



# Our Community Connected

REFLECTING ON GB RADIO, RANDY GOERING'S UPCOMING RETIREMENT FROM RADIO, AND HOW RADIO CONNECTS US ALL

Randy Goering's job titles over the years illustrate the concept of the well-rounded radio-industry employee, which means he was a perfect fit for Eagle Media Center, 1200 Baker.

Goering has been the sales manager, sports director and an on-air personality. He currently is market manager, a title he will hold until Aug. 6 – retirement day.

"That is the day we are giving away the Chevy Equinox," Goering explained. "I want to see this through. I want to hand over the keys to the winner and then hand over the keys to my office to the new market manager."

Matt Althouse has accepted this position and will take the reins when Goering leaves.

Goering began his Great Bend radio career in 1984 at KVGB AM & FM. Then he went to KHOK in 1990 and in 1995

KHOK acquired both KVGBs.

"Eagle Communications is a great company to work for; we have great people who are well-rounded and can perform multiple jobs," Goering said. "I also like the company's footprint, with properties in Kansas, Nebraska and St. Joseph, Mo.

"If we need help, I can call managers at any station in our Midwest market area. They know what I am talking about. It is not like I am calling someone in New York City. It is a great community of peers."

The biggest benefit of an Eagle job is the Employee Stock Ownership Plan (ESOP), Goering noted.

"I tell everyone who interviews for a job that 'if you are coming here as just a stepping stone, ESOP is not all that important. But if you want a career, it is the biggest benefit you can find.'"

The late Bob and Pat Schmidt started the company, announcing in

the mid-1990s they wanted to sell. "They sold it to the people who made it profitable for them," Goering said. "Employees receive shares in the company every year as part of their regular compensation."

In this situation, "you say to yourself that 'I will do whatever I can to make this an even better, more profitable company.' It is a real incentive. We are very thankful every quarter," Goering laughed.



his career in 1974, has seen many changes in the radio business and noted a few in particular.

"In the past, we always needed to have a person onsite," Goering recalled. "Now, because of technology, stations can be up and running with no one in the building."

Another big change was the computerization of much of Eagle's programming. "There are no compact discs or LPs here anymore. The programming is ready for us and on-air talent fills the gaps," Goering explained.

Also, Goering noted that when he was at KHOK only, there were 12 employees. Now there are 15 for all

four stations

In addition, if an employee chooses to contribute to a 401-k, Eagle will add a percentage as a match.

Goering, who began

– KHOK, both KVGBs and KBGL. Eagle operates KBGL but doesn't own it.

During the last decade or so, Eagle's digital products have opened up new doors. These include website development and Google products that can, for example, "help us find key words so that your company's name can be at the top of the list when someone conducts a web search."

Eagle also uses Geofencing on behalf of its clients. This sends information about a local business to a patron of a similar local business.

"We can also place ads on channels that are streaming. This is a huge growth area," Goering noted. "Our goal has been to have radio-station billings be comparable to digital billing; we have been successful. Digital opens a whole new realm of possibilities."

Throughout Goering's tenure "Great Bend has been a real good location. Even during the pandemic, we remained profitable, with no furloughs or layoffs. Our stability has been strong in an industry that has a lot of turnover."

The staff continued to

deliver local and national news, the community events calendar and various promotions. Goering did acknowledge that it is a relief to offer live remotes again.

"Our motto is "Our Community Connected," Goering mentioned. "This has been very important to me over the years. In everything we do, we focus on how it connects our community. We want Eagle to be the heartbeat of the communities we serve."

But come Aug. 6, Goering will take a few months to unwind even though "my wife and daughter have some honey-do projects in mind," he smiled. "Maybe we'll do a little traveling, weekend getaways. I don't want to spend all my time playing disc golf and solving Sudoku puzzles, though I do intend to do some of both."

At first, Goering thought he wanted to have things lined up and know in advance what he will be doing. "But now I am more at peace with just stepping back and relaxing at first."

