

WCCO RADIO 83.0

A newsletter for listeners
Fall 1989

The Midwest's #1 Radio Station for 65 Years

The morning crew.

"Oh Gil, Gil" (pant, pause).
(Longingly) "H-H-H-Helen."

It's another episode of Boone and Erickson's popular Friday morning soap, "Minnesota Hospital." This delicious slice of ribald humor is but a window into the enormous talents of Roger Erickson and Charlie Boone, partners in the morning for 30 years on WCCO Radio.

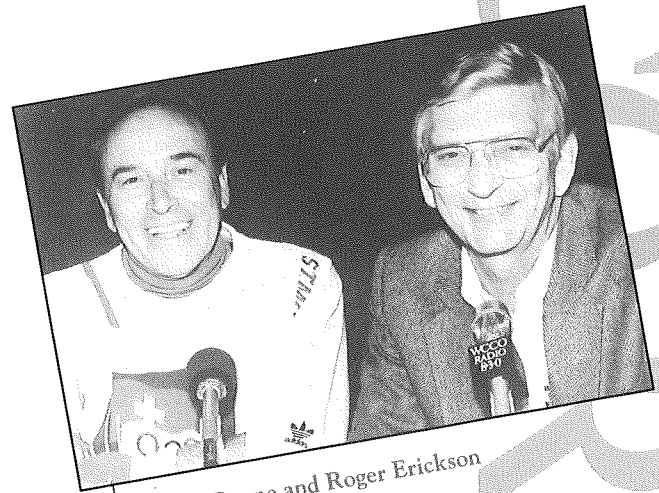
Their five-hour morning show begins at 5:00 am with Roger, morning news editor Steve Murphy and agri-business specialist Roger Strom. Charlie joins Roger in the six o'clock hour along with Eric Eskola, Sid Hartman, the traffic voices of Dean Spratt and Jeff Zimmerman, and meteorologist Karen Filloon. Add Mark Rosen's sports in the seven o'clock hour, Bill Lynch and Charles Osgood from CBS News and Dick Chapman and you have the huge morning crew at WCCO Radio.

"We may dish up the worst jokes, but we also help you avoid traffic jams and remind you to take the umbrella if it looks like you'll need it," said Boone.

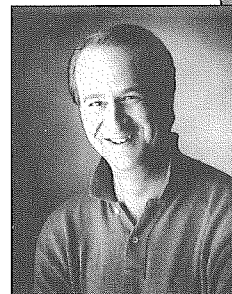
"We know people get up to our *Good Morning Song*, plug in the coffee pot to the weather reports, brush their teeth with Sid's gossip on his close personal friends, get dressed with the Wall Street Journal and drink orange juice to CBS News."

"And we know," Erickson mused, "if we get off our pace, people will get up on the wrong side of the bed, will be late to school and end up spilling coffee on whatever it is they're reading."

Boone and Erickson's morning crew keep the early morning safe, sane, and slightly off balance Monday through Friday.



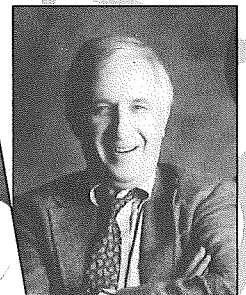
Charlie Boone and Roger Erickson



Mark Rosen



Eric Eskola



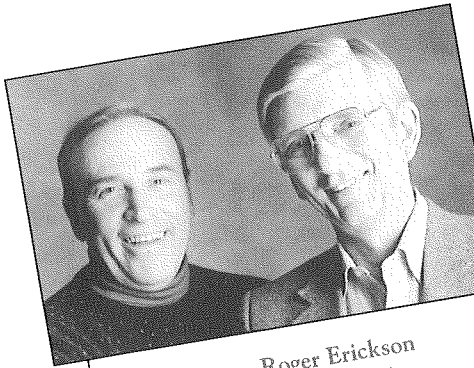
Sid Hartman

"We tell you what you
need to know to start
your day."

Your favorite WCCO Radio personalities.

WCCO Radio has been the number one radio station in the Midwest since we started 65 years ago. 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.

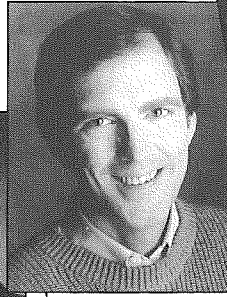
A million people tune to WCCO Radio every week! To you we say, thanks a million!



