

# A REVIEW: Cannon's heavy metal debut



News From The #1 Radio Station In Our World

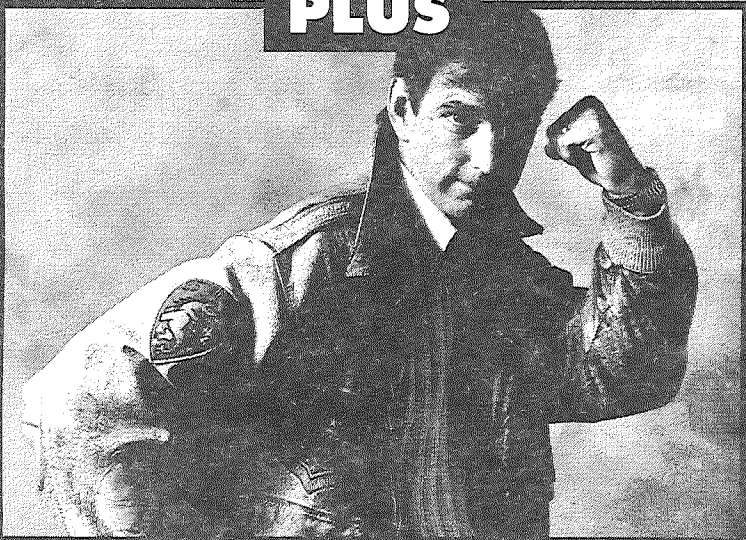
FREE

# TUNE IN

Summer/Fall/Winter/Spring

# Erickson leaving WCCO Radio in 1991

PLUS



**TIM RUSSELL**

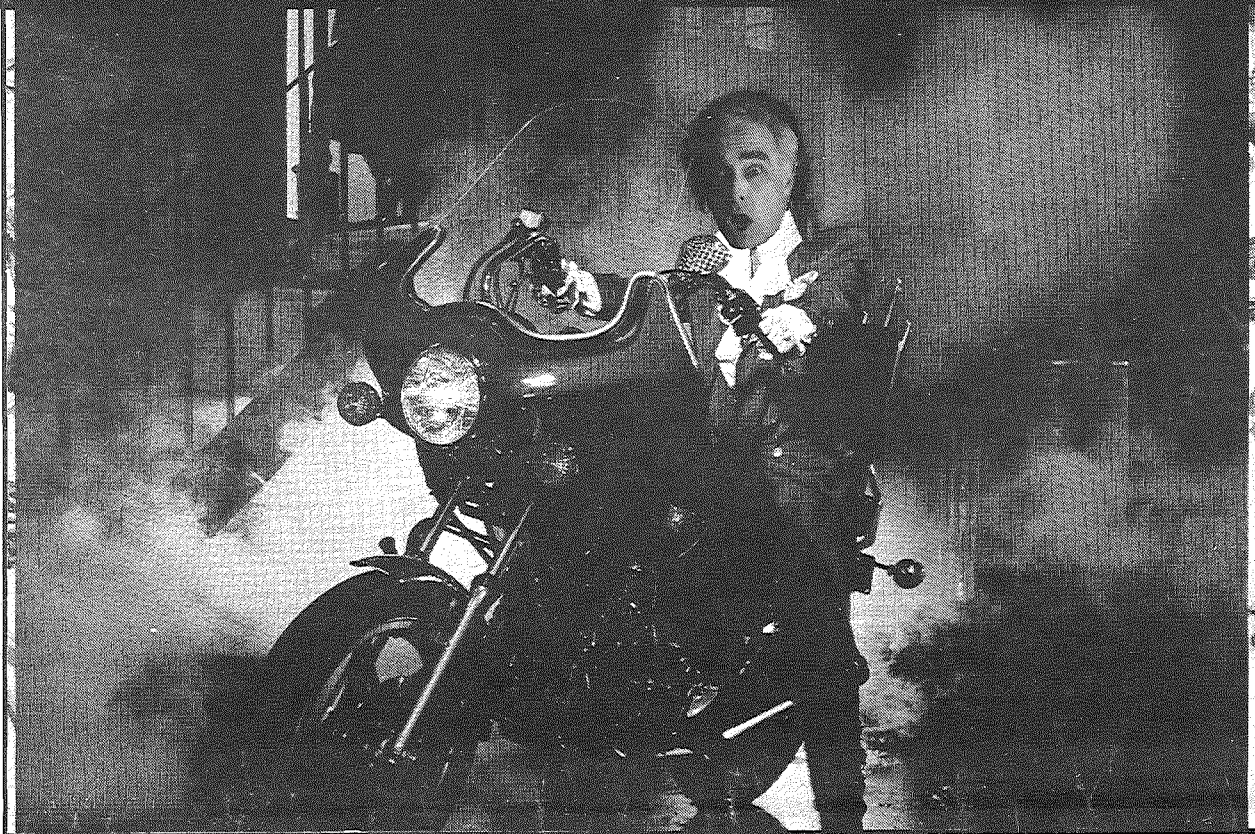
"My chat with Elvis"  
Russell rustles Elvis fans

