

How To Get With The Program.

5:00-6:00 a.m.	Chuck Lillgren and Roger Erickson—Morning conversation, information, fun.
5:00 a.m.	CBS News
5:06 a.m.	Weather Center—Bill Endersen
5:15 a.m.	Farm/Market Reports
5:20 a.m.	Wall Street Journal Report
5:22 a.m.	Sharing The Faith
5:30 a.m.	Local News
5:40 a.m.	Weather Center
5:50 a.m.	Wall Street Journal Report
5:53 a.m.	Agrimarkets
5:54 a.m.	Local News
6:00-7:00 a.m.	Boone and Erickson, Jim Kelly, Eric Eskola—The Twin Cities' greatest morning team, with information and lively conversation.
6:00 a.m.	CBS News
6:06 a.m.	Weather Center—Bill Endersen
6:15 a.m.	Jim Kelly Sports
6:20 a.m.	Traffic Center—John Lundell and Dean Spratt
6:25 a.m.	The Osgood File
6:30 a.m.	Local News—Eric Eskola
6:40 a.m.	Sid Hartman on Sports
6:49 a.m.	Traffic Center—John Lundell and Dean Spratt
6:50 a.m.	Wall Street Journal Report
6:57 a.m.	News, Weather, Sports Update
7:00-8:00 a.m.	WCCO Radio Morning News Hour with Eric Eskola, Dick Chapman, Jim Kelly, Bill Endersen—Breaking news, your world in review.
7:00 a.m.	CBS World News Round-Up
7:14 a.m.	Weather Center—Bill Endersen
7:15 a.m.	Traffic Center—John Lundell and Dean Spratt
7:16 a.m.	Jim Kelly Sports
7:21 a.m.	Local News—Eric Eskola and Dick Chapman
7:24 a.m.	Investment News
7:25 a.m.	Osgood File
7:30 a.m.	Local News—Dick Chapman
7:35 a.m.	Traffic Center—John Lundell and Dean Spratt
7:36 a.m.	Local News—Dick Chapman
7:45 a.m.	Jim Kelly Sports
7:50 a.m.	Wall Street Journal Report
7:53 a.m.	Traffic Center—John Lundell and Dean Spratt
7:55 a.m.	Dick Chapman's Morning Almanac
7:59 a.m.	Good Neighbor Award
8:00-10:00 a.m.	Boone and Erickson—Satire, celebrity guests, surprises, laughs.
8:00 a.m.	CBS News
8:12 a.m.	Weather Center—Bill Endersen
8:14 a.m.	Traffic Center—John Lundell and Dean Spratt
8:15 a.m.	Jim Kelly Sports
8:24 a.m.	Traffic Center—John Lundell and Dean Spratt
8:25 a.m.	The Osgood File
8:30 a.m.	Local News Update—Steve Murphy
8:45 a.m.	Agrimarkets
8:49 a.m.	Traffic Center—John Lundell and Dean Spratt
8:50 a.m.	Wall Street Journal Report
8:56 a.m.	Local News
9:00 a.m.	CBS News
9:06 a.m.	Weather Center—Bill Endersen
9:25 a.m.	The Osgood File
9:40 a.m.	Fitness Factor
9:50 a.m.	Wall Street Journal Report
9:54 a.m.	Local News
10:00-noon	Tim Russell Show—Comedy characters by Russell, guests, timely topics, music.
10:00 a.m.	CBS News
10:06 a.m.	Weather Center—Bill Endersen
10:25 a.m.	CBS News Notes
10:30 a.m.	News Update—Ray Christensen
10:50 a.m.	Wall Street Journal Report
11:00 a.m.	CBS News
11:06 a.m.	Weather Center—Bill Endersen
11:25 a.m.	CBS HealthTalk
11:30 a.m.	News Update—Ray Christensen
11:50 a.m.	Wall Street Journal Report
11:54 a.m.	Local News—Ray Christensen