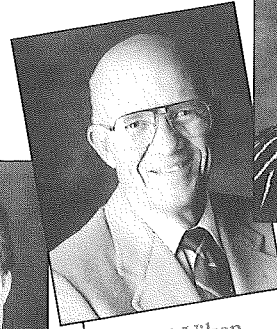
Charlie Boone, Roger Erickson
5-7 am and 8-10 am weekdays



Roger Strom
Agri-business reports weekdays



Tim Russell
10 am-noon weekdays

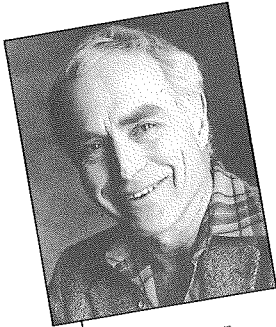


Howard Viken
Noon-1 pm weekdays

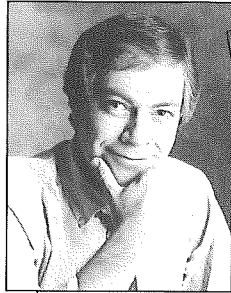


Ruth Koscielak
1-3 pm weekdays

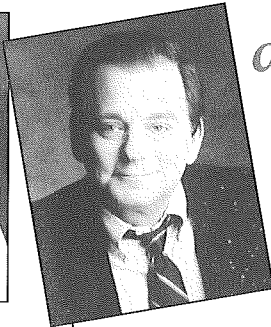
*“You can always
count on your friends
at WCCO Radio.”*



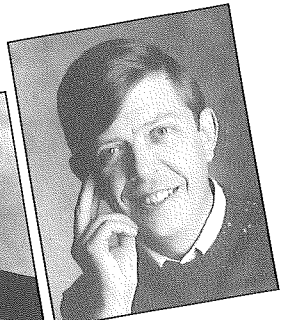
Steve Cannon
3-6 pm weekdays



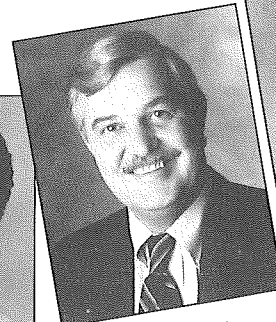
Denny Long
6-7 pm weeknights



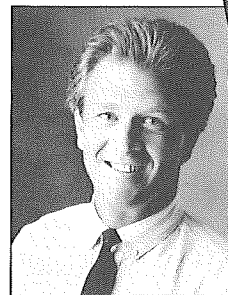
Jim Rogers
9 pm-midnight weeknights



Curt Lundgren
midnight-5 am weekends



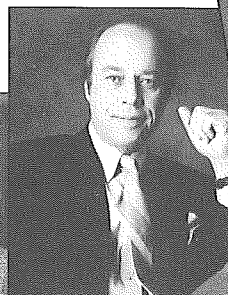
Carl Lensgraf
6-10 pm Saturday
5-7 pm Sunday



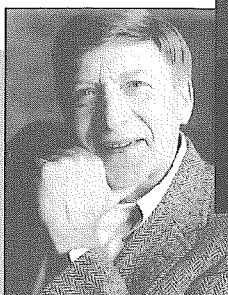
Dan Hertsgaard
noon-6 pm Saturday
noon-5 pm Sunday



Bill Diehl
weekends



Paul Stagg
8 am-noon Saturday
6-10 am Sunday



Joe McFarlin
1-5 am weeknights

You heard it on WCCO Radio.

When you tune to WCCO Radio you hear the most talked-about celebrities! This past year we've had conversations with former President Gerald Ford, plus regular visits from former Vice President Walter Mondale, and Minnesota Senators Rudy Boschwitz and Dave Durenberger. On the lighter side we've also chatted with Ronald Reagan's daughter Maureen Reagan and political comedian Mark Russell.

We've covered every facet of music too. . . John Denver, Michael Johnson, Mel Torme, Judy Collins, composer John Adams, Andy Williams, Pete Seeger, Henry Mancini, Dave Brubeck, and Ted Nugent. Plus Tim Russell's chats with Elvis!

Our guest actors and actresses this year included Gregory Hines, Charlton Heston, Susan Saint James, Yahoo Serious, Shirley MacLaine, Robert Goulet, Julia Duffy, Cleavon Little, Rob Lowe, Estelle Getty, Debbie Reynolds, Burt "Robin" Ward, Shirley Temple Black and Alan Thicke.

