



The

KMA GUIDE

January-February, 1972

World Literature Crusade Will Sponsor Nine-Hour Spectacular

Plans are being made for one of the most spectacular radio broadcasts to be presented in this area in recent years. KMA will provide the medium for the RADIO MISSIONARY CONVENTION which will be held on the air Feb. 12, 1972.

Weekly Series Starts Feb. 6

Prior to the radio special, the World Literature Crusade will inaugurate a weekly half-hour program on KMA which will be heard at 9 p.m., Feb. 6. Each Sunday night at 9 p.m., the World Literature Crusade will bring a radio ministry to KMA Land. Its purpose is two-fold: 1. "To spread a vision about the strategic place of LITERATURE in World Evangelism today — specifically, the Every Home Crusade vision, the systematic distribution of the printed Gospel to Every Home in a nation with a Bible Course Follow-up ministry. To date 460,767,390 'paper missionaries' have been distributed." 2. "To mobilize PRAYER for all aspects of World Missions — specifically, to mobilize Christians in 24 hour-a-day prayer chain here and overseas. Since 1953 we've mobilized a total of 115,587,422 quarter hours of prayer. This is the 'secret of success' regarding the truly amazing harvest now being gathered overseas."

Dr. Jack McAlister is founder and president of the World Literature Crusade and Gordon McAlister is its executive director. Headquarters in the United States for the Crusade is located in North Hollywood, Calif. WLC is an interdenominational Faith Missionary Organization supplying millions of pieces of Gospel literature to Evangelical Missionaries free of charge in 210 countries around the world.

Be sure to listen for the first program of the weekly series of the World Literature Crusade to be broadcast at 9 p.m. Sunday, Feb. 6 on KMA and mark on your calendars the date of the RADIO MISSIONARY CONVENTION sponsored by the World Literature Crusade which will be broadcast on KMA for nine hours from 1 p.m. to 10 p.m., Saturday, Feb. 12, 1972.

The KMA Guide JANUARY-FEBRUARY, 1972

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Sponsored by the World Literature Crusade, the RADIO MISSIONARY CONVENTION will be heard on KMA from 1 p.m. to 10 p.m. — nine hours — and will feature probably one of the greatest arrays of contemporary church leaders from the U. S., Canada and abroad, ever assembled on the air. Such outstanding leaders as Dr. Billy Graham, Dr. Oswald J. Smith, Dr. Cameron Townsend, Dr. Robert G. Lee and other religious "greats" of our day will be heard by the four-state listening audience.

Other highlights of the spectacular will include reports from every quarter of the globe and selections by outstanding musical artists of the time such as George Beverly Shea, the White Sisters, the Blackwood Brothers and many others.

January - February Greetings

**THIS IS YOUR DAY!
HAPPY BIRTHDAY TO:**

- Jan. 3—Amy Sislo (Ed May's granddaughter)
- Jan. 3—Sharon Smith
- Jan. 8—Lynn Padilla
- Jan. 8—Emily (Ardene Mullison's daughter)
- Jan. 12—Mrs. Don Burrichter
- Jan. 14—Denell (Henry Schnoor's daughter)
- Jan. 18—Denise (Jack Mihal's daughter)
- Jan. 19—Mrs. Byron Stoner
- Jan. 19—Tom (Ned Dermody's son)
- Jan. 25—Jack Mihal
- Jan. 26—Norm Kling
- Feb. 1—Nadine Kelsey
- Feb. 2—Ralph Lund
- Feb. 12—Mrs. Dennis Boldra
- Feb. 20—Earle Crowley
- Feb. 24—Mike Goodin

HAPPY ANNIVERSARY TO:

- Jan. 4—Mr. and Mrs. Don Burrichter
- Jan. 17—Mr. and Mrs. Cliff Adams
- Jan. 27—Mr. and Mrs. Pat Patterson
- Feb. 6—Mr. and Mrs. Ralph Lund

A Chat With Edward May



I want to commence this column by wishing you a Happy New Year and the best of everything throughout 1972.

I also would like to share with you a wonderful letter I recently received. It came from a loyal KMA listener. I appreciate the letter and I hope you don't think I am out of line printing it. I am withholding the name of the writer at her request.

"Dear May Family:

I am just **one** of your **large** radio (and nursery) **family**. (You and your family touch the lives of so many.)

"There have been numerous times that I wanted to write but didn't. Mr. May just finished his 12:15 program and talked about Sunday evening family activities. Again, I felt compelled to write and am doing so. Every time I hear Ed May, Jr. on the radio, I get a feeling of pride, joy, and satisfaction.

"Years ago I sometimes heard his grandfather, (I lived in Nebraska), and now his father, and him. Bless your son for being

responsible to the "heritage" which is his! **"Compliments** to you, his parents, and to your son.

"The world, and all its problems, present challenge and confusion to so many youngsters today—that's why my reaction to your son.

"Also—I remember the great joy he brought to your home when he came.

"Too—I also have a son and I pray he may grow to be a blessing to us, himself, and the world around him.

"Please excuse me for sharing these very personal feelings but is it wrong to say something **good** to someone for a change? (These are things I've wanted to say the last several years—since Edward, Jr. has been on radio.)

Sincerely,

"P.S. I feel every youngster who is trying to evaluate correctly nowadays deserves our support and compliments. (And—how can they know we love and appreciate them unless we 'brag' on them a little bit.)"

