

WCCO RADIO 8.3.0

TURN TO A FRIEND.

A Newsletter for WCCO Listeners
Fall 1988

BRAD NESSLER COMES HOME.

Every kid dreams of making it to the pros; working your way up to the big leagues and leading your home team to a dramatic victory. Brad Nessler's childhood dream had a special twist. Brad wanted to become a broadcaster, not a player. As a kid he practised on his small reel-to-reel tape recorder. As freshman in college, he began on-air radio work and, by the age of 25, was the youngest NFL broadcaster calling the action of the Atlanta Falcons. Six years later, he returned to his home turf as the voice of the Minnesota Vikings on WCCO Radio.

Countless days and nights of listening intently to Ray Scott, Herb Carneal, Halsey Hall and Ray Christensen led Brad to pursue his dream. He played football in elementary school and was the team captain in high school. "I never really wanted to be a pro player. I was more fascinated with Herb Carneal and Ray Christensen. I'd even listen at night with an earphone so my parents would think I was sleeping," said Nessler.

"We're a very sports-related family," he continued. "On a typical Sunday, we'd go to church, have a big breakfast and watch football."

Brad met his wife, Nancy while they both attended Mankato State University. When he was hired by the Falcons, they



Brad Nessler, play-by-play announcer for Vikings football on WCCO Radio 8.3.0.

moved to a suburb of Atlanta called Duluth, Georgia, named after Duluth, Minnesota. Their one year-old daughter, Reis, was born the same day as Brad.

To relax during his spare time, Brad takes his boat out on a nearby lake. Brad jokes, "It's getting so dry there that I'm considering putting wheels on it." He keeps in shape by lifting weights and playing pool at home, "and I also dabble in karate, from my blow-by-blow days covering karate for ESPN."

As the voice of the Vikings on WCCO Radio, Brad prepares for more than a week before each game, calling the teams, and reading up on the teams and players. "I've always loved this work. I'm really in my own little world every time I do a game. It's a great feeling to do a job you love this much." ●

"On a typical Sunday, we'd go to church, have a big breakfast and watch football."

WCCO RADIO 1988 SUPER SPORTS SCHEDULE.

MINNESOTA TWINS

Game	Date	Game	Date
Sept 1	KANSAS CITY	Sept 17	CHICAGO
Sept 2	KANSAS CITY	Sept 18	CHICAGO
Sept 3	KANSAS CITY	Sept 19	Oakland
Sept 4	KANSAS CITY	Sept 20	Oakland
Sept 5	SEATTLE	Sept 21	Oakland
Sept 6	SEATTLE	Sept 22	California
Sept 7	SEATTLE	Sept 23	California
Sept 9	Chicago	Sept 24	California
Sept 10	Chicago	Sept 25	California
Sept 11	Chicago	Sept 27	OAKLAND
Sept 12	Seattle	Sept 28	OAKLAND
Sept 13	Seattle	Sept 29	OAKLAND
Sept 14	Seattle	Sept 30	CALIFORNIA
Sept 15	CHICAGO	Oct 1	CALIFORNIA
Sept 16	CHICAGO	Oct 2	CALIFORNIA

Hear every playoff and World Series game on WCCO Radio 8•3•0

MINNESOTA VIKINGS

Game	Date	Game	Date
Sept 4	Buffalo	Oct 30	San Francisco
Sept 11	NEW ENGLAND	Nov 6	DETROIT
Sept 18	Chicago	Nov 13	Dallas
Sept 25	PHILADELPHIA	Nov 20	INDIANAPOLIS
Oct 2	Miami	Nov 24	Detroit
Oct 9	TAMPA BAY	Dec 4	NEW ORLEANS
Oct 16	GREEN BAY	Dec 11	Green Bay
Oct 23	Tampa Bay	Dec 19	CHICAGO

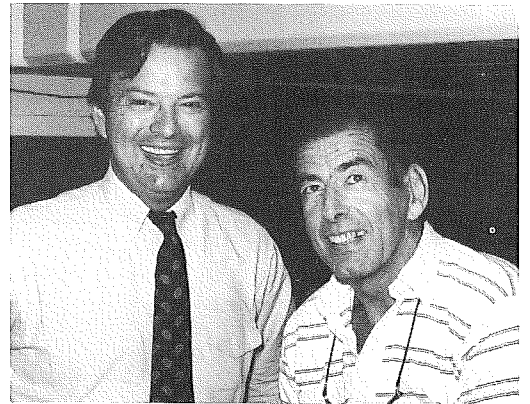
Hear the playoffs and Super Bowl on WCCO Radio 8•3•0

