

radio station

WHO

personalities



1040 Kilocycles
50,000 Watts

WHO

I-A Clear Channel
NBC Network

"Voice of the Middle West"

Visit WHO when you are in Des Moines. We will be glad to meet you.

WHO...*Farm Department*



HERB FLAMBECK
Farm Service Director

We are fortunate to live in the heart of the greatest agricultural area in the world. WHO is proud to be known as an agricultural station. Herb, Keith and Ralph travel thousands of miles every year in the service of agriculture. Their broadcasts are acknowledged contributions to better farming. When we serve the farm population, we serve the nation.



KEITH KIRKPATRICK
Associate Farm Director



RALPH VOGEL
Farm and Market Editor

Talent

When your dial is set at 1040...Iowa's best radio entertainers...your friends...perform for you!



THE BUCKAROOS (left to right): Slim Hayes, Si Reeves, Bill Billingsley, Jack Groves, Red Scoben, Coco Hantsinger and Jack Lester.



BETTY BAKER



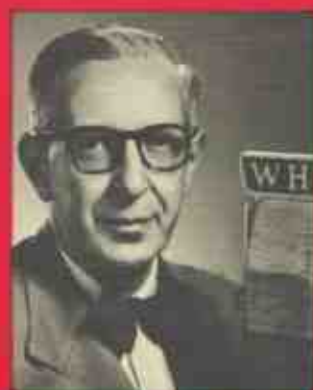
CLIFF CARL



HARRIET MOORE



SLIM HAYES



CURT ROGOSINSKI



BILL AUSTIN



ZELDA SCOTT



STEVE GEORGE



MARY NICHOLS

THE SONGFELLOWS (left to right): Bill Austin, Stuart Steelman, Bill Fischer, Harris White and Ken Black.



DON HOVEY



DOTTIE MILLER



GEORGE FLETCHER
"The Jazz Man"



FRITZ FRIDL



BOBBY DICK

The *Best* Radio News Operation in the Nation!

WHO has been cited as "the best radio news operation in the nation"—for the second consecutive year! by the National Association of Radio News Directors.

We're proud of our news staff. These veteran editors and reporters have won many awards and citations.

When it comes to flashing you the news, WHO's facilities and staff are unexcelled. In a matter of seconds you may have a complete report of a history making event on an Iowa farm and a major development taking place in the most remote point in the world . . . while they are happening!

WHO has a staff of 70 correspondents plus full facilities of three major wire services, AP, UP and INS. WHO also broadcasts reports of the great globe-girdling National Broadcasting Company News Department.

These young men are the Voices of the Voice of the Middle West. They write, arrange, cast, produce and announce the programs that originate in WHO's studios. Fine announcers all, each has special ability in some branch of program production, drama, music, comedy, variety shows and sports. Working with a large staff of professional performers, they are responsible for much of the listening pleasure of millions of listeners.



JACK SHELLEY
News Bureau Manager



M. L. NIELSEN
Managing Editor



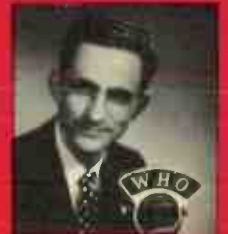
JIM ZABEL
Sports Director



LEN HOWE



ROD GELATT



OTTO WEBER



ROGER ATKINSON



GARRY LENHART



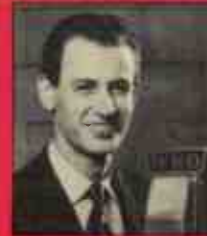
HENRY MAGNUSON



DAVE EVANS



CLAY RUSK



BOB WILLIAMS



HENRY HOVLAND



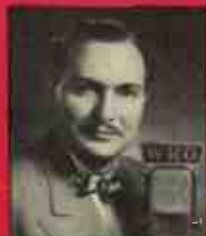
DUANE ELLETT



BILL MORGAN



DEL DONAHOO



BOB MOORE



BOB BADGLEY



ARCHIE LEONARD



BOB WILSON