

Radio station broadcasts weather locations

By Ron Wilson
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for Rural Development
at Kansas State University*
A tornado rumbles across Reno county. Wherever it goes, Cliff Shank will be on the job, broadcasting the whereabouts of severe weather and more.

Last week we met Cliff Shank, owner of Ad Astra Per Aspera Broadcasting which includes four radio stations serving central Kansas. His stations are leaders in sports and severe weather coverage. Cliff grew up near Salina. As a kid, he went fishing at a nearby sand pit with his family one early spring day. “We caught some fish and had a picnic,” Cliff said. “Then my mom

got a concerned look on her face and said, ‘I have a bad feeling about the weather. Let’s pack up and get home.’” They did so, despite Cliff’s protests. But two hours later, a tornado developed and struck the very sand pit where they had been fishing.

“I don’t believe in ESP and my mom’s never done that before or since,” Cliff said, but this incident sparked a lifelong interest in severe weather. While studying radio-television at K-State, his senior project was about severe weather coverage by radio stations in Kansas.

Cliff went on to a career in broadcasting and eventually settled in Hutchinson. Today, he owns 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. These stations also specialize in sports and severe weather coverage.

“In our neck of the woods, I’m the severe weather guy,” Cliff said. When there is bad weather in or around Reno County, he is faithfully on the scene, reporting the storm’s whereabouts. He has had some close calls and was first-hand witness to storms which hit communities such as Hesston and the rural town of Willowbrook, population 87 people. Now, that’s rural. Such weather reports are vital in rural communities.

“People have said to me, ‘Your coverage saved my family’s life,’” Cliff said.

Sometimes disasters come from man-made sources as well. On Sept. 2, 2011, Cliff got a call at three in the morning. “Our news director told me that the radio station is on fire,” Cliff said. “By the time I got there, the fire chief said the building was a total loss and they needed to demolish the remaining walls for safety. They brought in a backhoe. By eight p.m., the building we had been in for 25 years was gone and hauled to the dump. I bawled like a baby,” Cliff said.

But he soon was working on a plan to get the stations back on the air. He arranged for a new location and had the stations broadcasting again in less than a month. “On the day after our zoning approval came through, our tower was up in the air,” Cliff said.

“Everybody has worked really hard,” Cliff said. He credits his wife Vicki, co-owner Mike Hill, and the sales staff for hard work and support.

“We’re kind of like family,” Cliff said. “Mike and I have worked together in 36 of the 38 years I’ve been in broadcasting, and some of the sales staff I’ve known for 30 years.”

Cliff is especially proud of his own children, including son Chris who is a teacher and coach in Hill City, Stefanie who is an animator-illustrator in New York, and Jonathan who is a college librarian and musician in Chicago.

“Ad Astra Per Aspera is the Kansas motto, and it means To the Stars Through Difficulties,” Cliff said. “I think it’s a great description of

becoming an entrepreneurial businessperson.”

Gloria Freeland, director of the Huck Boyd National Center for Community Media, agrees: “Entrepreneurs must be quick to take advantage of opportunities and challenges. Cliff Shank has succeeded at that,” Freeland said. “To be able to come back after a devastating fire speaks to the courage and persistence of Cliff, his family and his co-workers.”

A tornado crosses central Kansas and Cliff Shank is on the scene. Whether reporting on severe weather or overcoming a disastrous fire of his own, Cliff Shank is making a difference in the broadcast industry of Kansas.

Fluctuations hard on trees

Kansas is known for its fluctuations in temperature during the winter. Here in Northwest Kansas, I think, we see this more than others across the state. These fluctuations can be extremely detrimental to a tree’s health.

Adequate watering, fertilizing and mulching improve a tree’s vigor and protect trees from winter damage or minimize the impact of such damage when it occurs. I pulled the following information from the Kansas Forestry Service’s newsletter.

Bark Splitting Due to Frost Cracks - This can affect fruit trees, maples, lindens, willows and other thin-barked trees. These cracks are often caused by a severe cold spell, followed by warmer temperatures causing rapid thawing during late winter to early spring. Fluctuating conditions, like dry weather, which slows growth, followed by a wet period may cause a vigorous amount of growth, thus leading to splits in the bark. Although, they are not likely to be fatal to trees, they will, in some cases, allow entry of



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disease organisms that can cause decay. Through proper treatment to encourage the natural callusing process, a tree should be able to close most splits.