GOLDEN GOPHERS

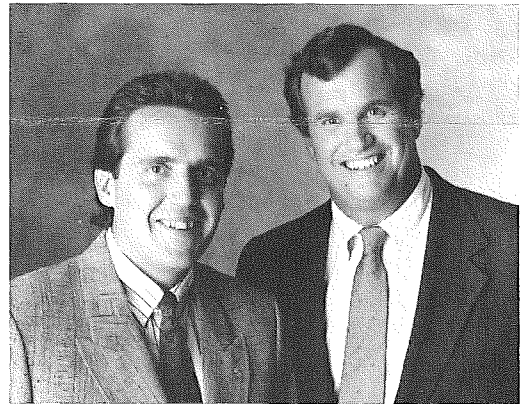
Game	Date	Game	Date
Sept 10	WASHINGTON STATE	Oct 15	Indiana
Sept 17	U OF MIAMI (OHIO)	Oct 22	OHIO STATE
Sept 24	NORTHERN ILLINOIS	Oct 29	ILLINOIS
Oct 1	Purdue	Nov 5	Michigan
Oct 8	NORTHWESTERN (Homecoming)	Nov 11	Wisconsin
		Nov 19	IOWA

TWINCITIES MARATHON

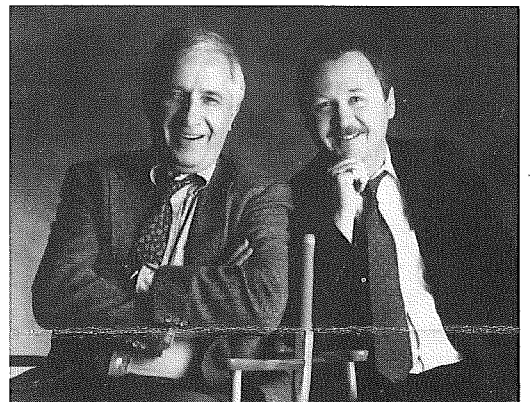
The seventh annual Twin Cities Marathon is **Sunday, October 2, 1988.** Hear WCCO Radio's continuous live coverage 6:00 a.m. to 11:00 a.m. plus reports throughout the day!



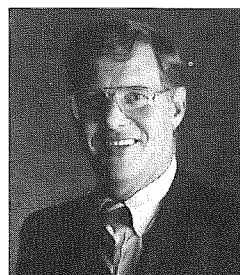
John Gordon and Herb Carneal
Minnesota Twins baseball play-by-play



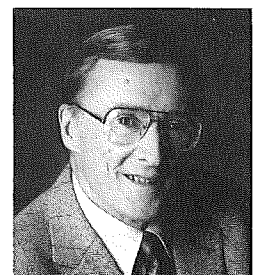
Brad Nessler and Stu Voigt
Minnesota Vikings football play-by-play



Sid Hartman and Dave Mona
The Sports Huddle, Sundays at 10:00 a.m.
Sid Hartman and Friends, Sundays at 10:30 a.m.
Sid's Sports Updates, Weekdays 6:40 a.m. & 4:15 p.m.



Paul Flatley
Gopher football

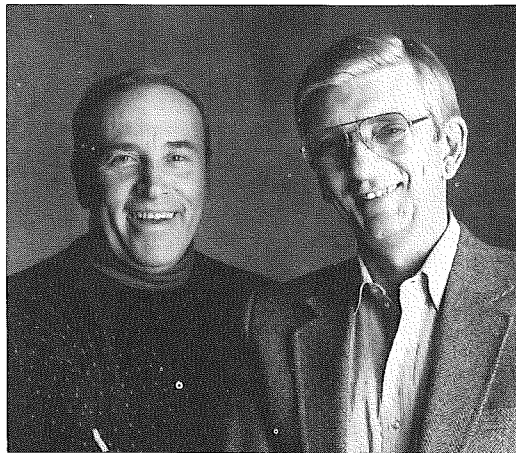


Ray Christensen
Gopher football,
basketball and weekday
afternoon sports.