Happy New Year



One of the more popular groups going out to entertain during the past season has been the Shenandoah Singers from the Shenandoah Community High School vocal department. Their director (in foreground) is Keith Franzen. One of the members is Ed May, Jr. (who can be found standing second from the left on back row.)

From
The
Guide
and
KMA
Staff

FRANK COMMENTS



By Frank Field

Several years ago, one of my neighbors in Hillcrest addition, in the southeast part of Shenandoah, came up with a new and different idea for making his property attractive during the Christmas season. The result was that his neighbors on each side and across the street used the same idea the following season and this winter the large majority of the homes on the hill are using variations of the same idea.

The idea is extremely simple to say the least. If you don't have small evergreens in the right location for decorating with colored lights, you simply make some imitation trees and stick them where you want them. Some folks used quarter inch iron rods five feet long, but most people used four light bamboo plant stakes five feet long. Just stick the rods in the ground about two feet apart each way, and tie the tops together, making an Indian tepee. Then just wind your string of miniature lights around the tepee, spaced just far enough apart so that one string of 50 miniature lights will just cover one tepee. The picture on this page is a time exposure, looking south across the front of our yard,



so that you can see just how it is done. It took seven tepees spaced 15 feet apart to go across our yard, and they are all fed from one heavy duty cord which comes out of the basement. Then, of course, there has to be a 15 foot extension cord to go from each tepee to the next one.

The entire cost, including the bamboo plant stakes, miniature lights, and extension cords, averages out at about \$5.00 per tepee, and the original cost is the only cost, as you simply take them up and store them when the season is over and use the same outfit again next year.

By the time you are reading this, a lot of you will already have received your 1972 Earl May Seed & Nursery Catalog and the rest of you will be getting them very shortly. It will make pretty good reading these long winter nights, and you will have plenty of time to give some thought about your spring seed and nursery order. As usual, a little study will show you that there are a number of new varieties in both vegetables and flowers. You will also find other varieties which were new last year, or the year before and which have proven to be extremely good, as well as many old time varieties which are still mighty hard to beat.

Among the new varieties of vegetables being listed this year for the first time, you will find a new yellow beet which we call Golden Beet. If you like red cabbage, be sure and try the new Hybrid Red Head Cabbage. If you live in the country where you have room for pumpkins and squashes, I know you will like the new Big Max Pumpkin.

Included in the list of varieties introduced in the last two or three years, I would particularly recommend the Burpless Cucumber, the Redheart Tomato, the Bush Blue Lake Bean; and, if you like White Sweetcorn, be sure and try the Silver Queen. Don't overlook the two extra sweet varieties listed on the front cover. At our house, for freezing, we like to take Silver Queen and Iochief and mix them half and half.

There are at least six kinds of flowers which we are listing for the first time this year, among them being the new pink Cleome, Circus Petunia, Gold Galore Marigold, and three new Zinnias — Carved Ivory, Springtime and Pinwheel. Two of the repeaters from last year are really out of this world — Southern Belle Hibiscus and Amaranthus Illumination. The Amaranthus is an annual and has to be replanted from seed every spring, but the Southern Belle Hibiscus is a true perennial and keeps getting better and better each year.

RFD 960

By CLIFF ADAMS



The new year 1972 will have been ushered in by the time you have received this issue of the KMA Guide and before I forget here is wishing you every success and happiness in the new year. We trust that you had a good Christmas and that the spirit of the season will remain with you in the new year ahead. The new year promises to be one of great activity and possibly one of great change on the farm scene. With a new Secretary of Agriculture, a new feed grains program and a presidential election year, the wooing of the farm vote will be most vigorous. As of this writing, I am on my way to cover another farm organization convention in Kansas City where members of the National Farmers Organization are holding their annual confab. I recently returned from the annual convention of the American Farm Bureau Federation which met in Chicago. Members of that organization had an opportunity to hear the new Secretary of Agriculture Earl Butz. As I expected, he impressed the members in attendance with his speaking ability and his thoughts. One reporter counted the number of times his talk was interrupted by applause and said it was twenty-one. It was quite a talk, full of promise, and if he can deliver what he promises may provide agriculture with a brighter future. He will undoubtedly provide quite a change from the low-key style of his predecessor, Clifford Hardin. I shall reserve my judgment of the man for awhile at least as will many more until they have a chance to see if his action matches his words.

We have changed our farm markets on KMA to keep up with the changing scene on today's farm. The early morning markets feature a report from the U.S.D.A.'s market news service in Des Moines which reports the direct trade for Nebraska and Iowa. Terminal market reports will continue but the direct trade is very sizeable now and is useful in predicting a trend in prices. It means that more time is devoted to our market information in the morning. We have already had favorable comment.

The 1972 Feed Grains program provides some conjecture about the future size of the crop of corn and soybeans particularly. Most farmers I have talked with don't care to plant more soybeans in place of corn. There is some doubt that the 38-million-acre diversion will become a reality. That is the goal of the Agriculture Department to reduce corn planting. The incentive will have to be greater according to Dr. J. Carroll Bottum, Purdue University economist to get that kind of a diversion. Soybean farmers attending a meeting in Fort Dodge, Iowa, recently were advised to keep their increase in planting of soybeans to no more than 6 percent to meet market demands.

