin, Jr., Rod Beck, Jim Blane, Dell Epperson and "Mac." They play in the city league and complain the next day of sore heels, muscles, etc.



Editorial Farewell

The final issue. This has been a difficult edition of The KMA Guide to put together because of the sentiment involved, but the warm, friendly words of appreciation and praise from subscribers all over the country have assuaged the feeling of loss. In the months ahead, the editor, particularly, and other staffers can fill that void by recalling phrases from some of those kind letters and conversations.

We thought it only appropriate in this issue to remember former editors and staffers who actually "got the magazine to bed," a phrase used by printers meaning the magazine was on the press. In addition to radio broadcasters who wrote the columns, The Guide has always had an editor, not so well-known to listeners, to see that The Guide was actually written, printed and circulated.

The Guide has many subscribers who started with the first edition in June, 1944 and recollect that this unique magazine came into being in response to the thousands of requests from KMA Radio listeners for pictures and information about the people they heard on the air. The first editor, chosen by Earl May himself, was Owen Saddler, who is currently Executive Vice President and General Manager of May Broadcasting Company and resides in Omaha. For many years, he was assisted by Doris Murphy as feature editor. Mrs. Murphy retired several years ago to Phoenix, Ariz. This combination worked together through the heyday of entertainers on KMA and the actual peak of The Guide as far as circulation was concerned. They had several assistants over those years including C. R. Hillyer, Midge Diehl, who later worked for the federal government; Bill Bailey, who joined an advertising agency in Omaha; Virginia Agnes and Jim Moore.

In the early years, The Guide accepted advertising from clients but dropped it in 1949. That year, Owen Saddler was made manager of KMA Radio and moved to editorial chairman of the Guide. Mrs. Murphy remained as feature editor but Glenn Cray was named editor. Harold Arkoff who now resides in California became editor in 1950 and stayed through 1952. Mrs. Murphy and Inez Keeton assisted him. Other editors have included Allen R. Johnston and Jim Ross, (not the current KMA Farm Broadcaster) who later joined an Omaha ad agency. Assisting were Cleace Bailey, Frances Nance and Carol Lewis. In 1954, F. S. "Toke" Nelson who now publishes a newspaper in Colorado, became editor. He stayed until 1958 when Duane Modrow took over. Modrow lives in Shenandoah and is in insurance. He also is a photographer and deputy county assessor. Also on the

staff were Farrell Turnbull, Barbara Stimson, Monica Tiemeyer and Susan Eckley, Billie McNeilly, Nadine Kelsey, now in the KMA Accounting office, and Beverly Fisher. Billie McNeilly is associated with the Tall Corn Motel in Shenandoah now.

It was in 1966 that Mary Williams, the current editor took over. Hers has been the longest tenure in the post. During this time the Guide which had been a monthly magazine went bimonthly in 1972. Assisting her over the years have been Joni Bailon, who can be seen on KMTV's "Conversations" program now, and Jo Freed, who lives in Essex, Ia., Corinne Gilbert and Jean Priebe, both residents of Shenandoah.

And so, we bring to an end a communicative effort that brought a radio station and its listeners into a closer, perhaps more personal relationship. For 33 years this unique publication existed on the loyalty of its subscribers and KMA listeners and to them we give a fond farewell and thank you.

Mary Romdall Williams
Guide Editor

ARTS SCENE

On Sunday morning at 10:25 a.m., a program promoting cultural activities in the KMA area is presented by Jacky Adams of Red Oak. Information on anything pertaining to the arts — music, drama, dance, painting, sculpture, etc. — and the people involved in them provides the material for these broadcasts. Mrs. Adams requests that listeners contact her if they wish to publicize any arts endeavor on KMA.

ISU BASKETBALL ON KMA

KMA Radio will broadcast all of the Iowa State University basketball games starting Nov. 26 with the game against Iowa at Ames. Warren Swain, KMA Sports Director, will handle the play-by-play.

