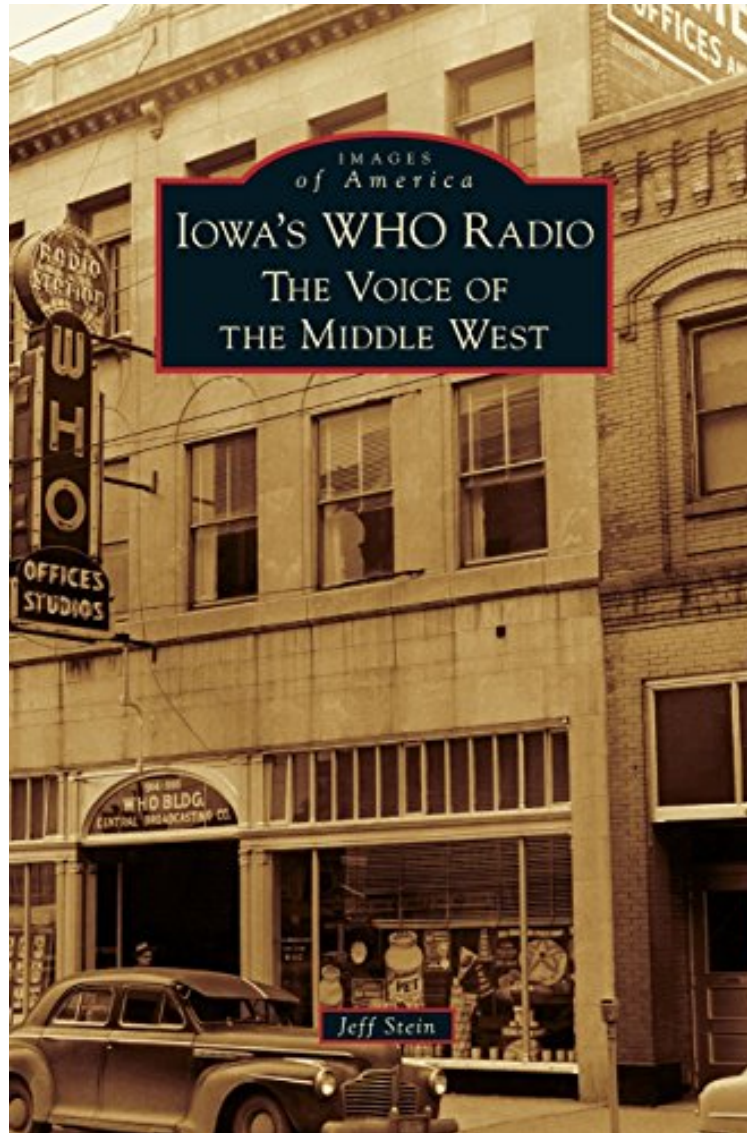


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## Iowa's Who Radio: The Voice of the Middle West

Jeff Stein

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**Jeff Stein : Iowa's Who Radio: The Voice of the Middle West** 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:

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.