Noon-1:00 p.m.	WCCO Radio Noon News Hour with Howard Vilen and Ray Christensen—a midday review of your world, light conversation, what's coming up this afternoon and tonight.
Noon	CBS News
12:06 p.m.	Weather Center—Bill Endersen
12:19 p.m.	Traffic Update
12:21 p.m.	Agrimarket Summary
12:25 p.m.	CBS Correspondent's Notebook
12:30 p.m.	Local News—Ray Christensen
12:39 p.m.	Sports—Ray Christensen
12:40 p.m.	CBS News Notes
12:49 p.m.	Agrimarket Update
12:50 p.m.	Wall Street Journal Report
12:55 p.m.	Weather Center—Bill Endersen
1:00-3:00 p.m.	Ruth Kosciolak Show—Witty conversation, guests, music.
1:00 p.m.	CBS News
1:06 p.m.	Weather Center—Mike Lynch/Bill Endersen
1:30 p.m.	News Update—Ray Christensen
1:32 p.m.	Entertaining Ideas
1:45 p.m.	Agrimarkets
1:50 p.m.	Wall Street Journal Report
1:54 p.m.	Local News—Ray Christensen
2:00 p.m.	CBS News
2:06 p.m.	Weather Center—Mike Lynch
2:30 p.m.	News Update—Ray Christensen
2:45 p.m.	Agrimarkets
2:50 p.m.	Wall Street Journal Report
2:54 p.m.	Local News—Ray Christensen
3:00-6:00 p.m.	Going Home with Steve Cannon—Steve Cannon and Friends—Morgan Mundane, Backlash Larue, Ma Linger, Travelin' Music. Sometimes irreverent, always entertaining.
3:00 p.m.	CBS News
3:06 p.m.	Weather Center—Mike Lynch
3:20 p.m.	Traffic Center—John Lundell and Dean Spratt
3:25 p.m.	Sports—Ray Christensen
3:30 p.m.	News Update—Ray Christensen
3:35 p.m.	Hotline to Holywood—James St. James
3:40 p.m.	Traffic Center—John Lundell and Dean Spratt
3:41 p.m.	Fitness Factor
3:50 p.m.	Wall Street Journal Report
3:54 p.m.	Traffic Center—John Lundell and Dean Spratt
3:55 p.m.	Local News—Dick Chapman
4:00 p.m.	CBS News
4:06 p.m.	Weather Center—Mike Lynch
4:16 p.m.	Sid Hartman on Sports
4:20 p.m.	Traffic Center—John Lundell and Dean Spratt
4:30 p.m.	Local News—Dick Chapman
4:35 p.m.	Traffic Center—John Lundell and Dean Spratt
4:50 p.m.	Wall Street Journal Report
4:51 p.m.	Traffic Center—John Lundell and Dean Spratt
4:55 p.m.	Weather Center—Mike Lynch
4:59 p.m.	Regional Headlines—Rich Holter
5:00 p.m.	CBS News
5:06 p.m.	Traffic Center—John Lundell and Dean Spratt
5:08 p.m.	Local News—Dick Chapman
5:17 p.m.	Weather Center—Mike Lynch
5:20 p.m.	Sports—Ray Christensen
5:24 p.m.	Traffic Center—John Lundell and Dean Spratt
5:25 p.m.	Point of Law
5:30 p.m.	Business News and Markets—Dick Chapman
5:49 p.m.	Traffic Center—John Lundell and Dean Spratt
5:50 p.m.	Wall Street Journal Report
5:55 p.m.	Local News and Weather—Rich Holter
6:00-7:00 p.m.	WCCO Radio Evening News Hour with Ray Christensen, Denny Long and Mike Lynch. Evening update of the day's news in the world and region, current breaking stories.
6:00 p.m.	CBS World News Tonight
6:15 p.m.	Weather Center—Mike Lynch
6:17 p.m.	Local News—Denny Long
6:21 p.m.	CBS Today in Business
6:25 p.m.	CBS Sportstime—Brent Musburger
6:28 p.m.	Local Sports—Ray Christensen
6:30 p.m.	Local News—Denny Long
6:35 p.m.	Dan Rather Reporting

6:41 p.m.	Reporter Debriefing—WCCO News
6:47 p.m.	Weather Center—Mike Lynch
6:49 p.m.	Sports—John Gordon
6:50 p.m.	Wall Street Journal Report
6:55 p.m.	Local News—Denny Long
7:00-9:00 p.m.	Sportsnight with John Gordon—Lively sports talk with the greatest names in sports—high school, college and professional. With listener participation by telephone. Wednesday nights, live at Champps Sports Cafe in Richfield.
7:00 p.m.	CBS News
7:06 p.m.	Weather Center—Mike Lynch
7:56 p.m.	Local News and Weather—Denny Long
8:00 p.m.	CBS News
8:06 p.m.	Weather Center—Mike Lynch
8:56 p.m.	Local News and Weather—Denny Long
9:00-midnight	Jim Rogers' Tonight—Controversial guests, hot topics, telephone talk.
9:00 p.m.	CBS News
9:10 p.m.	Weather Center—Mike Lynch
9:15 p.m.	Walter Cronkite's 20th Century
9:55 p.m.	Local News and Weather—Joe McFarlin
10:00 p.m.	CBS News
10:06 p.m.	Weather Center—Mike Lynch
10:55 p.m.	Local News, Sports, Weather Update—Joe McFarlin
11:00 p.m.	CBS News
11:06 p.m.	Weather Center—Mike Lynch
11:55 p.m.	Local News, Sports, Weather Update—Joe McFarlin
Midnight-2:00 a.m.	After Midnight with Denny Long—Light conversation, interesting guests and topics, good music.
12:00 a.m.	CBS News
12:06 a.m.	Weather Center—Shari Akemann
12:20 a.m.	Late Sports Update
12:30 a.m.	Local News and Weather
12:57 a.m.	Local News, Weather, Sports Update—Joe McFarlin
1:00 a.m.	CBS News
1:06 a.m.	Weather Center—Shari Akemann
1:20 a.m.	Late Sports Update
1:30 a.m.	Local News and Weather
1:57 a.m.	Local News, Weather, Sports Update—Joe McFarlin
2:00-5:00 a.m.	'CCO Nighttime with Joe McFarlin—Good company and good music through the night.
2:00 a.m.	CBS News
2:06 a.m.	Weather Center—Shari Akemann
2:30 a.m.	News Update
2:56 a.m.	Local News Update
3:00 a.m.	CBS News
3:06 a.m.	Weather Center—Shari Akemann
3:30 a.m.	News Update
3:56 a.m.	Local News Update
4:00 a.m.	CBS News
4:06 a.m.	Weather Center—Shari Akemann
4:30 a.m.	News Update
4:56 a.m.	Local News Update
NEWS	CBS News at the top of the hour, local news at five minutes before the hour, breaking news when it happens.
WEATHER	6 minutes past the hour and whenever weather breaks.
TRAFFIC	17 reports a day.
WALL STREET JOURNAL REPORTS	15 times a day, beginning at 5:20 a.m., then at 50 minutes past the hour starting at 5:50 a.m.—6:50 p.m., Saturdays 6 times from 5:50 a.m.—9:50 a.m. and 12:50 p.m.

And all weekend long, WCCO Radio brings you a full menu of news, sports, weather, your favorite music and good company. Plus the Lone Ranger and Dragnet on Saturday night, and Sports Update and Sid and Friends on Sunday morning.

WCCO RADIO 83.0

Turn to a friend.

If You Think WCCO Radio Is All Hog Reports & Recipes,

Listen Up.

At WCCO Radio, we've been the most listened to station in the Twin Cities for over 60 years.

Why? Because no other radio station offers the personality and variety of programming you'll find on WCCO 8-3-0. Take a closer look, and see what we mean.

We cover a lot of ground on the air.

To get the news from around the world, there's no need to search around the dial. WCCO Radio broadcasts CBS News on the hour. And local news at five minutes before the hour. With updates whenever and wherever big news stories break.

Our commitment to news is unmatched in the Twin Cities.

WCCO Radio has received every major award in broadcast journalism. Including five Peabody Awards, the most prestigious award in journalism.

And when it comes to news, we deliver quantity as well as quality.

When you count our regular news plus features on topics like health and sports, it adds up to 186 news segments a day.

Radio for help.

We're the place people turn to when they need emergency information.

In fact, more people turn to WCCO Radio for severe weather information than any other station.

And we're the source for school closings, tornado warnings and other important announcements.

When things are at their worst, we're at our best.

Traffic is a battle. We provide the air cover.

If you're fighting traffic, WCCO Radio is a strong ally. John Lundell

reports on traffic from high above the Twin Cities, exclusively for us. Dean Spratt supplies timely ground support. They start bright and early every morning, and don't get home until after you do.

They give you the ammunition you need to triumph over traffic.

Our weather is more than just hot air.

We have the Twin Cities' leading meteorological staff. Complete with a state of the art computerized weather center. That's how we offer fast, accurate weather updates that keep you one step ahead of the weather, no matter how fast it changes.

At WCCO Radio, you can count on us to be more than just a fair weather friend.

We've got you coming and going.

Going to work or coming home, we've got the kind of radio you want to hear.

In the morning, it's the Boone and Erickson show. With weather and traffic reports.

Eric Eskola and Dick Chapman with news.

Jim Kelly and Sid Hartman with sports.

And, of course, the good humor and great conversation Boone and Erickson are famous for.

Coming home, it's the Cannon Mess.

There's nothing like it on radio.

Maybe that's why

more people in the Twin Cities listen to the Cannon Mess than any other afternoon radio show.

In fact, over half a million people listen to Steve Cannon every week.

We're your round trip ticket to a great day, every day.

We're business majors.

When it comes to business, we're always on the job. With stories about big business. Small business. And agribusiness. In fact, we're the only Twin Cities radio station that carries the Wall Street Journal Report. It includes stock market updates and breaking business and economic

stories. You can hear the Wall Street Journal Report at 5:20 a.m., and at 50 minutes past the hour, 5:50 a.m. to 6:50 p.m. weekdays.

And what about those hog reports? Nobody does them better.

In fact, we cover agribusiness like nobody's business. With regular reports on commodity and livestock prices, and special features that really contribute to the business of agriculture.

If you're interested in business, you'll want to invest a little time with us.

Not all great programs are on television.

Unless you listen to WCCO Radio twenty-four hours a day, you may be surprised by some of our regular pro-

grams. Jim Rogers Tonight, for example. Jim Rogers Tonight is a phone in talk show that turns up the heat on the hottest topics in the news, with

different guests each evening.

Of course, we have nothing against old favorites.

That's why we run classic radio shows like Dragnet and The Lone Ranger every Saturday night.

Even if you've only got a few minutes, you can enjoy some of our shorter features like Point Of Law, Hotline To Hollywood, or The Fitness Factor.

Listen to programming so good, it doesn't need pictures to be interesting.

No other radio station has our athletic ability.

When it comes to sports, we're major league. We've got the best group of sportscasters on any station in the nation.

Consider this team: Sid Hartman, Jim Kelly, John Gordon, Herb Carneal, Ray Christensen, Dave Mona, Paul Flatley, Steve Cannon and Tim McGlynn.

They're the reason our play by play broadcasts are so popular. From Twins baseball to University of Minnesota football, basketball and hockey. We also cover the Twin Cities

Marathon and State High School Tournaments. Plus special national sports features like the Super Bowl and the World Series.

But our coverage goes beyond play by play. Some of our most popular sports shows aren't games at all. Like Sportsnight and Sportsnight Live from Champps Sports Cafe. These shows let fans call in and talk directly with some of their favorite WCCO sportscasters and their famous guests.

Nobody brings more muscle to sports than we do.

We've got connections.

We're a part of the CBS radio network, giving us access to their worldwide news and information resources. It also gives us access to some of the biggest names in CBS television news. You'll hear editorial commentary from people including Walter Cronkite, Charles Osgood and Dan Rather.

When you think about it, our CBS affiliation makes us a radio station with the best of everything. Including television.

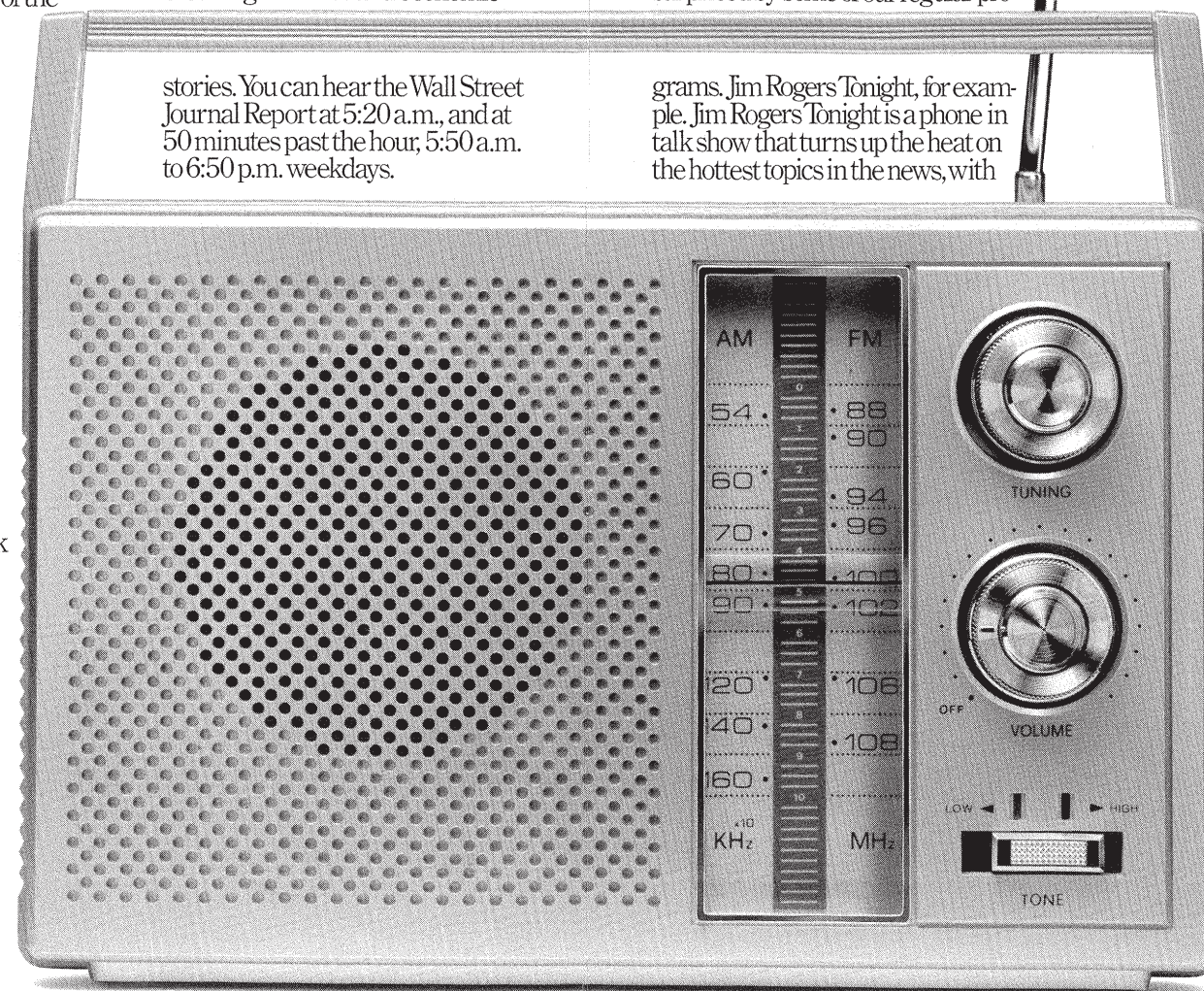
Do a good turn.

We have twice as many listeners as any other Twin Cities radio station. Why? Because we do more for our listeners than any other Twin Cities radio station.

And we have the kind of personalities who are involving and interesting to listen to. They're more than just voices on the radio.

All of which is why, when you turn your dial to 8-3-0 AM, you're not just turning to a radio station.

You're turning to a friend.



WCCO RADIO 8-3-0
Turn to a friend.