Coach Lynn Nance is beginning his second year with the ISU Cyclones. Their December schedule is as follows:

- Dec. 2-3—Sun Devil Classic, Tempe, Ariz.—Ariz. State (1st round)
- Dec. 7—Nebraska, Omaha
- Dec. 10—Drake
- Dec. 12—Wisconsin
- Dec. 17—Calif., Berkeley
- Dec. 20—San Jose State
- Dec. 27-30—Big 8 Holiday Tourney Okla. (1st round)

REFUNDS TO SUBSCRIBERS

The KMA Guide has a record of all those who paid for subscriptions beyond the final issue. A cash refund will be made to all those pre-paid subscribers, but please be patient as it will take some time to complete the clerical work involved. It is hoped that refunds can be placed in the mail in the early part of the New Year.

WINTER, 1978

MONDAY THRU FRIDAY

5:00 a.m.—	AI-RN News	4:35 p.m.—	Music
5:30 a.m.—	Music	5:00 p.m.—	AI-RN News
5:45 a.m.—	Music/Weather	5:15 p.m.—	KMA News/Weather
5:50 a.m.—	Markets	5:25 p.m.—	Frank Gifford/Sports
6:00 a.m.—	Music	5:30 p.m.—	Stock Market Final
6:15 a.m.—	KMA News/Weather	5:35 p.m.—	Commodities Report
6:30 a.m.—	LiveStock Estimates	5:40 p.m.—	Community Calendar
6:30 a.m.—	RPD 960 - Craighton Knau	5:45 p.m.—	Harry Reasoner
7:00 a.m.—	KMA News	5:50 p.m.—	Howard K. Smith
7:15 a.m.—	Megamama - Paul Feather	5:55 p.m.—	KMA News/Weather
7:30 a.m.—	Paul Feather	6:00 p.m.—	KMA News/Weather
7:45 a.m.—	Markets In Brief	6:15 p.m.—	Partners Market
7:50 a.m.—	KMA Sports	6:30 p.m.—	Music
8:05 a.m.—	AI-RN News	6:30 p.m.—	Sports Talk (Wed.)
8:10 a.m.—	AI-RN News	7:00 p.m.—	AI-RN News
8:10 a.m.—	AI-RN News	7:30 p.m.—	AI-RN News/Weather
8:10 a.m.—	AI-RN News	8:00 p.m.—	AI-RN News/Weather
8:30 a.m.—	Kitchen Klatter	8:05 p.m.—	M Music/Weather/
9:00 a.m.—	Back To The Bible	9:00 p.m.—	AI-RN News
9:30 a.m.—	AI-RN News	9:05 p.m.—	Music/Weather/
10:00 a.m.—	AI-RN News	10:00 p.m.—	AI-RN News
10:05 a.m.—	Mid-Morn. Report/Comm. Calendar	10:05 p.m.—	KMA News/Weather
10:15 a.m.—	Mid-Morn. Markets	10:15 p.m.—	Music/Weather/
10:20 a.m.—	Music	11:00 p.m.—	AI-RN News
10:30 a.m.—	Living Today - Brenda Kay	11:05 p.m.—	Music/Weather/
11:00 a.m.—	AI-RN News	11:25 p.m.—	KMA News
11:30 a.m.—	AI-RN News	12:00 Midnight—	SIGN OFF
11:35 a.m.—	Omaha Market Report	11:55 p.m.—	AI-RN News
11:45 a.m.—	KMA Markets	12:00 Midnight—	SIGN OFF
11:55 a.m.—	Captain Stubby	12:00 Midnight—	SIGN OFF
12:00 Noon—	KMA News	5:00-6:00 a.m.—	Country/Western Rest of Day—MOR
12:15 p.m.—	Edward May - Weather	*Craighton Knau - Farm Service Director	
12:30 p.m.—	Midwest Farmer - Jim Ross*		
1:00 p.m.—	AI-RN News		
1:30 p.m.—	KMA News/Sports		
1:45 p.m.—	Paul Harvey		
2:00 p.m.—	Markets & Music		
2:10 p.m.—	KMA Markets		
2:15 p.m.—	Music		
2:30 p.m.—	KMA News/Weather		
2:35 p.m.—	AI-RN News		
3:00 p.m.—	AI-RN News		
3:05 p.m.—	AI-RN News		
3:30 p.m.—	AI-RN News/Weather		
4:00 p.m.—	AI-RN News		
4:05 p.m.—	AI-RN News		
4:30 p.m.—	KMA News/Weather		