Sun Scald - Young trees, newly planted trees, and thin-barked trees (e.g., cherry, crabapple, honey locust, linden, maple, mountain ash and plum) are most susceptible to sun scald. Also, trees recently pruned to raise the lower branches or transplanted from a shady to a sunny location are also sensitive because the lower trunk is no longer shaded. Sun scald is characterized by elongated, sunken, dried or cracked areas of dead bark, usually on the south or southwest side of a tree. On cold winter days, the sun can heat up bark to the point where cambial activity is stimulated. When the sun is blocked by a cloud, hill, or building, bark temperature drops rapidly, killing the active tissue.

Tips given for use of fruit basket gifts

Gifts of fresh fruits are a long-time holiday tradition. A century ago, a single orange was a real prize outside its growing zone. A different apple variety was a treat.

Today, gifts of fruit may come in a cellophane-wrapped basket of mixed produce and nuts. They may be the first installment of a year-long “fruit of the month” club membership.

How to handle those gifts has become easier, according to Kansas State Research and Extension horticulturists. The major reason is a century of improvements in refrigeration.

Yet, fruit availability - advances in plant breeding, produce storage, shipping and trade - has made the job more complicated, too.

To maintain fruit quality for as long as possible, the first step is to assess the present’s contents. And,

keep the following rules in mind:

- If everything is a tree fruit (apples, oranges, pears, grapefruits), the contents can stay together, even in a basket. Keep them in a cool place - around 40 degrees is best.
- Store tropical fruits (bananas, papayas, guavas, pineapples, mangoes) separately - again, in a cool place.
- Whether hulled or in the shell, nuts do best in an air-tight container. For short-term quality, refrigerate them. For months of storage, put them in the freezer.
- Enjoy the gift while you can. Fruits are healthful, as well as tasty. Three to four weeks is about as long as you can expect to store fruits without some shriveling and loss of crispness. After that, periodically check any remaining fruits, so you can remove and discard those that start to spoil.

matters of record

Sherman County Bastille
The following people were booked into the Sherman County Bastille:

Dec. 6 – Jennifer Freeman, 32, Newton, arrested sheriff deputy on arrest and detain for probation violation.

Dec. 7 – Jim Neal, 63, Goodland, arrested by sheriff deputy for driving under influence and transporting open container.

Dec. 9 – Johnny Siruta, 25, Goodland, arrested by state trooper for driving while suspended and transporting open container.

Dec. 10 – Harold Slusher, 47, Goodland, arrested by sheriff deputy for driving while suspended and failure to yield.

Dec. 11 – Jennifer Fontenot, 18, Goodland, arrested by sheriff deputy for minor in possession of alcohol, transporting open container and no current registration.

Dec. 12 – Keith Smith, 26, Oklahoma City, arrested by city police for driving while suspended.

Dec. 13 – Michael Hartzell, 31, Goodland, arrested by city police for assault and disorderly conduct.

Dec. 14 – Jack Claytor, 48, Goodland arrested by sheriff deputy for domestic battery.

Roger Eli, 50, Goodland, arrested by city police for domestic battery. Rosemarrie Snethen, 45, Goodland, arrested by sheriff deputy for driving under influence and criminal damage to property.

Dec. 16 – Terrence Knuth, 24, Colby, arrested by Thomas County sheriff deputy for abusing toxic vapors and being housed in Sherman County.

Evan Mainus, 22, Colby, arrested by Thomas County sheriff deputy on arrest and detain order and being house in Sherman County.

Christopher Hansen, 22, Colby, arrested by Thomas County sheriff deputy for aggravated assault, stalking and reckless driving and being house in Sherman County.

Dec. 17 – Adan Martinez, 20, Goodland, arrested by city police for driving without a valid driver’s license.

Dec. 18 – Louann Medrano, 24, Goodland, arrested by state trooper for driving while suspended and a warrant arrest.

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Sherman County Bastille
The following people were booked into the Sherman County Bastille:

Dec. 6 – Nicholas Slusher, 23,

Goodland, arrested by sheriff deputy on arrest and detain for probation violation.

Billy Curry, 32, Goodland, arrested by city police on warrant for

domestic battery.

Corbin Huffman, 46, Goodland, arrested by sheriff deputy on arrest and detain for probation violation.

Jennifer Freeman, 32, Newton,

arrested sheriff deputy on arrest and detain for probation violation.

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

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.

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

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

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

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

Emmanuel Lutheran Church
13th & Sherman • 890-6161
Pastor: Darian Hybl
Sunday: Christian eduction/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.

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

KLOE/KKCG/KWGB
3023 W. 31

AFLAC Insurance
111 W. 12th