The record feed grain production in 1971 hangs as a cloud over the livestock feeder who raises feed grains. It has already resulted in high replacement cattle prices.

On the lighter side of life in our work is the coverage of beauty contests. During a recent visit to Des Moines, KMA had the opportunity to cover the annual meeting of the Iowa Rural Electric Cooperatives beauty pageant. Winner of the event was Carma Wright representing the Woodbury County REC from Moville, Iowa. Miss Wright will compete for the National title at the NRECA annual meeting in Las Vegas, Nevada, on February 16th. I interviewed the new queen just after she won the honor. Her picture appears on page eight.

With a new publication schedule for the Guide, spring should be just around the corner when I next write this column. Until then may I leave you this thought, "To succeed, start from scratch and keep scratching."



KMA Farm Director Cliff Adams looks over crowd attending Farm Bureau convention in Chicago.

On Sports

I have been told that the first road trip you take with a major college basketball team is always the most memorable. After returning with the Creighton Bluejays from Brigham Young University in Provo, Utah, and Kansas St. University in Manhattan, Kansas, I am in total agreement.

It was quite a thrill to broadcast a game from the new J. Willard Marriott Activities Center on the campus of Brigham Young University. The rectangular-shaped facility is the largest arena of its kind in the United States covering about three acres. The outside dimensions are the equivalent of two football fields placed side by side. The roof covers 130,000 square feet and encloses eight million cubic feet. From the top of the roof to the playing floor, the height is ten stories. Seating capacity is 22,000. Perhaps the best illustration of the building size is found in the roof. The steel superstructure was put together on ground level then lifted into place with the use of hydraulic jacks on 38 upright steel columns. The superstructure weighed four million pounds, and it took more than two weeks to raise the roof into place. There are an estimated 5,000 parking spaces within 1500 feet of the new center. While the Marriott Activities Center is generally associated with basketball, it should be pointed out that it will be used for a wide variety of cultural events.

The BYU crowd is a great crowd to play before. Naturally, they are pulling for the Cougars, but when the opposing team makes a good play, or an opposing player has an outstanding performance they applaud just like they do for BYU.

One player on the Brigham Young basketball team deserves mention. He is 6'11" center Kresimir Cosic, from Zadar, Yugoslavia. This collegiate basketball performer is more unorthodox in his playing ways than was Pete Maravich of LSU. Cosic can hit jump shots from 35 feet, make unbelievable attempts from close in, and can execute some of the most fantastic passes you have ever seen. He is truly a phenomenal basketball player. As Creighton freshman basketball coach, Jocko Ilcisin put it, "after reading about and hearing about Cosic's many feats, in order to really appreciate him you have to see him play." Kresimir is a good one.

Broadcasting the game at Ahearn Fieldhouse in Manhattan between Creighton and Kansas St. was exciting also. Wildcat fans are great, too. It was a fine road trip. It's just too bad that Creighton dropped both games, but these young Jays of Coach Eddie Sutton's are going to get better as the season goes along.

Jan. - Feb. College Basketball on KMA

Creighton Basketball

- Jan. 3—At Ohio St.
- Jan. 6—At Cleveland St.
- Jan. 10—San Diego University
- Jan. 15—At Southern Illinois
- Jan. 20—At Tulsa
- Jan. 22—MacMurray College
- Jan. 24—At Wyoming
- Jan. 29—Regis
- Feb. 1—St. Thomas of Minnesota
- Feb. 3—North Texas St.
- Feb. 6—Jacksonville
- Feb. 9—St. Bonaventure
- Feb. 17—At UMC (Milwaukee)
- Feb. 19—At Marquette
- Feb. 22—Athletes in Action
- Feb. 26—Notre Dame

Tarkio College

- Jan. 8—At Central Methodist
- Feb. 5—At Ottawa University

Iowa Western

- Jan. 11—At Centerville JC
- Jan. 19—Grand View JC
- Jan. 25—At Boone JC
- Feb. 7—At Southwestern JC of Creston



MRS. DOROTHY MERRYMAN, director of the West Page Improvement Center in Shenandoah, accepted 10 dolls for the center from the Dress a Doll Contest sponsored by the First National Bank of Tarkio, Mo. Another two dolls went to the Harlan, Ia., Newcomers Club for distribution to needy children. KMA's JACK MIHALL presented the dolls to Mrs. Merryman on behalf of the bank.

FEEDBACK

By NED DERMODY

1972 is a political year . . . a General Election year in which all of us can be expected to endure the seemingly unending torrent of words, promises, charges, protestations, urgings and solicitations attendant with a major political campaign. Enormous sums of money will be spent by and on behalf of candidates in their quest for office and most of that money will be channelled into advertising by way of billboards, posters, newspaper spreads, radio and television and planted news releases. Politicians and would-be politicians will begin their campaign in earnest as the New Year begins . . . ten months before the election and a full seven months before the national conventions in Miami Beach and San Diego.

For the newsmen, an election year can be exciting and extremely boring at the same time. For management, it can mean increased profits and the problems of dealing with reporters and editors. The problem of "dealing with" reporters and editors is particularly intense in radio and television . . . encumbered by the so called "Fairness Doctrine." Management has been known to go to extremes in protecting themselves when threatened by the Federal Communications Commission . . . since it is the FCC which licenses the individual radio or television outlet. The "Fairness Doctrine" can be unfair to the public, for it often results in a management decision that one candidate cannot be quoted unless his opposition is also quoted.

