

Affiliates

I'd committed several months to work on starting this new business. Derry was out of a job. I had two children; Derry had four! If we were to put food on our tables, we had to get to work. There was much to do.

First we needed affiliates; and a programming schedule. We needed contracts new affiliates could sign. Eventually we'd need a broadcast studio, and equipment and sales collateral material. We only had six weeks to put it all together! Now we needed to sign stations onto the network.

The pitch to potential radio station affiliates was simple:

"Mr. Douglass, what is KMMO doing now in the way of farm programming; you know, markets and farm news?"

Well, we use the Associated Press.

"I'm sure they do a great job, but let me ask you this: do you have a farm broadcaster on your staff?"

Ah, no. No, we don't. Our announcers read the markets; in fact I do the noon market report myself.

"I'll bet you do a great job, but isn't it interesting that here you are smack-dab in the middle of one of America's strongest farming areas, and yet KCMO over in Kansas City is getting much of the farm audience. Does that bother you?"

It sure does!

"Let me ask you this, Mr. Douglass: would you have interest in having KMMO being a member of a farm network that has as its lead farm broadcaster the famous Derry Brownfield—a member of the NAFB—who'd exclusively do 13 live market, commodity and farm news shows each day?"

Sure I would, but what does it cost? I'm sure I can't afford it.

"I bet you can! I'll pay all the costs associated with Derry and the broadcast circuits and all the other expenses. All you have to do is to agree to carry all the programs and the network commercial in each show. Of course, you'll also get one position in each show to sell locally. Our advertisers will be those that advertise nationally—those that KCMO is now getting."

So, that's how it went the months of November and early December. I got into my VW bug and traveled to stations in West Central Missouri that eventually made up our network on opening day, January 2, 1973. Nine agreed to try us out.

On December 15th I sent a letter to those nine stations (PDF), letter to those nine advising them about ordering their "local loop." [[order_loop.pdf](#)]

October 18, 2007