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By JESSICA CRAWFORD • Daily Leader

The Beard Brigade winners have been announced. Now life can get back to normal and clean shaven for 92.7 Guymon and 100.5 Liberal, KKBS listeners.

Wesley Hunsaker of Lubbock, Texas, was judged having the “manliest”

beard and walked away with the grand prize of \$500. Although Steve Villegas of Gruver, Texas, was judged having the worst beard, he didn’t walk away empty handed. For his efforts, Steve won a Harley Davidson mini-fridge – the “white trash” award.

According to owner/manager Marsha Strong, she bought the station in 1988. However, with previous owners, she believes the station first came on the air in 1984.

KKBS began playing rock music when the morning show changed the format of the station. With the country music market saturated, Strong said, rock was rather refreshing.

“The morning show switched the format of the radio station. It was classic rock,” she said. “I was in Cozumel scuba diving at the time.

So, they prepared a tape of all the callers. They kept playing rock for hours as the calls were legion.

“After about a week of pacing up and down the hallway, up and down my own personal hallway at home, deliberating profusely and asking myself, ‘Isn’t there enough country here now?’ Is it true,” she said.

“That there are rockers, such as myself, existing in these parts of the country and world? And, then the answer shined through and it was clear – crystal. Yes, KKBS, there is a Santa Claus, or yes, KKBS and Marsha Strong, even the ranchers are rockin’ ranchers!”

With Liberal residents not getting a very good signal, they wanted KKBS as well. So, they got their own tower and now KKBS 100.5 in Liberal comes in loud and clear. But Liberal is not the only town interested in the Boss, Strong said.

“Some listeners wanted to get the signal – hear the station better,”

she said. “There’s even been a group of nine from Ulysses trying to meet with us, including some bankers, as to how to get KKBS’ signal more clearly there.

“Also, Garden listeners have expressed interest and tell us, ‘We can barely get you until about 11 a.m. every morning – wish you’d raise your tower,’” she added.

Guymon, who has been sharing air time through KKBS with Liberal for sometime now, enjoys the partnership KKBS has brought about for both cities.

“The bond between rockers is not new, but it is unique,” Strong said.

“We’re patriotic, we love ‘God and Country,’ we don’t mind fighting for our country, our community and standing up for what’s right.

“Since the improvement and widening of Highway 54, the trek to Guymon and/or Liberal seems small,” she concluded. “Boss rockers are also big on heart and have given and given when asked, especially to those in uniform and those who are needy. Past ‘Operation Holiday Challenges’ have garnered big support for Guymon and Liberal’s women and children’s shelters.”

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