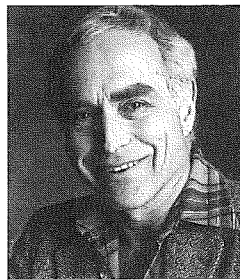
YOUR FAVORITE WCCO RADIO PERSONALITIES.

WCCO Radio has been the number one radio station in Minnesota since we started in 1924. Tuning in is like turning to a friend. The people you hear every day on the air are familiar voices, people you often see in the community supporting the things that are important to you.

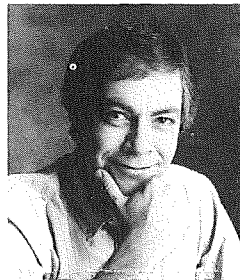
A million people tune into WCCO Radio every week. To you we say, thanks a million! ●



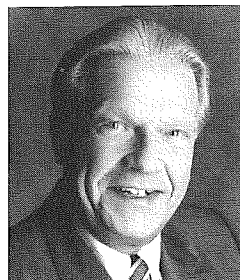
Charlie Boone and Roger Erickson
Weekdays 5 - 7 a.m. and 8 - 10 a.m.



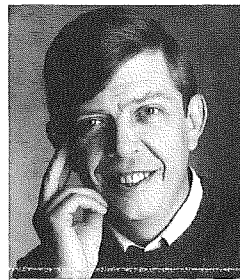
Steve Cannon
Weekdays 3 - 6 p.m.



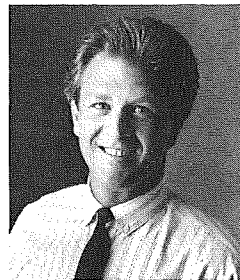
Denny Long
Weeknights 12 - 2 a.m.



Bill Diehl
Weekends



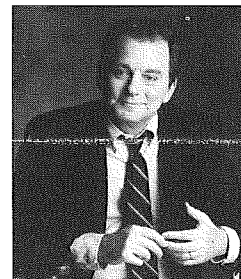
Curt Lundgren
Weekends 12 - 5 a.m.



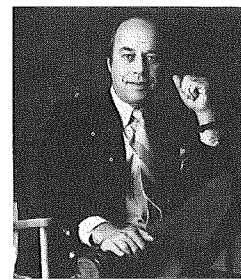
Dan Hertzgaard
Weekends



Ruth Koscielak
Weekdays 1 - 3 p.m.



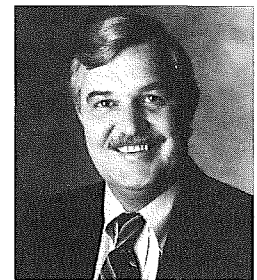
Jim Rogers
Weeknights 9 - 12



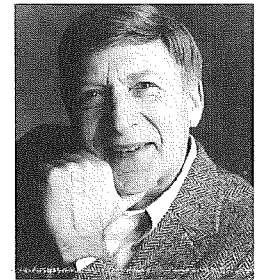
Paul Stagg
Sat 8 a.m. - 12:30 p.m.
Sun. 7 - 10 a.m.



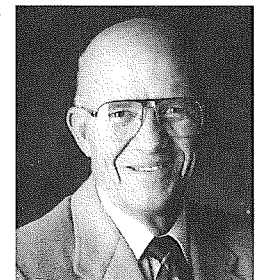
Joyce Lamont
Weekdays at 10:50 a.m.
Sunday Prelude 6 a.m.



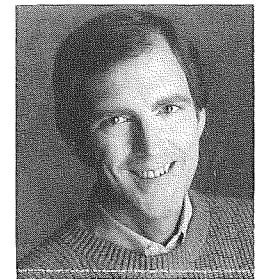
Carl Lensgraf
Weekends



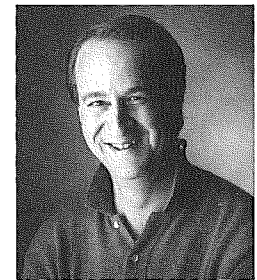
Joe McFarlin
Weeknights 2 - 5 a.m.