Such a decision compromises a newsmen's integrity. He may see a valid story in one candidate's statement but is required to seek out the opposition for a companion statement . . . not to satisfy the validity of the story . . . but the requirements of the FCC. Similar requirements are not placed upon the print media. Newspapers are free to report or ignore candidates as they see fit . . . or place their stories at the discretion of the editor and publisher to fit their political bias. The magazine editor is free to be highly selective and critical in his coverage of politics. The result is a public paradox. The broadcaster is charged with bias . . . political favoritism . . . news twisting. The publisher can show his bias . . . editorially, or on the front page . . . and he may receive letters to the editor . . . but no threats from a governmental arm. There is no Federal Publishing Commission. We fervently hope that one never comes into being. Yet . . . the professional reporter resents having his copy scrutinized to the point of blandness so that all political flavor is eliminated. That does the politician, the reporter and the public a disservice . . . but it satisfies the provisions of the "Fairness Doctrine."

Editors across the country received a

mailing recently from an organization called Accuracy in the Media Incorporated. It really is Accuracy in the BROADCAST Media Incorporated for it can bring no pressure on the print media . . . but in its cover letter says ". . . if the industry refuses to accept the charge of bias, and attempt an honest remedy, the FCC and the Congress, under public pressure, may solve it for them."

What this organization has done essentially, is excerpt from newspapers and magazines, reviews of the Edith Efron book "The News Twisters" and ask that broadcasters make a sincere effort to "heal Thyself" . . . rather than sustain government enforced fairness. The excerpts include a Fortune Magazine article by Irving Kristol "Does TV News Tell It Like It Is," an article from the Tampa Tribune by Washington Correspondent Roscoe Drummond . . . Screen the networks for "no contrast" . . . and a column by S. I. Hayakawa on Brainwashing by the networks.

Miss Efron . . . in her book, "The News Twisters," counted the words . . . for and against . . . issues, candidates and organizations and then published the results . . . as if the words themselves were votes. For instance . . . ABC uttered 2,052 words FOR black militants and 1,146 against . . . 142 words FOR the white middle class and 731 against. Miss Efron "analysed" the coverage of three presidential candidacies and a set of ten related issues . . . such as the Vietnam war, Black militants, radical violence and the white middle class. From the 300-thousand words she received . . . she then isolated all stories dealing with the chosen issues . . . excerpted all for and against opinion . . . and then COUNTED the WORDS. She lists 33 ways to slant an issue. It is a massive and by and large silly account but does make a few points that can be accepted by the broadcast newsmen. The value of the writer's opinion can be summed up in her suggestion that cable television broadcasting will make the issue of fairness irrelevant. One of these days she says . . . we may have openly partisan news networks . . . just as we have openly partisan newspapers. Thus, she insists, there would be programs with a conservative bias, a radical bias, a black nationalist bias . . . and perhaps even no bias at all. Then, she concludes . . . the viewer would be free to choose the program he found most palatable . . . or least biased.

Perhaps that is what we ALL deserve. Canned garbage to suit our own political taste. Never openly listen to the opposition unless we just feel like taking in some black nationalist bias . . . or checking another channel to see what the white middle class has done this week.

1972 is a political year and we can all be expected to endure the seemingly endless torrent of words, promises, charges, protestations, urgings and solicitations, etc. . .

PARTY LINE

"SKIP" ANDERSON from the KMA News Department, who is also a student at Northwest Missouri State College at Maryville, Mo., played the leading role of "Young Buddy" in the NMSC Interpreter's Theater class in December.

"Amahl and the Night Visitors" was presented by the Shenandoah High School Vocal music department with **ED MAY, JR.** singing the part of one of the three kings, "King Balthazar." Capacity crowds attended the performances given at the Junior High School. In addition to his parents, Ed Jr.'s grandmother, **MRS. EARL MAY** climbed the long three flights of stairs to see and hear his rewarding performance.

Somewhere in the rush-rush of December we overlooked the birthday of KMA News Director **NED DERMODY**. Just to square things with Ned, the Guide wishes him a belated happy birthday. He celebrated it Dec. 28 and the day after drove to Mexico, Mo., to visit his parents, grandmother and other relatives of his and his wife, **MARTHA**, who came from a small town near Mexico.

Looking forward to a life in Japan is Traffic Manager **ARDENE MULLISON'S** daughter, **MRS. RAYMOND (JODIE) GENOVESE. JODIE** and her daughter, **NICOLE**, who spent the holidays with her parents, **DICK** and **ARDENE**, returned to Denver, Colo., with Raymond's grandparents, **MR. AND MRS. PRATT**. She will leave from Denver for Masawa, Japan, to join her husband, **RAY**, (CTRSN) who is one of 15 Navy men stationed at the U. S. air force base there.

The front cover picture shows **MRS. EARL MAY'S** yard as a winter wonderland.



After several years of separation because of duty in Vietnam, the Ralph Childs family was able to hold holiday reunions. In the picture are (standing l to r) Mike and his wife Nancy, Susie and her husband, Fred Hagemann, and Dave. Grandmother Muriel holds Eric (Mike's son). Seated next to her is Steve, then KMA Newsman Ralph with his grandson, Willi, on his knee. Mike and Dave are attending State University of Iowa at Iowa City, Fred is a student at Drake University in Des Moines and Steve is employed in Omaha.