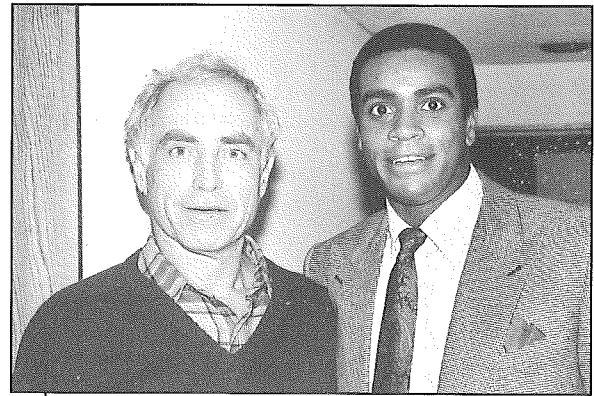
No other station has our athletic ability with guests like Ahmad Rashad, Chris Evert, Dave Winfield, Bud Grant, Dorothy Hamill, plus many Twins, Vikings, Gophers, North Stars, and Timberwolves players and coaches.

Other notables included Walter Cronkite, Will Steger, Pat Sajak, Larry "Bud" Melman, Phyllis George, Steve Allen, Miss America Gretchen Carlson, Judy Tenuta and the late Mel Blanc.



Ruth Koscielak
with Pat Sajak

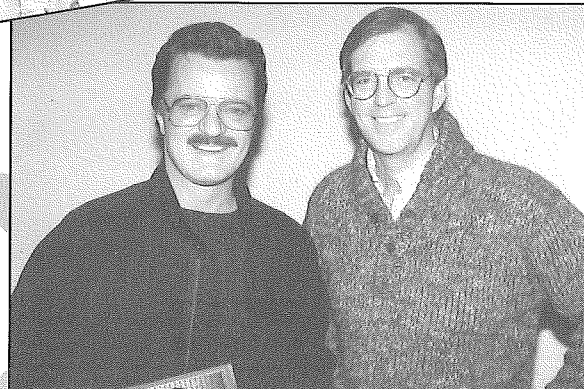
*"Look who's been
on WCCO Radio!"*



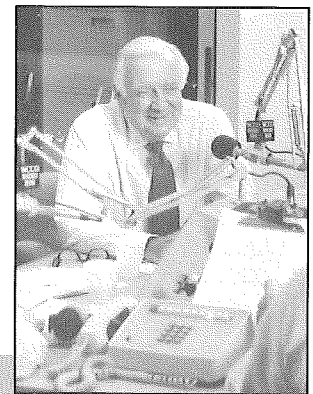
Steve Cannon with
Ahmad Rashad



Dan Hertsgaard
with Will Steger



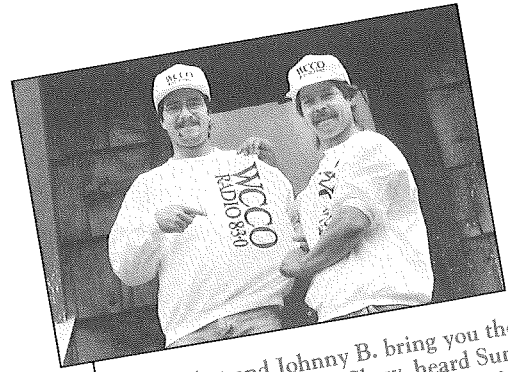
Robert Goulet
with Tim Russell



Walter Cronkite on
The Boone and Erickson Show

Tom Bodett is coming to town.

The End of the Road Radio Show is coming to the Twin Cities on October 29! Charlie Boone and Roger Erickson of WCCO Radio will join Tom Bodett and Johnny B. on the show as they tape the nationally syndicated program at the Old Log Theater in Chanhassen. Limited seating is available for this public event. Listen to WCCO Radio for more details.



Tom Bodett and Johnny B. bring you the End of the Road Radio Show, heard Sunday evenings at 7:05 on WCCO Radio 8•3•0.

“Don’t miss the End of the Road!!”

We’ve got you covered.

We wear the call letters of WCCO Radio with pride and so can you. 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.

Cool, white poplin baseball cap with terry inner headband. Cap size adjusts by new zip closure. In white only with WCCO Radio 8•3•0 embroidered in black. \$6.00.

High quality 100% cotton sheeting wide-cut body, long raglan-cut sleeves, knit collar, waist, and cuffs. White only with black WCCO Radio 8•3•0 on front and back. Made in USA. Men’s sizes Large and X-Large. \$14.00.



