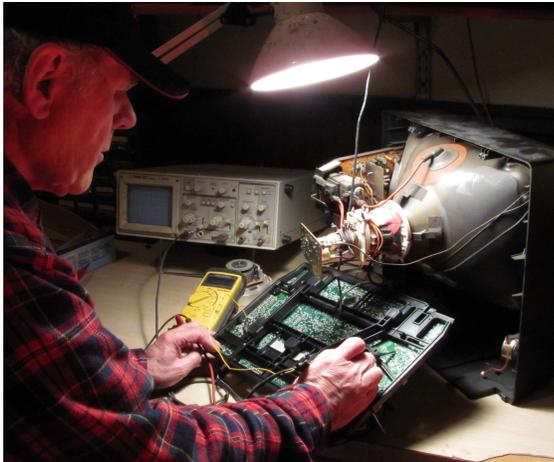


GOT THAT BROADCASTING ITCH

At a early age I, Joe Jensen owner of Midwest Country, had a fascination with electronics, dissecting every possible radio I could get my hands on. As time went on I got the broadcasting itch.

I remember my first \$2.95 microphone ordered from Allied Radio. My first major accomplishment was to broadcast all the way to the barn radio. Later as the distance became greater, my eldest brother, who was a ham radio operator, gave me a Globe Scout 90 ham radio transmitter trying to convince me I should give up broadcasting on the broadcast band. He want me to become proficient at morse code and get a general class operators license, so I could use a microphone. I told my brother, "You can't broadcast music or make programs on ham radio, so why not use the telephone if you wanted to talk to people?" So converted my Globe Scout 90 to the broadcast band, and figured that using the power-line I could broadcast long distances. To make a long



broadcast equipment, that came from a TV station. We purchased it and converted the back storage of the TV shop into a mini TV studio.

From there a local a furniture store, we had worked with, wanted us to produce a talent review show, it was called Goofy's Review. Halfway into the contract the furniture store lost interest and the station gave us the option of taking over the contract. So that's what we did, changing its name to Late Nite Review. The show had a wide variety of musical styles, but mine real interest was in traditional country. One of the entertainers we had worked with, Arnie St. Hilaire "Chuckle's" said, "There was someone you have to meet," named Big John Voit, he had been part of the KSTP Sunset Valley Barn Dance.

So we began filming on road shows and in studio, and eventually found our way to a small theater in Sandstone Minnesota in the fall 1997. Here is where a then customer, now cameraman, Virgil Brouer said he had found the perfect station to put our show on, giving us RFD-TV's contact information. In the Summer 2004 we made our debut on RFD-TV.

We are ever so grateful to RFD-TV, our loyal television audience, entertainers, sponsors; without which none of this could have been possible. From the May 1960 to the present it has been a dream come true, but not in the way I had envisioned it.



{photo credits: Newspaper article - May 16, 1960 issue of the Tomah Monitor Herald - from Monroe County Local History Room & Museum (MonroeCountyHistory.org) – special thanks to Jarrod Roll research; Workbench shot - Jeff Jensen; Control room shot – WCCO news story by Mike Binkley (minnesota.cbslocal.com)}

A newspaper clipping from "The Tomah Journal and Herald" dated May 16, 1960. The headline reads "Boy Starts Own Radio Station At Farm; Transmits Over Power Lines". The article describes how a 17-year-old boy, Joe Jensen, has set up a radio broadcasting station at his parents' farm. It mentions that he uses a Globe Scout 90 ham radio transmitter converted to the broadcast band and transmits over power lines. The article also notes that the station is heard over the lines of the Wisconsin Power & Light Company and that arrangements are being made to cover a larger territory over other lines. A small photo shows Joe Jensen at his radio station.

The Tomah Journal and Herald
93rd Year TWICE WEEKLY LOCAL ADVERTISING RATE 75¢ PER COLUMN INCH Tomah, Mo

Young Radio Man

Joe Jensen is shown at the microphone of his unique radio broadcasting station at the farm home of his parents, Mr. and Mrs. Paul Jensen, northwest of Tomah. The various instruments shown before Joe were planned and assembled by this 17-year-old high school junior and the equipment actually works very satisfactorily. Joe broadcasts daily, from 6 to 10 p.m., and the call letters are WSSM. The station is heard over the lines of the Wisconsin Power & Light Company at present, but arrangements are being made to cover a larger territory over other lines. (Staff Photo)

Boy Starts Own Radio Station At Farm; Transmits Over Power Lines