One job side-effect that KMA Farm Director Cliff Adams particularly enjoys is coverage of beauty contests. Here he gets to pose with the Iowa Rural Electric Cooperative beauty pageant winner, Carma Wright of Merville, Ia., who represented Woodbury County REC at the Des Moines contest. Cliff writes about the event in his column.



A total of \$371.91 was generously donated by KMA listeners for the Glenwood State Hospital-School Tree Christmas Fund. The trees were selected by Darrell Jones, manager of the Earl May Garden Center in Shenandoah and Jack Mihall, Operations Director for KMA (above) and were delivered Dec. 6 by Vernon Barnes who took them up to Glenwood, Ia., on an Earl May Co. truck. Ninety-eight trees were distributed around the institutional buildings where the patients took great delight in decorating and enjoying the trees throughout the holiday season. KMA wishes to thank each contributor for helping to spread the happiness of Christmas to those less fortunate.



Ardene makes priceless decorations.

One of the most meaningful and decorative gifts given during the past Christmas must have been the spectacularly beautiful tree ornaments made by **ARDENE MULLISON** of Traffic. She constructed eight gorgeous tree balls out of styrofoam and a variety of beads and sequins. These formed a frame around a picture. Ardene found pictures of each of the eight children in her family and made a decoration around each, designating the order of birth in the family by the number of stars and beads immediately framing the picture. She presented these ornaments to her parents, **MR. AND MRS. DON ARMSTRONG** of Coin, Ia., for Christmas. The pictures on the ornaments were taken of the family members when they were children and included pictures of **JEAN HAMILTON** of Maryville, Mo.; **DARLENE MANES**, Blanchard, Ia.; **ARDENE** herself; **WALTER ARMSTRONG**, Coin; **JAMES ARMSTRONG**, Wichita, Kan.; **SHIRLEY BRAYMEN**, Coin; **BEVERLY DELEHANT** of Shenandoah and **LINDA HRBEK** of Omaha, Neb.



Unprofessional but with every good wish.

Under the organizational direction of **TOM TAYLOR**, newsman, these KMA singers got together for an impromptu carol sing which was taped and put on the air to add to the holiday cheer. KMA carollers included (l to r) **WARREN SWAIN**, **ED MAY, SR.**, **TOM TAYLOR**, **ANDY ANDERSEN**, **MIKE GOODIN** (behind Andy) **EVALYN SANER**, **ARDENE MULLISON** (almost hidden), **CHRIS ROWAN** and guitarist, **MERL DOUGLAS**, who accompanied the singing.

On The Campaign Trail

1972 is an election year, and the KMA News Department is already busy following the tracks of the politicians along the campaign trail.

It's three months before the first primary in New Hampshire in March, seven months before the Democratic Convention in Miami Beach in July, and eight months until the Republican Convention in San Diego in August.

But campaigning for both national and state-wide offices has started earlier than usual this year, and the KMA News staff has been busy watching the proverbial political hats being tossed into the ring.

Presidential hopefuls have also been visiting the 4-state KMA area. During one evening at the Des Moines airport, two Democratic candidates arrived for visits.

Senator George McGovern of South Dakota, the first announced Democratic presidential candidate, held a news conference at the airport, and later chaired a Democratic party farm hearing in Des Moines.



News Director Ned Dermody is shown with current speaker of the Iowa House of Representatives Bill Harbor, of Henderson, who is running for Lt. Governor.



Sen. George McGovern



Mayor Sam Yorty

Two hours later, Los Angeles Mayor Sam Yorty arrived with a couple of dozen aides and supporters who were making a jet plane "whistle-stop" tour across the country. Mayor Yorty later spoke at Drake University in Des Moines.

Newsman Taylor and KMA Farm Service Director Cliff Adams covered the visits of the two presidential hopefuls.

The office of Governor of Iowa is also being contested in 1972. So far, incumbent Governor Robert Ray is being challenged by Lt. Gov. Roger Jepsen (both Republicans).

This picture of KMA's assistant News Director Tom Taylor with Governor Ray was taken during a recent visit which Taylor made to Ray's office at the state capitol building in Des Moines.



On the state-wide level . . . two announced Republican candidates for Iowa Lt. Gov. visited the KMA Studio recently to appear on the "Open Line," Speaker Harbor and Senator Neu.

State Senator Arthur Neu of Carroll talked with "Open Line" host Jack Mihall.

Ned Dermody Explains: *how to cover an election*

How will KMA News cover the 1972 election campaign? Very carefully. KMA's unique location creates particular problems in election coverage. National races in the four states alone . . . take considerable time to cover. Iowa will elect a governor, a senator and all of their congressmen. Kansas will have a gubernatorial race and also elect a senator and all congressmen. In Missouri, ten congressmen and a governor will be elected . . . and in Nebraska . . . a senator and three representatives will be up for election. Nebraska of course . . . has its all star presidential primary

. . . in which all potential presidential candidates are automatically placed on the ballot without their permission. Already . . . numerous presidential candidates have been interviewed by KMA newsmen . . . including Senator George McGovern, Hubert Humphrey . . . Sam Yorty, Edmund Muskie, Henry Jackson . . . and several candidates who have since dropped from the race including Birch Bayh, Senator Harold Hughes and Senator Fred Harris. There are four congressional districts in our immediate area . . . and six in our coverage area. Combined with the numerous local contests in each state . . . the job becomes monumental. Eleven months will be just about enough time for KMA News to cover the campaign . . . very carefully.

