

# Broadcaster specializes in sports, weather

By Ron Wilson  
 Director  
 Huck Boyd National Institute  
 for Rural Development  
 at Kansas State University

The high school gym is packed as the basketball teams take the floor. The players are excited, the coaches are prepared, the game is about to begin. But something is missing: There are no goals. It's impossible to have a basketball game without goals. Today we'll meet a leading radio broadcaster who knows the importance of local high school sports and the importance of having goals - in sports and in life.

Cliff Shank is owner of Ad Astra Per Aspera Broadcasting which owns four radio stations serving central Kansas. His stations are leaders in sports broadcasting in

the state. Cliff grew up near Salina. He graduated from Kansas State in radio-television in 1974 and went to work for a radio station in the rural community of Lyons, population 3,739 people. Now, that's rural. "Sports was my first love," Cliff said. This station did lots of local sports.

One day an older broadcaster at the station asked Cliff what he wanted to do in the future. "I want to be the Voice of the Royals," Cliff said, with all the optimism of youth. "Well, how are you going to get there?" his more seasoned friend replied. Cliff had noticed that a lot of radio station owners and managers were doing play-by-play at the time, so Cliff thought that was the way to go.

"I want to be a (radio station) general manager by the time I'm 30, and an owner by the time I'm 35," Cliff said, with the confidence of youth.

As he looks back on it now, Cliff said, "That was pretty brash for an inexperienced 22-year-old with no money." But he had given voice to his career ambition and it would prove to be prophetic. Sure enough, three months after his 30th birthday he became a general manager, and three months before his 35th birthday, he became an owner.

"It demonstrates the power of goal setting," Cliff said.

Cliff began at KLOP in Lyons and then worked for WREN in Topeka and KLEO in Wichita. In 1980, he was hired as sales manager at KSKU in Hutchinson. He was

soon promoted to general manager and ultimately became owner, and eventually purchased other stations as well.

Today, his company is named Ad Astra Per Aspera Broadcasting. It includes four FM stations: 94.7 KSKU, which does top 40; 95.9 KWHK, which carries oldies; 100.3 KNZS which does classic rock; and 106.1 KXKU, which carries country. One hallmark which applies to all of his stations is coverage of sports.

"We broadcast more high school basketball games than anybody in the state," Cliff said. His stations cover high school football, volleyball, basketball, softball, baseball and state track, plus University of Kansas and Sterling College sports. "When I got started, there wasn't

much sports coverage on FM," Cliff said. "It was almost all on AM. We were some of the pioneers in doing that."

By the way, when Cliff said he wanted to be the Voice of the Royals decades ago, the position was already filled by Denny Mathews. Today, more than 40 years later, it is still filled by Denny Mathews, which doesn't leave much room for job advancement.

"I didn't become the Voice of the Royals," Cliff said, "but I've become the voice of the Buhler Crusaders and the Little River Redskins and the Sterling Black Bears and more." Such local sports coverage is a vital way of building community in rural Kansas.

"Cliff built successful radio stations through providing good local

programming and community service," said Steve Smethers, associate director of Kansas State's School of Journalism and Mass Communications. "He's the ultimate sports fan. His love of sports fits in nicely with his programming philosophy."

The high school gym is packed, the game begins, and the home team makes the first basket. A ball game needs a goal, and so does someone who wants a successful career. We commend Cliff Shank for making a difference with his pioneering work in local sports broadcasting.

And there's more. Cliff also specializes in severe weather coverage. He's even overcome a disaster which struck his stations directly. We'll learn about that next week.

## Businesses find relief from increase

Some Kansas small business owners paying workers compensation insurance got a break recently when Sandy Praeger, Commissioner of Insurance, refused a proposed rate increase and actually got the rate to drop slightly.



**sandy praeger**  
 • insurance comm.

Commissioner Praeger refused a recommendation for a workers comp rate increase from the National Council on Compensation Insurance, Inc. She said the rates - a proposed 1.7 percent overall increase for the voluntary base rate and a 5.3 percent overall increase for assigned risk workers comp rates - were too high. The commissioner based her refusal on recent legislative changes in the state Workers Compensation Act.

