

Brownfield Network: First Day

What started as a dream for me in college began to come to reality in late summer of 1972. By October I'd written a very rough business plan and we were incorporated on November 1st as Missouri Network, Inc., a name we later changed. Our first broadcast was on January 2, 1973.

It was January 2, 1973. **In a memo to the nine affiliate radio stations** we said:

"The essence of our existence is to provide solid, high-quality, information to the farmers of Missouri and at the same time provide an opportunity for each member station to realize a good profit because of increased listenership and added sales. Or, in a few words: good -- not fancy."

There was no opening theme or billboard. We called ourselves "The MissouriNet" which reflects the smallness of our thinking. It wasn't long before we outgrew Missouri AND we'd added news programming in an additional network using "Missourinet".



On that January 2nd, we fed eleven programs a day to nine affiliates: Boonville, Brookfield, Cameron, Lexington, Marshall, Moberly, Sedalia, Trenton and Warrensburg. Our studios were on West Dunklin Street in Jefferson City; unfortunately we haven't located a picture. There were just two of us: Derry and me. I operated the equipment and Derry talked.

The air-check below -- from KTTN, Trenton -- runs about 10 minutes and features our 6:40 am market report on January 23, 1973. It will give you an idea of how we sounded on a local station. While the first two commercial positions are for the network, we obviously hadn't sold them.

August 24, 2007

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