Comestibles for the New Year

QUICKIE FOR LEFT-OVER TURKEY

- 2 cups packaged biscuit mix
- 1 T. instant minced onion
- $\frac{2}{3}$ cup milk
- $\frac{1}{4}$ cup chopped green pepper
- $\frac{1}{2}$ cup shredded sharp cheese
- 4 T. butter or margarine, melted
- $\frac{1}{4}$ cup all-purpose flour
- 1 t. salt
- $\frac{1}{2}$ t. dry mustard
- 2 cups milk
- 1 t. Worcestershire Sauce
- $\frac{1}{2}$ cup shredded carrot
- 2 cups diced cooked turkey

Combine biscuit mix and onion; stir in the $\frac{2}{3}$ cup milk till mix is moistened. Pat into greased 9-inch pie plate, sprinkle with green peppers and cheese. Bake in hot oven (400°) for 13 to 20 minutes or till brown. Meanwhile, blend butter or margarine, flour, salt, mustard, add 2 cups milk and Worcestershire sauce all at once. Cook till thickened. Stir in carrot and turkey. Heat through. Cut biscuit pie in wedges; top with turkey sauce. Makes six servings.

Other Hints

Turkey slices — Heated in a gravy or mellow barbecue sauce make a tasty hurry-up dinner.

Try your favorite turkey sandwich dipped in an egg-milk mixture, then grilled like French toast.

Bits and pieces of turkey used "as is" in omelets, "a la king" mixtures, or soups. Turkey hash, croquettes or grind turkey pieces for a smooth sandwich filling or a well-seasoned spread for canapes.

* * *

FIVE-CUP SALAD

- 1 cup drained mandarin oranges
- 1 cup drained pineapple chunks
- 1 cup miniature marshmallows
- 1 cup grated coconut
- 1 cup sour cream
- $\frac{1}{2}$ cup bing or maraschino cherries

Mix all ingredients; pour into mold. Chill overnight; serve on lettuce leaf. 8 servings.

* * *

BAKED HALF HAM

Place half ham, fat side up, on rack in open roasting pan. Do not cover and do not add water. Bake in slow oven 300° allowing 25 to 30 minutes per lb. Baste ham with pineapple syrup during cooking. Score after 30 minutes of baking. Cut pineapple slices in 5 pieces. Arrange petal over top of ham; center each with maraschino cherry half. Fasten with toothpicks.

FOOLPROOF PIECRUST

- 4 cups all-purpose flour
- $1\frac{3}{4}$ cups vegetable shortening
- 1 T. sugar
- 2 t. salt
- 1 T. vinegar
- 1 egg
- $\frac{1}{2}$ cup water

With fork, mix together first four ingredients. In a separate dish, beat remaining ingredients. Combine the two mixtures, stirring with fork until all ingredients are moistened. Then with hands mold dough in a ball. Chill at least 15 minutes before rolling into desired shape. Dough can be left in refrigerator up to 3 days to a week; or it can be frozen until ready to use. Makes 2 9" double crust pies and one 9" shell.

Note: Dough will remain soft in the refrigerator and can be taken out and rolled at once.

* * *

PECAN PIE

A not-so-sweet version of this favorite.

- $\frac{1}{4}$ cup butter or margarine
- $\frac{1}{2}$ cup sugar
- 1 cup dark corn syrup
- $\frac{1}{4}$ t. salt
- 3 eggs
- 1 cup pecan halves
- 1 9-inch unbaked pastry shell

Cream butter to soften. Add sugar gradually and cream till fluffy. Add syrup and salt, beat well. Add eggs one at a time, beating thoroughly after each. Stir in pecans. Pour into unbaked pastry shell. Bake at 350° for 50 minutes.

* * *

BRAISED WILD DUCK

- 1 duck
- $\frac{1}{2}$ onion
- 1 apple, quartered
- Salt and pepper (coarse ground)
- Butter
- $\frac{1}{2}$ c. dry red wine or sherry
- 1 can mushrooms
- 1 c. grapes (white seedless)

Rub duck with seasoning and stuff with onion and apple. Brown well in butter in a deep kettle on top of stove. About 30 minutes before finished cooking, add mushrooms with the juice from the can, and grapes. Add red wine, salt and pepper and cover tightly. Reduce heat to very low, and cook until tender. If additional liquid is needed, add more red wine. Ducks may be turned once during cooking. Use gravy to serve over rice or wild rice. One duck will serve 2 to 3 persons.

