



**94.5
COUNTRY**

**AM 580
WIBW**
NEWS • TALK • SPORTS

**Kansas
Radio
Networks**

team



Frank Buchman
Marketing Consultant
Direct: (785) 228-7259
Cell: (785) 499-3063
frank.buchman@morris.com
PO Box 1818
1210 SW Executive Drive
Topeka, Ks 66615

PADRE SAYS:

**If you find
yourself in
a hole, the
first thing to
do is stop**

**Rural Economy Doing Well,
Auctions Reveal**

More than 200 cattlemen from throughout the Midwest attended the Beef Producers Information Seminar to officially kick off the annual Flint Hills Beef Fest in Emporia.

Sponsored by AM 580 WIBW Radio and hosted by longtime WIBW farm director Kelly Lenz, the diverse group of cattle producers gathered for a breakfast of pancakes and sausage as talented entertainer Jake Miller performed tricks with his lariat rope.

Miller was sponsored by WIBW advertiser Jim's Cowboy Shop of Emporia, the crowd appreciation, WIBW sales consultants, Marilyn Sullivan and Jennie Bowen were called to the stage and got-in-on-the roping act as well

Featured speaker for the program was Kevin Good, analyst for the Colorado-based CattleFax market information service. He was introduced by Warren Weibert, owner and general manager of Decatur County Feed Yard of Oberlin spon-



duced by Warren Weibert, owner and general manager of Decatur County Feed Yard of Oberlin sponsor of the speaker in cooperation with Cargill Meat Solutions, Wichita.

Decatur County Feed Yard has the capacity to feed 40,000 cattle, with complete data supplied to owners to help add value to their cattle and works in cooperation with Cargill Meat Solutions, served by media director Mike Martin.

Together, the businesses reach the goals of providing beef with lower costs, improved quality, greater convenience, and improved consistency while maintaining the highest standards of food safety.

**Cattlemen Listen To Radio
Before Selling and Buying**

Livestock auction markets are still the most common method cattlemen use to merchandise their cattle, according to producer surveys.

However, those cattlemen select the market where they receive the highest price for their production. Likewise, buyers choose a sale barn where they can find the quality of cattle they want to make the most profit.

Consequently, cattlemen are willing to drive many miles to sell and buy cattle. To know exactly where that is, an increasing number of stockmen turn to AM 580 WIBW Radio to find out what is available throughout the Midwest and to get a feel what market trends are in each locale.



Donnie Kirkham manages the producer owned Marysville Livestock Sales in Marysville, Kansas, which has increased numbers sold annually under his management during the past four years.

Donnie Kirkham has managed Marysville Livestock Sales at Marysville, Kansas, four years and uses AM 580 Radio to advertise special cattle offerings. There has been more than 15 percent growth in the number of cattle sold annually since Kirkham has managed the every-Thursday noon auction owned by several local cattlemen.

At a recent customer appreciation sale, Kirkham pointed out that longtime-weaned, source-and-verified calves on a complete health care program were selling at a strong premium. He emphasized that prices being paid that day were higher than the previous week and well above a year earlier.

**More People
Listen To WIBW Radio**



Rusty Walker and Jim Daniels of The Walker Daniels Morning Show has the largest share of the morning drive time audience in the Topeka area.

The Big 94.5 Country FM and AM 580 WIBW topped the just-released list of most-listened-to radio stations, according to Keith Montgomery and Bruce Steinbrock, FM and AM program directors, respectively.

Arbitron, a national radio ratings survey, indicated that WIBW-FM was the most listened to station by all people 12 years and older in the Topeka market.

"These are ratings in the metropolitan area, but if you look at the numbers in the Total Survey Area," Montgomery pointed out, "WIBW-FM blows everyone away, almost doubling listenership of any other radio station in the same demographics."

"Likewise, WIBW-AM has 30 percent more listeners than any other AM station in the Topeka area," Steinbrock analyzed.

**Regional Fair Draws Crowds
To Diverse Activities
In The Hot Weather**



Five time world champion rodeo saddle bronc rider Billy Elbauer, center, resembled any other rancher before the Wild Bill Hickok Rodeo at Abilene.

Despite smoldering heat, people from more than a 150-mile radius of Abilene, Kansas, came in record-approaching numbers to attend the annual Central Kansas Free Fair advertised on WIBW AM-FM.

For the first time in 28 years, fair secretary Jacque Karl was unable to attend due to cancer treatments being received by her husband, Steve Karl, also always heavily involved in fair work. The show did go on thanks to dedicated committee members.

One longtime committeeman is WIBW Radio advertiser Col. Ron Shivers of Shivers Realty & Auction at Abilene. He was recognized during a performance of the Wild Bill Hickok Rodeo, for his 20 years of sponsorship of the competition.