

Radio Iowa Launch

The enthusiasm we all felt after [the Bonnot's Mill meeting](#) subsided. Things got quiet. Whenever I checked in, Shannon seemed cool. A month later he declined doing anything with us; intending, I believe, to start his own operation. It was probably a mistake on his part. Our December 1, 1986 corporate minutes reflect a resolution "it is in the best interests of the Corporation to develop the news network for Iowa to be called "Radio Iowa." We borrowed \$200,000 to start the new business.

Steve Mays led the charge, establishing a newsroom and studio in Des Moines and hiring the first news crew: Dennis Sutterer, Kay Henderson, Todd Kimm. And, we set up a sales organization.



And on June 3rd, 1987, we had a [reception at the Savory Hotel](#) to announce the new operation, our 27-station line-up, our new staff and our plans. A quick, funny, story about the reception

itself. It was a flop. Roger Gardner and Steve Mays were there and share (what are now funny) their recollections. Damn good thing this wasn't a harbinger of our operation there.



NEWS RELEASE

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FOR IMMEDIATE RELEASE

GALA RECEPTION LAUNCHES RADIO IOWA

Advertisers and advertising agencies from across the Midwest will be guests at a reception unveiling RADIO IOWA Wednesday, June 3rd, 1987 at the Savory Hotel in Des Moines. Executives of the radio network will reveal the 27 station line-up signed to date, names of key personnel, program offerings and studio location.

Among the new network's affiliates are KSO, Des Moines; WMT, Cedar Rapids; WDBQ, Dubuque; and KSCJ, Sioux City.

Steve Mays, General Manager of RADIO IOWA is scheduled to announce that Mark Sierzant will be Sales Manager and Dennis Sutterer, News Director. Before joining RADIO IOWA, Sierzant was Sales Manager at KIOA in Des Moines. Sutterer was formerly morning news anchor at WMT, Cedar Rapids.

Besides its own staff, RADIO IOWA will use reporters from its affiliate stations throughout the state as well as a reporter in Washington, D.C.

"RADIO IOWA fills a gap in broadcast news," said Mays, "most stations have national networks telling them what's happening in Washington, Tehran, and Moscow. Their own staff members cover the courthouse and city hall. But this will be the most comprehensive service for their listeners to hear about laws being made in the state capitol, events in other parts of the state, and special programs explaining the local impact of programs and policies drafted far away."

RADIO IOWA is a division of Learfield Communications of Jefferson City, Missouri. Many stations in Iowa already receive the Brownfield Network from Learfield. The company also has broadcasting rights to Iowa State University football and basketball and this fall is establishing a network for the University of Iowa Hawkeyes.

The network will begin operation on July 1st and like national networks, or most of the 30 state networks across the country, will offer hourly newscasts, sports features and special programming. All programming will be fed by satellite to affiliate stations.