TANGY TOPPED SALMON BAKE

- 1/3 cup dairy sour cream
- 1/2 cup milk
- 3 eggs, separated
- 2 cups herb seasoned croutons
- 1 15 1/2-oz. can (2 cups) salmon,
drained, skinned, boned and flaked
- 1/4 cup finely chopped onion
- 1/4 cup chopped celery
- 1 T. snipped parsley
- 2 T. lemon juice
- 1 t. salt
- 1/2 t. pepper
- 1 cup mayonnaise
- 1 T. prepared mustard
- 2 T. snipped parsley

Place sour cream, milk and egg yolks in mixing bowl; beat well. Mix in croutons. Let stand about 10 minutes or until croutons are softened. Beat until mixture is smooth. Add salmon, onion, celery, the 1 tablespoon parsley, lemon juice, salt and pepper; mix only until combined. Set aside. Place egg whites in mixing bowl; beat until stiff but not dry. Fold 2/3 of the beaten egg whites into salmon mixture. Spread evenly in greased, shallow 1 1/2-quart rectangular baking dish. Bake in moderate oven (375° F.) about 30 minutes or until knife inserted near center comes out clean. While salmon mixture is baking, measure mayonnaise and mustard into small mixing bowl; mix well. Gently fold in remaining beaten egg whites just before spreading over Salmon Bake. Remove Salmon Bake from oven; spread egg white mixture evenly over top. Return to oven and continue baking about 5 minutes or until topping is firmly set and lightly browned. Remove from oven; sprinkle the 2 tablespoons parsley over the top. Cut into pieces and serve hot. Yield: 6 servings, about 3 1/4 x 3 inches each.

* * *

CHOCOLATE POTATO CAKE

- Mashed potatoes, instant
- 2/3 cup butter, softened
- 2 cups sugar
- 4 eggs
- 1 3/4 cups sifted enriched flour
- 1/4 cup cornstarch
- 2 t. baking powder
- 1/2 cup milk
- 1/2 cup cocoa
- 1/2 cup (scant) hot water
- 1 t. vanilla
- 1 cup chopped nuts

Prepare 2 servings mashed potatoes instantly as package directs. Cool. Cream butter and sugar together. Add eggs one at a time, beating after each addition. Add cooled mashed potatoes. Sift flour, cornstarch and baking powder together. Add alternately with milk. Beat well. Dissolve cocoa in hot water. Blend into batter with vanilla. Fold in chopped nuts. Pour into greased and floured 9"x12" baking pan or 3 - 8" layer pans. Bake in 350 oven 40 to 45 minutes or until done.

BILLIE OAKLEY SENDS RECIPES FOR COLD WEATHER

Hello There!

Well we did it. We survived the Christmas rush and the last-minute pressures . . . and still it was a merry one, wasn't it? How wonderful it would be if we would just keep the Christmas spirit throughout the entire year. We could . . . if we would . . . you know!

Now, to a brand new year. It's like starting out with a clean sheet of paper . . . knowing we must face up to what we write as the days go by. The truth is, we do have to face up. So, let's be very careful to write only the happy, constructive things on the pages of 1972. All of us at the Martha Gooch Kitchen resolve to do this very thing.

I want to extend my congratulations to KMA for bringing in their own Home Economist. When she starts broadcasting, I know you will give Brenda Kay Crow the same kind of friendly reception you gave to me, and make her feel right at home at KMA. It's also good to hear my Kitchen-Klatter friends over this station. After all, Shenandoah is home to them! All of this proves what I have always known. KMA cares about its listeners!!!

My recipe this month is a great one for cold-weather appetites. It was given to me by a friend from Kansas, who got it from a friend in Texas. How's that for spreading the good word!!?

Have a wonderful new year, all of you.
In friendship . . . Billie Oakley

TAMALE PIE

(serves 6 to 8)

- 1 can cream-style corn
- 1 can tamales
- 1 can chili
- 2 cups sharp cheese, grated or cubed
- 2 T. flour (Gooch's Best, naturally!!)

Cut tamales into small pieces, add remaining ingredients and mix gently . . . but well. Pour into well greased casserole. Bake in 325 degree oven for 45 minutes, until bubbly.

While you're going "Mexican" in flavors, how about a good spicy avocado dip? Here's a favorite of mine.

GUACAMOLE

- 3 very ripe avocados
- 2 T. ripe, fresh tomato pulp
- 1 T. onion juice
- 1 t. garlic vinegar (or a dash of garlic salt)

Salt and pepper to taste
1 t. chili powder

Give it a fast trip in your blender and serve with chips or celery sticks. Yummm!

Spruce up hamburgers with hot apples. Just core and quarter apples, and place in baking pan with hamburger patties. Sprinkle apples with a little brown sugar, season hamburgers as usual. Place in 350 degree oven about 20 minutes for well done burgers; less for medium rare.

WORD OF LIFE TO BE HEARD SUNDAYS ON KMA

The "Word of Life" Radio Devotion will begin broadcasting on KMA on Sunday, Jan. 2, 1972. This devotional service is sponsored by the congregations of the Wisconsin Evangelical Lutheran Synod, a theologically conservative Synod of the Lutheran church, of the Omaha - Council Bluffs area.

This year will mark the seventh anniversary of the "Word of Life" broadcasts. The purpose of this devotional service is two-fold: To bring the Word of God to members and others who are sick or shut-in for other reasons and unable to attend church services regularly; to bring the saving Gospel of Christ to the unchurched.

The service will be broadcast on KMA Radio at 10:30 - 10:45 each Sunday morning. The service will consist of an opening hymn and introduction, a ten minute sermonette and a closing hymn. These devotions will be prepared by Pastor Gerald Free of Good Shepherd Lutheran Church, located at 51st and Center; Pastor Ronald Roth of Gethsemane Lutheran Church, 42nd and Fontenelle, both of Omaha; and Pastor Carl Otto of Redeemer Lutheran Church, 28th Street and 3rd Avenue, Council Bluffs.

KMA welcomes this program to Radio 960. It is in keeping with other fine Christian programming offered by KMA to its listeners.