WCCO Radio order form.

name _____

phone number (with area code) _____

street address (for UPS delivery) _____

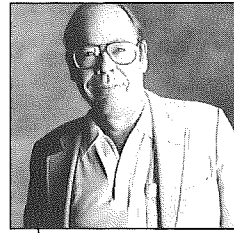
city/state/zip _____

	price	quantity	total
Large white long-sleeved shirt	\$14.00	x	\$
X-Large white long sleeved shirt	14.00	x	\$
white baseball cap	6.00	x	\$
delivery and handling			\$ 3.00
Allow 6 to 8 weeks for delivery.			
	TOTAL		\$

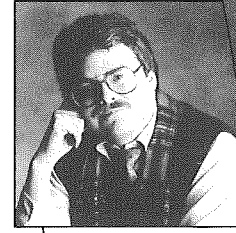
Please make out your check to WCCO Radio and send it with this order form to:
**WCCO Radio, Box 2830,
 Minneapolis, MN 55402**

We broadcast the news as it happens.

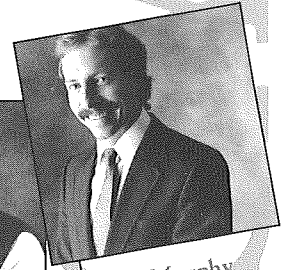
On WCCO Radio, news on the hour is just the beginning. We have 186 news segments daily and a news hour from 7 to 8 am Monday through Saturday that gives you all you need to know to start the day. Tune in for local, regional, and national news, agri-business and Wall Street Journal reports.



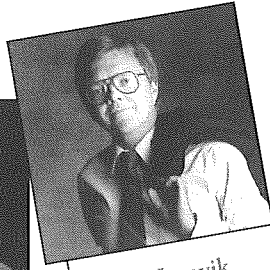
Dick Chapman



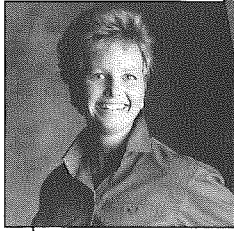
Eric Eskola



Steve Murphy



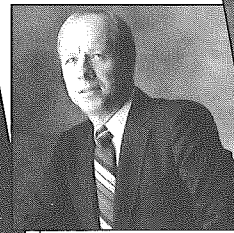
Bruce Hagevik



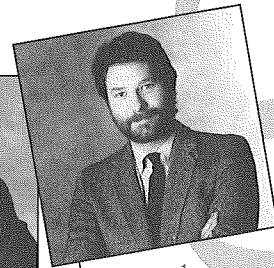
Judy Hutterer



Jan Jirak



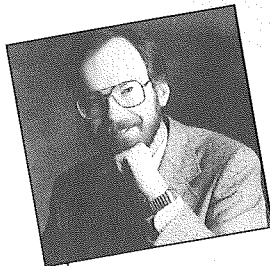
Rich Holter



Bill Polish

We're the severe weather station.

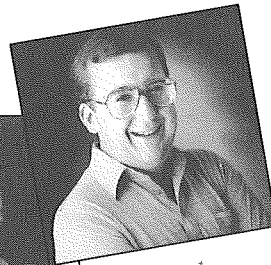
Research shows WCCO Radio is the first place people turn for severe weather updates. Public safety information has always been our priority along with school and business closings — a Roger Erickson specialty.



Bill Endersen



Karen Filloon

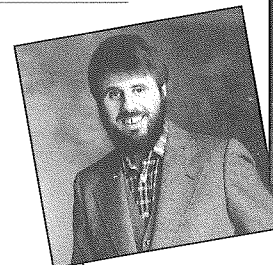


Mike Lynch

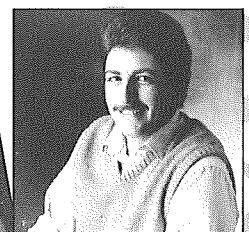
“For news, weather, and traffic, WCCO Radio is the obvious choice.”

Traffic is a battle. We help you win.

If you are fighting traffic, WCCO Radio is a strong ally. From high above the Twin Cities, Jeff Zimmerman reports the changing traffic conditions and Dean Spratt supplies timely ground support. 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



Jeff Zimmerman

WCCO Radio 1989 Super Sports Schedule.



Minnesota Twins

- SEP 1 Toronto
- 2 Toronto
- 3 Toronto
- 4 Texas
- 5 Texas
- 6 Texas
- 8 Kansas City
- 9 Kansas City
- 10 Kansas City
- 11 Kansas City
- 12 **Toronto**
- 13 **Toronto**
- 14 **Toronto**
- 15 **Detroit**
- 16 **Detroit**
- 17 **Detroit**
- 18 **California**
- 19 **California**
- 20 **California**
- 21 **Oakland**
- 22 **Oakland**
- 23 **Oakland**
- 24 **Oakland**
- 25 Chicago
- 26 Chicago
- 27 Chicago
- 29 Seattle
- 30 Seattle
- OCT 1 Seattle

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



Twin Cities Marathon

The eighth annual Twin Cities Marathon will be Sunday, October 8, 1989. Hear continuous live coverage 6 am to 11 am, plus reports throughout the day!