Because of Commissioner Praeger's position, the council amended its filing, lowering the existing voluntary base rate by a half-percentage point and only increasing the proposed assigned risk rate by 3 percent. Voluntary workers compensation

base rates are used by all insurance companies writing workers compensation in the competitive market. Assigned risk rates are used for insured businesses in the Kansas Assigned risk Plan, a state organization for those businesses who are unable to obtain coverage in the competitive market.

The filing applies to all insurance carriers writing workers compensation policies for businesses in the state. The new filings were approved by the Kansas Insurance Department on Friday, Dec. 2, with an effective date of Sunday, Jan. 1, 2012.

The council prepares workers compensation rate recommendations and manages the nation's largest database of workers comp information.

## Do I need an update of my software?

"The new QuickBooks is out, do I have to upgrade?" I hear this question all the time. The answer is no. You can continue to use your current version for as long as you like.



**jamie morphew**  
 • business tips

However, after three years, QuickBooks will no longer support it. If you use one of the payroll subscriptions, merchant services, or online banking, you will have to upgrade to a supported version for these features to continue working.

For example, if you currently use QuickBooks 2009 and an added feature such as payroll, you will be

required to upgrade around May.

This tip was brought to you by Western Kansas Business Consulting, sponsored in part by Sherman County. We offer free and confidential business consulting to Kearny, Scott, Sherman, and Wichita counties. For more information or to set up an appointment, contact Jamie Morphew at (620) 874-0771 or e-mail wkbc@wbsnet.org.

## Check us out on Facebook, The Goodland-Star News

### Worship warms the heart

**Calvary Gospel Church**  
**Pastor:** Randy and Mary Payne  
 Fourth & College • 890-3605  
**Sunday:** Kid's Church: 10 am  
 Morning Service: 10 am  
 Prayer and Praise: 5:00 p.m. except last Sunday of the month  
**Wednesday:** Royal Rangers, Missionettes 6:30 p.m. during school year  
 Youth @ the Rock House, Sixth & Caldwell: 6:30 p.m.  
 Life Groups - Call for information  
 Join us on Facebook  
[www.calvarygospel.net](http://www.calvarygospel.net)

**Goodland United Methodist Church**  
 1116 Sherman 899-3631  
**Pastors:** Dustin and Shelly Petz  
**Saturday:** Worship: 5:30 p.m.  
**Sunday:** Adult Classes: 9:15 a.m.  
 Worship: 10:30 a.m.  
**Wednesday:** Wednesday Nite Live  
 5:45 - 6:45 p.m. Simple Supper "Free will Offering  
 6:30 - 7:30 p.m. Classes for all ages

**Pleasant Home Church**  
 Serving the rural community  
 for over 120 years  
 Rt. 1, Box 180 • 3190 Road 70  
 (785) 694-2807  
**Pastor:** Perry Baird  
**Sunday:** Worship Service: 9 a.m.  
 Sunday School: 10 a.m.

**Promiseland Baptist Church**  
**Pastor:** Rick Holmes • 890-7082  
 225 W. 16th  
 (785) 890-7944  
**Sunday:** Sunday School: 10:30 a.m.  
 Morning Service: 11:30 a.m.  
 Evening Service: 6:30 p.m.  
**Wednesday:** Bible Study Service 6:30 p.m.  
**Thursdays:** Adult Bible Study 7-8 p.m.

**Bible Baptist Church**  
**Pastor:** Clifford Middlebrooks  
 Fifth & Broadway  
 890-7368  
**Sunday:** Sunday School: 9 a.m.  
 Morning Service: 10 a.m.  
 Evening Service: 6:30 p.m.  
**Wednesday:** Evening Bible Study: 7 p.m.

**Church of Jesus Christ of Latter-Day Saints**  
 1200 15th Street • Burlington, CO  
 (719) 346-7984  
**Sacrament Meeting:** 10 a.m.  
**Sunday School:** 11:15 a.m.  
**Priesthood/Relief Society:** 12 a.m.

**Iglesia Del Dios Vivo**  
 La Luz Del Mundo  
 Spanish Speaking Church  
**Minister:** Esteban Ortiz B.  
 1601 Texas • 899-5275  
**Daily Prayer:** Sunday thru Saturday: 5a.m. & 6 p.m.  
**Sunday:** Sunday School: 10 a.m.