7:30 a.m.—	Notes on Barn Door	11:00 a.m.—	AI-RN News
7:35 a.m.—	KMA Sports	11:05 a.m.—	Music
7:50 a.m.—	KMA News/Weather	11:30 a.m.—	Paul Harvey
8:00 a.m.—	Music	11:45 a.m.—	Music
8:05 a.m.—	Music	12:00 Noon—	KMA News
8:30 a.m.—	Kitchen Klatter	12:15 p.m.—	Ed May/Weather
9:30 a.m.—	Back To The Bible	12:30 p.m.—	Midwest Farmer - Brenda Kay
10:00 a.m.—	AI-RN News	1:00 p.m.—	AI-RN News
10:05 a.m.—	Mid-Morning Report	1:05 p.m.—	Lou Boda/Sports
10:15 a.m.—	Music	1:10 p.m.—	Music
10:30 a.m.—	Living Today/	1:35 p.m.—	Music
	Brenda Kay	2:00 p.m.—	AI-RN News
		2:05 p.m.—	Lou Boda/Sports
		2:10 p.m.—	Music
		2:30 p.m.—	KMA News/Weather
		2:35 p.m.—	AI-RN News
		3:00 p.m.—	AI-RN News
		3:05 p.m.—	Lou Boda/Sports
		3:10 p.m.—	Music
		3:30 p.m.—	KMA News/Weather
		3:35 p.m.—	AI-RN News
		4:00 p.m.—	AI-RN News
		4:10 p.m.—	Lou Boda/Sports
		4:30 p.m.—	AI-RN News
		4:35 p.m.—	Music
		5:00 p.m.—	AI-RN News
		5:05 p.m.—	Lou Boda/Sports
		5:10 p.m.—	Music
		5:30 p.m.—	KMA Sports
		5:40 p.m.—	Comm. Calendar
		5:45 p.m.—	Hunting & Fishing
		5:55 p.m.—	Pocah '77-'78
		6:00 p.m.—	KMA News/Weather
		6:15 p.m.—	AI-RN News
		7:00 p.m.—	AI-RN News
		7:05 p.m.—	Lou Boda/Sports
		7:10 p.m.—	Music/Weather
		7:30 p.m.—	AI-RN News
		8:05 p.m.—	Music
		8:30 p.m.—	AI-RN News
		9:00 p.m.—	AI-RN News
		9:05 p.m.—	Music/Weather

10:00 p.m.—	AI-RN News	1:05 p.m.—	Lou Boda/Sports
10:05 p.m.—	AI-RN News	1:10 p.m.—	Music
10:15 p.m.—	AI-RN News/Weather	1:15 p.m.—	Music
11:00 p.m.—	AI-RN News	2:00 p.m.—	AI-RN News
11:05 p.m.—	AI-RN News	2:05 a.m.—	Lou Boda/Sports
11:55 p.m.—	Music/Weather	2:10 a.m.—	AI-RN News
12:00 Midnight—	SIGN OFF	2:15 a.m.—	AI-RN News
MUSIC POLICY		2:45 p.m.—	AI-RN News
5:00-6:00 a.m.—	Country/Western	3:00 p.m.—	AI-RN News
6:00 a.m.—	1:00 p.m.—MOR	3:05 p.m.—	Lou Boda/Sports
7:00-12:00 M.—	Country/Western	3:15 p.m.—	AI-RN News
*Craighton Knau - Farm Service Director		3:15 p.m.—	Inter Sanctum alternating with X Minus I
*Jim Ross - Farm Editor		3:45 p.m.—	Music
PROGRAMMING SUBJECT TO CHANGE DUE TO SPORTS EVENTS.		4:00 p.m.—	AI-RN News
		4:05 p.m.—	Lou Boda/Sports
		4:10 p.m.—	Life of Riley
		4:15 p.m.—	AI-RN News
		4:45 p.m.—	AI-RN News
		5:00 p.m.—	AI-RN News
		5:05 p.m.—	Lou Boda/Sports
		5:10 p.m.—	Music
		5:15 p.m.—	AI-RN News
		5:45 p.m.—	AI-RN News
		6:00 p.m.—	KMA News/Weather
		6:15 p.m.—	AI-RN News
		6:30 p.m.—	AI-RN News
		7:00 p.m.—	AI-RN News
		7:05 p.m.—	AI-RN News
		7:10 p.m.—	AI-RN News
		7:15 a.m.—	AI-RN News
		7:20 a.m.—	AI-RN News
		7:45 a.m.—	AI-RN News
		8:00 a.m.—	AI-RN News
		8:30 p.m.—	AI-RN News
		8:35 p.m.—	AI-RN News
		9:00 p.m.—	AI-RN News
		9:05 p.m.—	AI-RN News
		9:35 p.m.—	AI-RN News
		10:00 p.m.—	AI-RN News
		10:05 p.m.—	AI-RN News
		10:15 p.m.—	AI-RN News
		10:30 p.m.—	AI-RN News
		11:00 p.m.—	AI-RN News
		11:05 p.m.—	AI-RN News
		11:35 p.m.—	AI-RN News
		12:00 Midnight—	SIGN OFF