Howard Viken
Weekdays Noon - 1 p.m.



Tim Russell
Weekdays 10 - Noon



Mark Rosen
Starting January 1989

WE'VE GOT YOU COVERED.

We wear the call letters of WCCO Radio with pride and now you can too. It's not too early to begin thinking about holiday gifts for special friends and family members. And don't forget those people who have moved away but still have a soft spot for Minnesota and WCCO Radio. ●



"On my vacation last year I struck up a conversation with the nicest person wearing a WCCO Radio cap."



Engineers Don Haber and Joe Joncas
A quality golf shirt by Munsingwear with ribbed sleeves and collar, in **black** only with WCCO Radio 8•3•0 embroidered in white. 100% cotton.
Men's sizes only: M, L, XL, XXL.
Price: \$19.95

Engineers Hal Schardin and Yvonne Barrett
Visor cap, the cool shade for the eyes. One size fits all with terry cloth lining. In **black** only with WCCO Radio 8•3•0 embroidered in white. **Price: \$8.95**



"I love this shirt. It's 100% cotton and you can't beat it for comfort."

Engineers Dick Dishneau and Jim Erickson
Corduroy baseball cap great for the tractor, boat, garden and golf course. One size fits all. In **black** only with WCCO Radio 8•3•0 embroidered in white. **Price: \$8.95**

W C C O R A D I O O R D E R F O R M

Name _____

Street Address (for UPS Delivery) _____

City _____ State _____ Zip Code _____

Phone Number (with area code) _____

	Price	Quantity	Total
* Black Golf Shirt (M, L, XL, XXL)	\$19.95	X	\$
Corduroy Baseball Cap	\$8.95	X	\$
Black Cloth Visor	\$8.95	X	\$
** Cap/Visor package	\$14.95	X	\$
Delivery & Handling	\$3.00		\$ 3.00
GRAND TOTAL			\$

Please make out your check to WCCO Radio and send it and this order form to:

WCCO Radio, Box 2830, Minneapolis, MN 55402

*IMPORTANT! Please circle shirt size(s).

**Save \$2.95 when you order the baseball cap and visor together!

Allow 6 to 8 weeks for delivery from National Apparel Company.

YOU HEARD IT ON WCCO RADIO.

We've had quite a lineup of famous guests this past year. Former United States Vice President **Walter Mondale** is a regular on The Boone and Erickson Show, and former President **Jimmy Carter** and **Jesse Jackson** also visited our studios.

The big names in music... from Rolling Stones guitarist **Ron Wood**



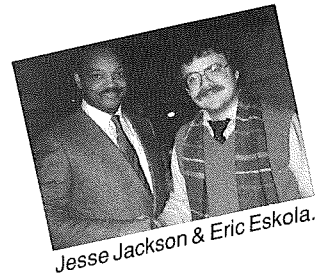
Ruth Koscielak with Ron Wood of the Rolling Stones

to symphony conductor **Leonard Slatkin**... were heard on WCCO Radio. Other notables included **Ann Murray**, **Michael Johnson**, **Maureen McGovern**, **Mitch Miller**, **Bobby Vinton**, **Helen Reddy**, **Chubby Checker**, **Carol Channing**, **Marvin Hamlisch**, "Wierd" **Al Yankovik** and **Dick Clark**.

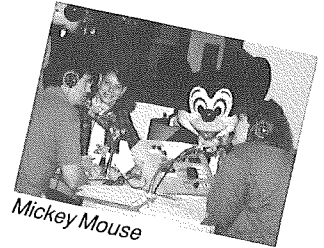
Our guest actors and actresses this year included... **Suzanne Somers**, **Jonathon Winters**, **Patty Duke**, **Dennis Hopper**, **Jimmy Walker**, **Eddie Olmos**, **Barbara Eden**, **Tim Conway**, **Peter Graves**, **John Cleese**, **Bruce Boxleitner**, **Eddie Albert** and **Steve Allen**.

From the sports scene you heard **Dave Winfield**, **Bruce Jenner**, **Mercury Morris**, **Billie Jean King**, **Carl Pohlad**, **Tom Kelly**, and many Twins players and University of Minnesota Gopher coaches.