**United Methodist Church Brewster:**  
**Pastor:** Dorine Chambers  
 Worship Service: 10:45 a.m. CST  
 Sunday School: 9:45 a.m. CST  
**Winona:**  
**Minister:** Sheryl Johnson  
 Worship Service: 9 a.m. CST  
 Sunday School: 10:15 am CST

**First Christian Church (Disciples of Christ)**  
**Pastor:** Rev. Carol Edling Jolly  
 Eighth & Arcade • 890-5233  
**Sunday:** Church School - All ages 9:15 a.m.  
 Worship 10:30 a.m.  
 Youth Group: 1st and 3rd Sundays 5-7 p.m.  
**Thursday:** Prayer Class - Noon  
 Pastor Carol's Class 5:30 p.m.  
[www.goodlandfccdoc.org](http://www.goodlandfccdoc.org)

**Kanorado United Methodist Church**  
**Pastor:** Leonard Cox  
 399-2468  
**Sunday:** Sunday School: 9 a.m.  
 Worship Service: 10:15 a.m.

**Church of the Nazarene**  
**Pastor:** Bob Willis  
 Third & Caldwell  
 899-2080 or 899-3797  
**Sunday:** Sunday School: 9:45 a.m.  
 Worship Service: 10:50 a.m.  
 Evening Service: 6 p.m.  
**Wednesday:** Evening Service: 7 p.m.

**St. Paul's Episcopal Church**  
**Celebrant:** Father Don Martin  
 13th & Center  
 Church 890-2115 or 890-7245  
**Services: 5 p.m. Saturday evening  
 Christmas Eve 5 p.m. Saturday**

**Goodland Bible Church**  
 109 Willow Road • 899-6400  
**Pastor:** Chad DeJong  
**Sunday:** Sunday School: 9:30 a.m.  
 Morning Worship: 10:45 a.m.  
 6 p.m. AWANA during school  
 Evening Worship: 7:30 p.m.  
**Wednesday:** 6:30 youth group  
 Growth groups call for information  
[www.goodlandbible.org](http://www.goodlandbible.org)

**First Baptist Church**  
**Pastor:** Travis Blake  
 1121 Main  
 890-3450  
**Sunday:**  
 Coffee fellowship: 9:30 a.m.  
 Morning Worship: 10 a.m.  
 Sunday School: 11:15 a.m.  
**Thursday:** Bible study 9:30 a.m.  
 Wheatridge Center

**Our Lady of Perpetual Help**  
**Celebrant:** Father Norbert Dlabal  
 307 W. 13th • 890-7205  
**Sacrament of Reconciliation:**  
 5-5:45 p.m. Saturday or by appointment  
**Mass Schedule:**  
 Saturday: 6 pm, Sunday: 10:30 am  
**Spanish Mass:**  
 Sunday: 12:30 pm

**Harvest Evangelical Free Church**  
 521 E. Hwy. 24 • 890-6423  
**Pastor:** Brian Fugleberg  
**Sunday:** Worship: 10:30 a.m.  
 Sunday school: 9:30 a.m.  
**Wednesday:**  
 Senior High: 6:30 p.m. at the church  
 Junior High: 6:30 p.m. at the church  
[www.goodlandefree.com](http://www.goodlandefree.com)

**Seventh Day Adventist Church**  
 1160 Cattletrail  
**Pastor:** Jerry Nowack  
**Saturday:** Sabbath School: 9:30 a.m.  
 Worship Service: 11 a.m.

**Emmanuel Lutheran Church**  
 13th & Sherman • 890-6161  
**Pastor:** Darian Hybl  
**Sunday:** Christian education/fellowship:  
 10:15 a.m.  
 Worship Service: 9 a.m.

**Church of Christ**  
 401 Caldwell  
 890-6185  
**Sunday:** Bible Study: 9:45 a.m.  
 Worship Service: 10:45 a.m.  
**Wednesday:** Bible Study: 7 p.m.

**The following sponsors urge YOU to attend your chosen House of Worship this Sabbath:**

**Short & Son Trucking**  
 Hwy. 24

**Koons Funeral Chapel**  
 North Main

**Good Samaritan Center**  
 208 W. 2nd

**Kansasland Tire**  
 1402 Main St.

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 3023 W. 31

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 111 W. 12th

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