

MAY 2026

Smart Collaboration: Client Elevates Our Idea

In 2014, our new client, **AgTexas Farm Credit**, embraced the concept of a scholarship program that would honor and reward outstanding graduating high school seniors involved in **4-H** and **FFA**.

Not only did AgTexas embrace the program that **Hall-of-Fame Rodeo Announcer Bob Tallman** and I had created, but their leadership team has elevated it to a higher level.

While the original Ag Youth of the Month program awarded 10 scholarships of \$1,000, AgTexas has made three impressive improvements in recent years:

- **Increased the number of scholarships to 40** – so \$40,000 instead of \$10,000 per year
- Created a new category: **Ag Youth Leader of the Year**, which honors a 4-H or FFA adult program leader in each of the three regions (the Lubbock, Amarillo, and Central Texas areas) with a \$1,000 personal check plus an additional \$1,000 check to that leader's local chapter – a total of \$6,000 among the three regions
- Created yet another new category: **Ag Youth Distinguished Alumni Scholarship**, which honors three former Ag Youth recipients who are now pursuing an Ag-related degree in college: three at \$7,500 – which is a total of \$22,500. This amount may vary from year to year.

Bob and I – as well as the recipients and their families – are blessed by the ongoing refinements our client, AgTexas Farm Credit, has made to the Ag Youth of the Month Scholarship program.

Now, with \$68,500 in 2026 scholarships and \$292,000 overall, they have inspired us to realize that **no matter how wonderful something may be, it can always be better. We love clients who help us think bigger and make a stronger impact!**



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The Time We Interviewed New CBS Comedy Host Byron Allen

When I see comedian Byron Allen on the CBS late night show “**Comics Unleashed with Byron Allen.**” it won’t be our first connection. We go back 43 years together – well, sort of.

The year: 1983. One of America’s first reality shows – **REAL PEOPLE** – was a Wednesday evening TV show on NBC that ran from 1979 to 1984. The original cast featured **Sarah Purcell, Bill Rafferty, Skip Stephenson, John Barbour, and Byron Allen.**

Yes, THAT SAME Byron Allen.

So, how does this involve me? I was managing **KCLE**, a 250-watt daytime radio station in Cleburne, at the time, and learned that this TV show was going to take a train trip from Los Angeles to Chicago. The stars would interview interesting people along the way.

I researched the route and saw that the train would pass through my hometown of Cleburne. “**What if we could jump onto the train and reverse their concept: interview THEM – the “interviewers?”**”

This was **before** the advent of today’s mobile phone technology, but I had an ace up my sleeve: **Marti Electronics.** This Cleburne-based electronics manufacturer produced what was called a “remote pick-up unit,” a fancy term for studio-quality portable transmitters used to broadcast live from high school and college football games, local retailers, and Sunday church services.

It was known in the broadcast industry as the **Marti Unit**, and this product was the #1 seller by far. No matter what brand a station might use, the generic term that radio broadcasters used for the transmitter was the “Marti Unit.”

I immediately met with **George Marti**, the genius who had created this technology, and asked how we could broadcast for an extended distance – the Waco area (actually McGregor was where the train would pass) to Cleburne and Fort Worth.

George, who had established KCLE decades earlier and was my father’s best friend, said the solution would take five steps:

- **Secure permission beforehand** from the **REAL PEOPLE** producers for the broadcast
- **Confirm with Amtrak** that we could access an electrical outlet on the railcar to plug in our portable Marti Unit
- Confirm that we could operate from **a railcar with a glass roof**, which would allow us to send the signal to #4...
- **Hire a small airplane** (Cessna 182) and pilot who would fly in circles over the train for the duration of the trip from McGregor to Fort Worth and serve as a mobile antenna from 2,000 feet
- **Install a repeater system with an engineer in the airplane**, which would receive the signal from our transmitter on the train and re-transmit it on a separate frequency to the KCLE radio tower in Cleburne

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Our morning show DJ, **Jimmy Aiken**, interviewed the stars of the show, including Byron Allen. Our sponsor, **Darrell Miles from First National Bank in Cleburne**, rounded up our guests for the interviews.

The Marti system provided studio-quality audio, so the only reason people could hear we were riding on the train was the ambient sound on the tracks as we rode and interviewed nonstop from McGregor to Cleburne, and then to Fort Worth.

And now the (not-so-legal) "rest of the story"...

The producers of REAL PEOPLE were so impressed with our innovation that they called me after the trip to see if we would engineer their next train trip from Chicago to New York the following year.

Unfortunately, I had to decline. It seems that we violated about a dozen FCC (Federal Communications Commission) rules by operating our mobile tower at 2,000 feet. We were on or adjacent to the same frequency as several radio stations in Austin, Waco, and Dallas-Fort Worth, and our signal blocked their air traffic reports for hours.

Technically, we were licensed only for a stationary tower at 330 feet in Cleburne.

We were fortunate not to have been assessed fines for our FCC violations. Alas, there was a reason nobody else had done this: **It was... illegal!**



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Brilliant Savannah Bananas: "Get To" or "Have To" Moments

Your life depends on whether you see **"Get To" moments** or **"Have To" moments**. [Savannah Bananas owner Jesse Cole shared a post last week](#) revealing hundreds of books and baseballs he was about to autograph for a speaking engagement.

In Jesse's words, **"It's all about how you view things in life. How you VIEW things determines how you DO things."**

True life story: Our account executive with the **Houston Astros** for the **Allen Samuels Dodge** account in Houston was **Alicia Mohoney**. One day, she shared how she landed the job.

"It was down to me and this other guy. All that I had control over was my part of the interview. I loved baseball, so in the final interview, I asked: **'How many of the home games do I GET TO attend?'**"

My friend, the late **Jamie Hildreth**, then the Vice President of Sales for the Astros, told her later: **"That question about 'GET TO attend' won the job, because the other candidate asked, 'How many home games do I HAVE TO attend?'"**

The fact that she loved the team and the game revealed her dedication and attitude, and that won her the job.

As Jesse Cole says: **How you VIEW things determines how you DO things!**



"HAVE TO"
moments

VS.

"GET TO"
moments

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Tiebreaker: Oscar Mayer Rides on the Coattails of a Legendary Event "Wienies, Start Your Engines!"

Oscar Mayer owned the Friday activities at the **Indianapolis Motor Speedway**, home of the Indy 500. The crowd stood reverently and awaited the start of America's national anthem, only to be greeted with the [Oscar Mayer jingle](#):

Oh, I wish I were an Oscar Mayer wiener,
That is what I'd truly like to be;
For if I were an Oscar Mayer wiener,
Everyone would be in love with me!

[Check out this brilliant promotional video](#) and see how Oscar Mayer **generated an estimated \$2-\$3 million in promotional value** in news coverage and social media and created its highest Memorial Day weekend sales in four years.

The lessons we learn:

1. **Identify the most emotional, fun, and clever aspects** of your product or service
2. Ask how you can **make it resonate** with your local, regional, or national event
3. **NEVER presume that an event is too large** or grand for you to collaborate
4. **Invite your audience to "play" with you** – one of the tenets of **Positively Outrageous Service**

I interviewed my friend Steve Durr, who replaced the entire sound system at the Indy 500 over a two-year period and then managed the sound for the next 10 years my current edition of my podcast, 15 on Fridays with Fletch. [Please check out this insightful interview here](#)