Home Economist Added to Staff

Joining the staff of KMA in January, Brenda Kay Crow will soon launch a program of special interest to the women in KMA-land. Listen for further announcements concerning that program on Radio 960.

With a degree in Home Economics education from Iowa State University at Ames, Brenda is eminently qualified in the professional area to bring the latest information and practical application of rapidly developing techniques in food processing and other fields vital to family life in mid-America. In addition, her pursuit of wide-ranging interests coupled with her warm interest in individuals will combine with her professional knowledge to produce a top calibre program which the women in the four-state area will welcome. Brenda's engaging personality will be an added bonus for KMA listeners.

A native Iowan, Brenda was born in Des Moines and reared in Clarinda. Her parents who still reside in Clarinda are Mr. and Mrs. Nelson Crow. Mr. Crow is active in music education at I.W.C.C. After graduation from Clarinda High School, Brenda attended Stephens College in Columbia, Mo., I.W.C.C. at Clarinda, Iowa State University and Rutgers University in New Brunswick, N. J.

— She comes to KMA from North Plainfield, New Jersey, where she has been the Home Economics teacher, specializing in child development and family life for the Junior-Senior High Schools. She also taught dressmaking and interior decorating for the North Plainfield adult education classes.

Her other interests have included participation on Hot-Line, a crisis referral information service and the Plainfield area narcotics council. She was a member of the Plainfield Choral Society, United Methodist Church and North Plainfield Teachers' Association. She is a member of the Alumni Associations of Iowa State University and Stephens College.



Preparing and broadcasting the sermonettes for the "Word of Life" programs are the three pastors above: (l to r) the Rev. Gerald Free, the Rev. Carl Otto and the Rev. Ronald Roth.

KITCHEN-KLATTER JOINS KMA

Starting Jan. 1, 1972, the widely known Kitchen-Klatter program will be heard at 9 a.m., Monday through Saturday on KMA. The oldest sustained homemaker's program in the history of radio rejoins KMA where it was long a popular program in the early decades of radio.

Lucile Verness and Margery Strom continue the tradition begun by their mother, Leanna Field Driftmier in 1925, of inviting their radio friends to stop for a visit via radio. In their chats, they catch up on family news and the latest homemaking hints with strong emphasis on good, new and tested recipes which they have tried out on their families and friends. At 85, Leanna still takes a lively interest in Kitchen-Klatter and even broadcasts on special occasions.

Other members of the family participating on a regular basis are Dorothy (Mrs. Frank Johnson) of Lucas, Iowa, and Dr. Frederick Driftmier who broadcasts from his parsonage in Springfield, Massachusetts, each Saturday.

Mrs. Evelyn Birkby of Sidney, Iowa, a long-time family friend is frequently heard visiting with the sisters on the program.

All of the Kitchen-Klatter programs today are made at the home of Mrs. Russell Verness where a sound-proof interior room was built for this specific purpose. In charge of the engineering are Ralph Lund and Norman Kling of KMA.

KMA Listeners Respond to Appeal

A fire at a house in Gravity, Iowa today, killed the four year old daughter of Taylor County Deputy Sheriff Marvin Weed. The remaining five children and Mrs. Weed escaped the blazing home. Deputy Weed was on duty when the fire broke out. The Taylor County Sheriff's office says the family lost all their possessions in the flames.

The Taylor County Sheriff's office issued an appeal today for donations.

Shortly after that announcement was made on KMA Radio, the Studio conference room began filling with everything from apple jelly to warm winter coats. One Shenandoah couple brought in more than a dozen boxes of clothing. Collection points were set up in Bedford, Shenandoah, Villisca and Clarinda. Within 24 hours, the Sheriff's office in Bedford reported that they had more than enough items to get the family started again.

People began dropping by the Sheriff's office in Bedford and leaving cash . . . more than 12-hundred dollars. Students at the Red Oak Junior High School donated more than 100 dollars voluntarily.

Seated in the wheelchair is Leanna Driftmier who originated the Kitchen-Klatter programs and is still heard occasionally. Her daughter, Margery Strom (at right) along with another daughter, Lucile Verness (who was in New Mexico when this picture was taken) continue the program, now in its 45th year. Also assisting his sisters is Dr. Frederick Driftmier who broadcasts from Springfield, Mass. (at left).



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KMA-land Occupations



U. S. Post Office employees numbering in the many thousands take a lot of ribbing and some abuse but they do live up to their motto—"Neither rain, nor snow nor heat stays these swift couriers from the swift completion of their appointed rounds." (Herodutus, Greek historian, first said that about the Persian messengers.)

Tony Dinville of Shenandoah, Iowa, represents the postal carrier. Guide photographer Tom Taylor snapped this picture of Mr. Dinville as he began his long trek through the snow up Clarinda Avenue in Shenandoah on his regular daily route. One of the many hazards encountered by the postman, not mentioned in the motto, is

the sometimes unfriendly dog, but in this instance Mr. Dinville has made friends with this dog who greets him every day on his rounds.

Mr. Dinville is starting his seventh year with the post office. He is married and has resided in Shenandoah about 12 years.

Although The Guide has had an occasional disagreement with the post office, in general our magazine has been given fair treatment and has been delivered to the thousands of subscribers on time.

A salute to the post office employees for carrying out an arduous task, and there is none more arduous than the peak holiday mailing season just past.