Minnesota Vikings

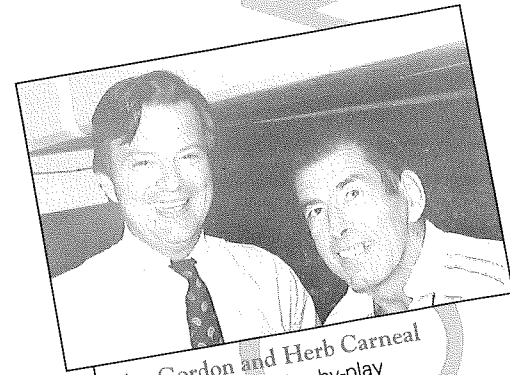
- SEP 10 **Houston**
- 17 Chicago
- 24 Pittsburgh
- OCT 1 **Tampa Bay**
- 8 **Detroit**
- 15 **Green Bay**
- 22 Detroit
- 30 New York Giants
- NOV 5 **Los Angeles Rams**
- 12 Tampa Bay
- 19 Philadelphia
- 26 Green Bay
- DEC 3 **Chicago**
- 10 **Atlanta**
- 17 Cleveland
- 25 **Cincinnati**

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

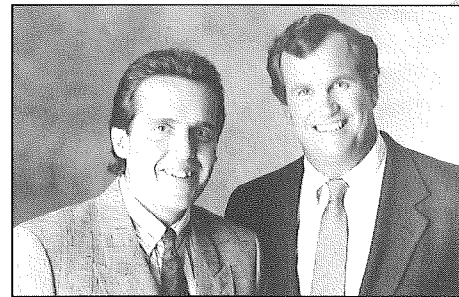


Gophers Football

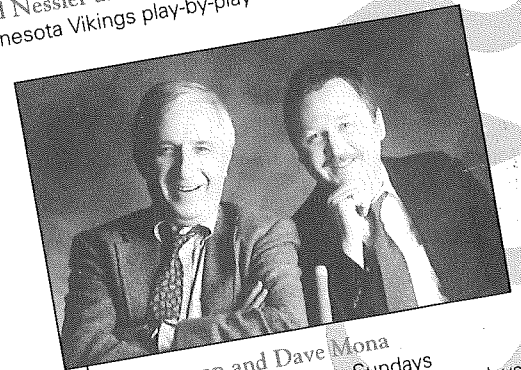
- SEP 16 Iowa State
- 23 **Nebraska**
- 30 **Indiana State**
- OCT 7 **Purdue**
- 14 Northwestern
- 21 Indiana
- 28 **Ohio State**
- NOV 4 **Wisconsin**
- 11 Michigan State
- 18 **Michigan**
- 25 Iowa



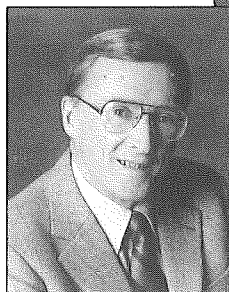
John Gordon and Herb Carneal
Minnesota Twins play-by-play



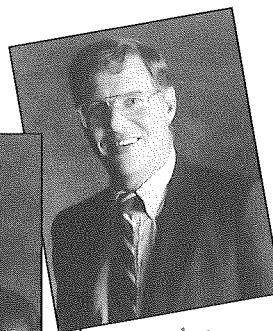
Brad Nessler and Stu Voigt
Minnesota Vikings play-by-play



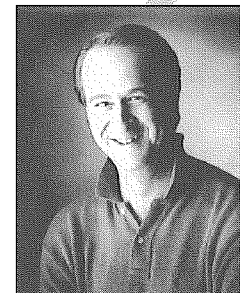
Sid Hartman and Dave Mona
The Sports Huddle, 10 am Sundays
Sid Hartman and Friends, 10:30 am Sundays
Sid's Sports Updates, 6:40 am, 8:30 am,
4:15 pm weekdays



Ray Christensen
Gopher football, basketball and
weekday afternoon sports and news



Paul Flatley
Gopher football



Mark Rosen
7:20 am, 7:50 am weekday sportscasts
8:30 am with Sid Hartman
5:20 pm with Steve Cannon