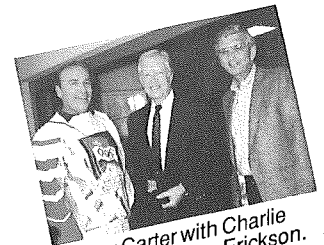
Weeknights listeners call in and talk with guests about whatever's in the day's news - the drought, the greenhouse effect, gangs and crime, TV religion, elections. ●



Jesse Jackson & Eric Eskola.



Mickey Mouse



Jimmy Carter with Charlie Boone and Roger Erickson.

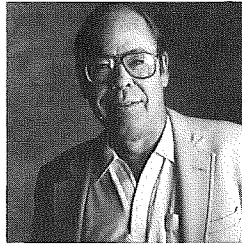
"It's incredible how many famous people are guests on WCCO Radio."



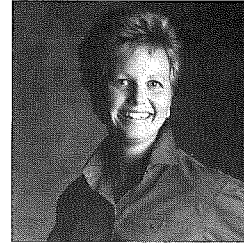
Walter Mondale

WE BROADCAST THE NEWS LIKE CLOCKWORK.

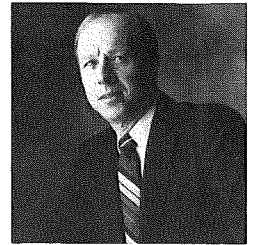
On WCCO Radio, news on the hour is just the beginning. We have 186 news segments daily and a news hour from 7 to 8:00 am Monday through Saturday that gives you all you need to know to start the day. Tune in for local, regional and national news, agri-business and Wall Street Journal reports. We cover a lot of ground on the air! ●



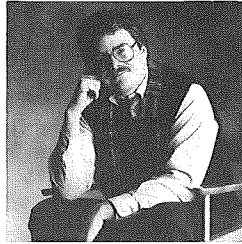
Dick Chapman



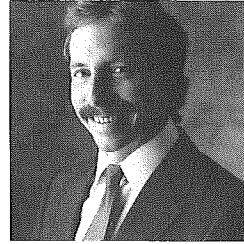
Judy Hutterer



Rich Holter



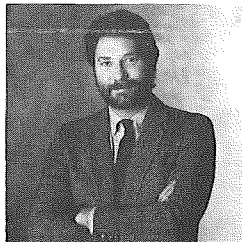
Eric Eskola



Steve Murphy



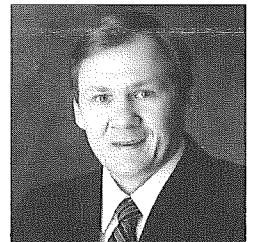
Bruce Hagevik



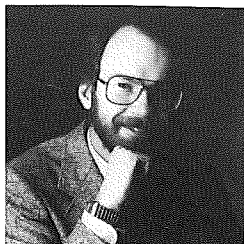
Bill Polish



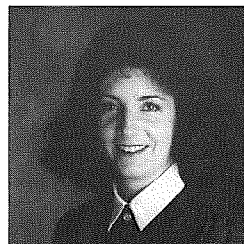
Jan Jirak



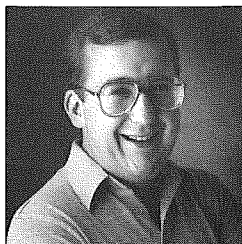
Roger Strom



Bill Endersen



Shari Akemann



Mike Lynch

COUNT ON WCCO RADIO FOR WEATHER REPORTS 24 HOURS A DAY.

When the weather gets worse, we get even better with fast, accurate updates that keep you one step ahead of the weather. Combined with our timely traffic reports, it's easy to see why more people tune to WCCO Radio during severe weather. We've earned our reputation as the school and business closing station! ●

TRAFFIC IS A BATTLE. WE PROVIDE THE AIR COVER.

If you are fighting traffic, WCCO Radio is a strong ally. From high above the Twin Cities, John Lundell reports the changing traffic conditions and Dean Spratt supplies timely ground support. No other station has their experience. Together they give you the ammunition you need to triumph over traffic. For traffic reports, we're the Twin Cities greatest air power! ●



Dean Spratt and John Lundell