1:05 p.m.—	Lou Boda/Sports
1:10 p.m.—	Music
1:15 p.m.—	Music
2:00 p.m.—	AI-RN News
2:05 a.m.—	Lou Boda/Sports
2:10 p.m.—	AI-RN News
2:15 p.m.—	AI-RN News
2:45 p.m.—	AI-RN News
3:00 p.m.—	AI-RN News
3:05 p.m.—	Lou Boda/Sports
3:15 p.m.—	AI-RN News
3:45 p.m.—	Music
4:00 p.m.—	AI-RN News
4:05 p.m.—	Lou Boda/Sports
4:10 p.m.—	AI-RN News
4:15 p.m.—	AI-RN News
4:45 p.m.—	AI-RN News
5:00 p.m.—	AI-RN News
5:05 p.m.—	Lou Boda/Sports
5:10 p.m.—	Music
5:15 p.m.—	AI-RN News
5:45 p.m.—	AI-RN News
6:00 p.m.—	KMA News/Weather
6:15 p.m.—	AI-RN News
6:30 p.m.—	AI-RN News
7:00 p.m.—	AI-RN News
7:05 p.m.—	AI-RN News
7:10 p.m.—	AI-RN News
7:15 p.m.—	AI-RN News
7:20 a.m.—	AI-RN News
7:45 a.m.—	AI-RN News
8:00 a.m.—	AI-RN News
8:30 p.m.—	AI-RN News
8:35 p.m.—	AI-RN News
9:00 p.m.—	AI-RN News
9:05 p.m.—	AI-RN News
9:35 p.m.—	AI-RN News
10:00 p.m.—	AI-RN News
10:05 p.m.—	AI-RN News
10:15 p.m.—	AI-RN News
10:30 p.m.—	AI-RN News
11:00 p.m.—	AI-RN News
11:05 p.m.—	AI-RN News
11:35 p.m.—	AI-RN News
12:00 Midnight—	SIGN OFF

MUSIC POLICY
 Easy Listening & Big Bands
 *Starting October 9th thru April 2, 1978
 PROGRAMMING SUBJECT TO CHANGE DUE TO SPORTS EVENTS.

POSTMASTER

Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601



KMA WOMEN'S EXPOSITION

Approximately 550 women attended KMA Radio's Third Women's Exposition held Sept. 8 at Clarinda Community High School Auditorium.

Both afternoon and evening sessions were hosted by Brenda Kay McConahay, KMA Women's Director. Door prizes, donated by merchants from Clarinda, Red Oak, Shenandoah, Omaha and KMA were



Crowd at the afternoon session listens to program.

awarded to winning ticket holders.

Demonstrations were presented by three area home economists. Vivian Steinbauer of Shenandoah cooked a meal in her "Low Calorie Meal Planning" demonstration.

Tips on making inexpensive "Christmas Crafts" were given by Janine Knop of Atlantic. Maribeth Mellen-camp of Clarinda gave the recipes for "Hors d'oeuvres" which she made on stage.



Taking part in the Women's Exposition were (left to right) Brenda Kay, Maribeth Mellen-camp, Vivian Steinbauer and Janine Knop.

KEEP YOUR
DIAL TUNED
TO
960 RADIO