



Dr. David D. Palmer, President of WHO Broadcasting Co., receives Sixth Annual Mike Award from Mr. Clair R. McCullough, President of the Steinman Stations and of the Broadcasters Foundation. At right, Mr. Joseph Baudino, Vice President, Westinghouse Broadcasting Co., and President of Broadcast Pioneers.

## Thank you, Broadcast Pioneers, for the 1966 "MIKE" Award!

*"For distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programming and management."*

—The Mike Award, 1966

WHO is proud and grateful to have been selected for the Sixth Annual Mike Award, thus joining the distinguished company of Radio Stations WLW, WGN, WSB, KDKA and WTIC.

The Award itself is presented to a pioneer radio station that has consistently maintained an outstanding record of service to its public and to the industry. It is presented by the Broadcast Pioneers and Broadcasters Foundation, Inc., who six years ago joined hands to sponsor the Annual Pioneers' Award Dinners.

We believe a few quotes from speeches at the Presentation Dinner on February 7 are in order:

"WHO has had its hand on Iowa's pulse, and the people of Iowa have a personal feeling for this station that has served them so well for so long . . . We are proud of WHO."

—Harold E. Hughes, Governor of Iowa

"WHO is a station early to recognize the needs for a well-rounded format. WHO is a pioneer in news and sports and a station that has consistently met the needs of the Midwest's vast population. Its public service never ends."

—Clair R. McCullough, President  
Broadcasters Foundation, Inc.

"I am very proud of the honor accorded us tonight. In over 42 years of broadcasting, WHO has assumed its recognized position as the Midwest's favorite source for news, information and public service. We at WHO now have a greater challenge than ever."

—Dr. David D. Palmer, President  
WHO Broadcasting Co.

In acknowledging its receipt of the 1966 Mike Award, WHO commits itself to a continuing policy of "quality, integrity and responsibility in programming and management."

# WHO RADIO

for Des Moines PLUS . . . for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives