



Staff Photo by Bruce Bisping

Technician Larry Jenson, left, and supervisor/technician Art Johnson started picketing the WCCO Radio Building, at 6 Monday morning.

## Desk jockeys turn disc jockeys in WCCO strike

By Josephine Marcotty  
Staff Writer

The Twin Cities were a bust for Marion Cunningham Monday. She arrived armed with a basket of hamburger, chopped spinach and Parmesan cheese, all set to share her popular San Francisco recipe for Little Joes with WCCO-TV's "Midday" viewers.

But because she was preempted by striking WCCO technicians, the show was canceled, the food went to waste

and she went to St. Louis to continue her promotional tour for the newly revised Fannie Farmer Cookbook.

Over at WCCO-AM Radio, listeners may have been slightly shocked to hear Jennifer Warren's new song introduced as "I Know a Headache When I See One."

A contrite Wally Wilbur, filling in for announcer Steve Cannon yesterday afternoon, apologized to his audience for fumbling the title, and admitted that he had a headache, not a heart-

ache, on his mind.

Usually, the only buttons Jered Hoak pushes are on a telephone when he makes sales calls for WCCO-FM Radio. So when he filled in as disc jockey he ended up pushing every button he could see — including his belly-button, he claimed — while trying to let someone into his control booth.

WCCO listeners and viewers were blessed with these and other little bloopers on the stations yesterday, when sales representatives, secre-

taries, interns and office managers filled in for the usual honey-voiced broadcasters.

The regulars were out, honoring picket lines set by engineers and technicians who voted to strike all three WCCO stations after midnight Sunday, one week after their contract expired.

The major issues are what jurisdiction the technicians will have over certain jobs and whether they will be covered by one contract or three

separate ones for the three stations.

The film editors, floor managers, truck drivers, reporters, producers and most of the camera operators also honored picket lines, leaving the operation of three highly technical broadcast stations to the few remaining nonunion and supervisory personnel.