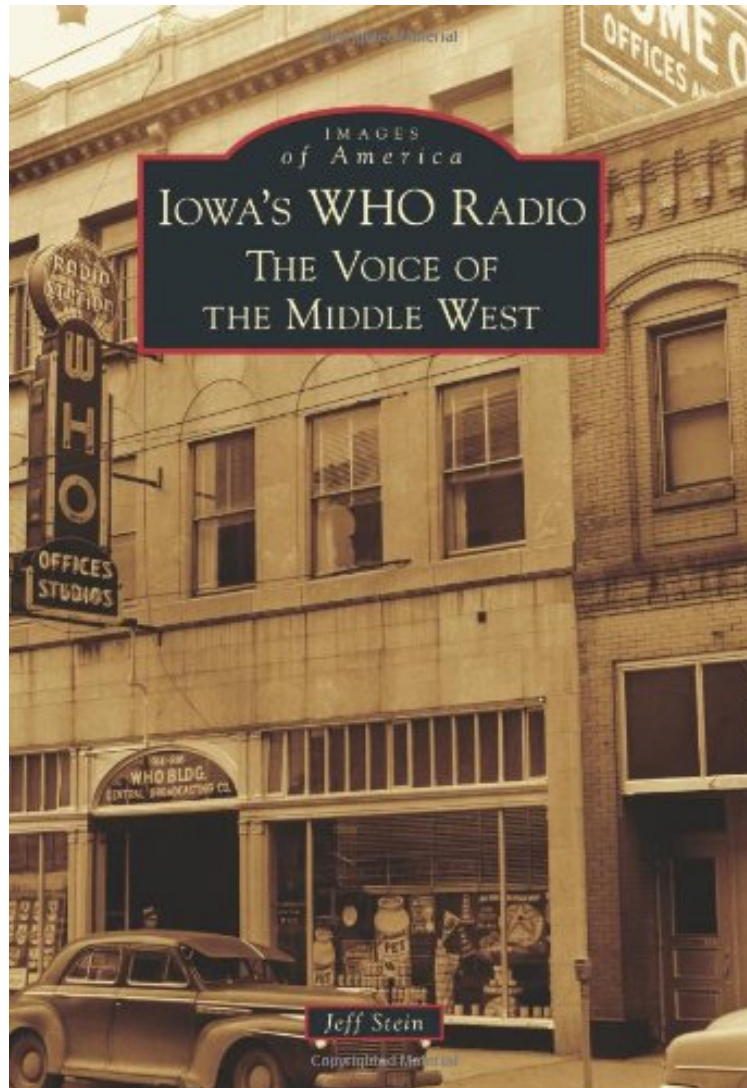


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Iowa's WHO Radio: The Voice of the Middle West (Images of America)

Jeff Stein

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Jeff Stein : Iowa's WHO Radio: The Voice of the Middle West (Images of America) before purchasing it in order to gage whether or not it would be worth my time, and all praised Iowa's WHO Radio: The Voice of the Middle West (Images of America):

2 of 2 people found the following review helpful. A WHO veteran looks back By MU Tiger Fan My first scan of the book was a quick trip back in time: I grew up in Des Moines and worked in the WHO newsroom in the 1950's. I knew most of the people pictured; a few came before me, a few after me. But I was disappointed that there was no mention

of a highly popular afternoon program hosted by one Betty Brady, and subsequently by "Betty Baker," the on-air name my mother inherited when she assumed the role of program "hostess," and expanded the show to 45 minutes daily for a decade or more. But that oversight would not have detracted me from buying the book, a good read for old time radio buffs. It provides insight into the kind of programming and means of conveying news and information that loyal listeners once just took for granted: radio would, well, just always be there, right? Radio is still there, but not in the form that WHO once provided. 0 of 0 people found the following review helpful. Great book By NKT I've been listening to WHO for over 40 years and this book is really great. I'm really enjoying all the articles 0 of 0 people found the following review helpful. Great look inside Iowa Radio History By Melissa Kutcher Nice pictorial review of one of Iowa's early radio stations. The book is easy to look at, and a great conversation piece for radio buffs as well as Iowans.

When a Des Moines insurance company started a radio station in 1924, no one imagined it would bring news from a world war home to families desperate for information, carry the exploits of University of Iowa athletics to fans nationwide, draw the ire of a Cuban dictator, and be home to a future president. From the earliest days of This is W-H-O. Who? Bankers Life, Des Moines to today's 50,000-watt, clear channel voice of the middle west, one of the most powerful radio stations in America has been part of Iowa life for nearly 90 years. With a signal that reaches from coast to coast, border to border, and then some, trusted voices such as Jack Shelley, Herb Plambeck, Jim Zabel, Lee Kline, and Duane Ellett have graced the WHO radio airwaves, while Van Bonnie, Jan Mickelson, Bob Quinn, and others carry on the tradition today. From the Barn Dance Frolic and Phone Forum to Sportsman's Notebook and The Big Show, WHO has consistently reflected the values of Iowans.

About the Author Jeff Stein has taught mass communication at Wartburg College and Iowa State University and was cofounder and administrator of the Archives of Iowa Broadcasting. He authored the definitive history of Iowa radio and television, *Making Waves: The People Places of Iowa Broadcasting*, and serves on the State Historical Society of Iowa board of trustees. He has more than 30 years experience in Iowa broadcasting.