**SID HARTMAN'S  
Best Friends**



# Cannon

## Prince of the Airwaves



10 Performance n/a Sound Quality 10 Looks

### Cannon: Prince of the Airwaves

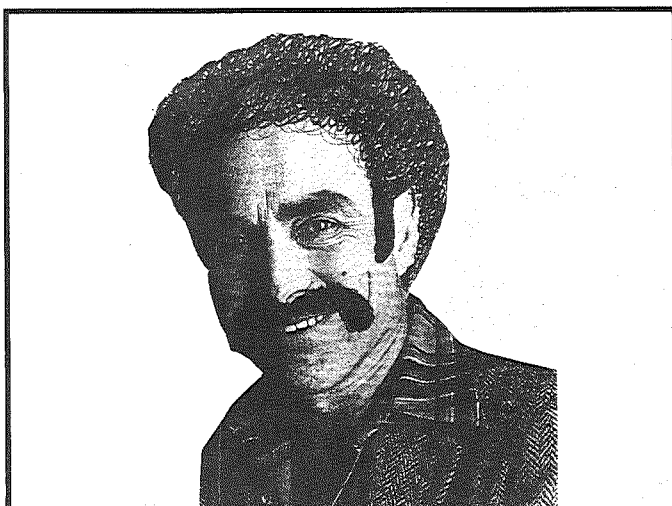
Basement Studio Music

(DDD) Disc time: 78:14 (22:12 without commercials)

Despite the not-adequate engineering, this is the ultimate air-guitar album. To fully enjoy, it must be played at full volume, which should create a backlash of lawsuits from deafened teens. Already on the *Billboard* top ten list, and the best part is the more you buy, the richer Cannon gets!

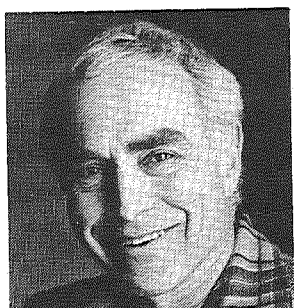
#### Includes the hits

My Dogs Are Barkin'  
 Hey Gang  
 King of Animalore  
 Rockin' the Taj Mahal  
 Gotta Make Some Money (with James St. James)  
 Fearless Prognostications (duet/Morgan Mundane)  
 EBS Test: Give It a Rest  
 Smokin' in the News Room  
 Sweet Ma O' Mine  
 King of the Kilohertz  
 Traffic Jam (Inst. w/Dean Spratt & Jerry Peterson)  
 Sir Sidney Calling  
 I'm Fine, Nanook's mine  
 Cough Button Blues  
 I'm an Iron Ranger (People Say I'm Stranger)  
 Ode to Wrangler Steve  
 Get Me on the Boob Tube (just like Mark Rosen)  
 The Oh, Yah! Polka (with Dr. Lunch)  
 Don't Gimme No B. S. (Basement Studio)  
 Monolog  
 I Got the Money (dance mix)



### Sings Jim Croce's Greatest Hits

-4 Performance n/a Sound Quality 2 Looks



### Jim Croce & Steve Cannon: separated at birth?

Landfills beware! This album's coming your way. Not even Leroy Brown could sing this bad, bad. Operator, would you help me toss this out? Enough said. Cannon, stick to heavy metal.

## Herb & John Stink

It's not every day that WCCO Radio's Minnesota Twins baseball play-by-play announcers really stink at their job. But such was the case in the Twins/Brewers series the second week in August.

Bob Uecker, the practical-joking announcer for the rival Milwaukee Brewers, tossed a stink bomb into the broadcast area.

"The smell," said Gordon, "went way back deep into the broadcast area. As for the dozens of sports reporters in the area, I'm sure the smell had to touch 'em all."

The ever-steady Carneal simply looked around the booth and at Gordon and said "John? You all right?"



John Gordon, Herb Carneal

## Bill Diehl Trivia

Check and see if you can tell which one of these three statements is false.

Bill has a lock of Napoleon's hair.  
 Bill emceed the Twin Cities' Beatles' concert.  
 Bill's parent's coined the phrase "Let's make a Diehl."



# Rog Erickson Leaving WCCO Radio Feb 1991

**In February 1991 Charlie Boone will be entertaining on the popular WCCO Radio morning program "The Boone and Erickson Show" without the services of long time partner Roger Erickson.**

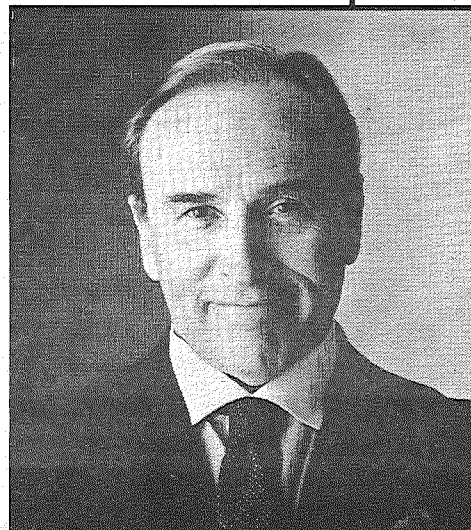
Erickson announced his plans to leave WCCO Radio in mid-winter to host the Hawaiian Good Neighbor Tour for two weeks. This comes as no surprise to 'CCO management

since he's been the Don Ho of 'CCO for years. "I hate to take time off of work," Erickson said, "but when I return at least I'll have a fresh supply of worst jokes."

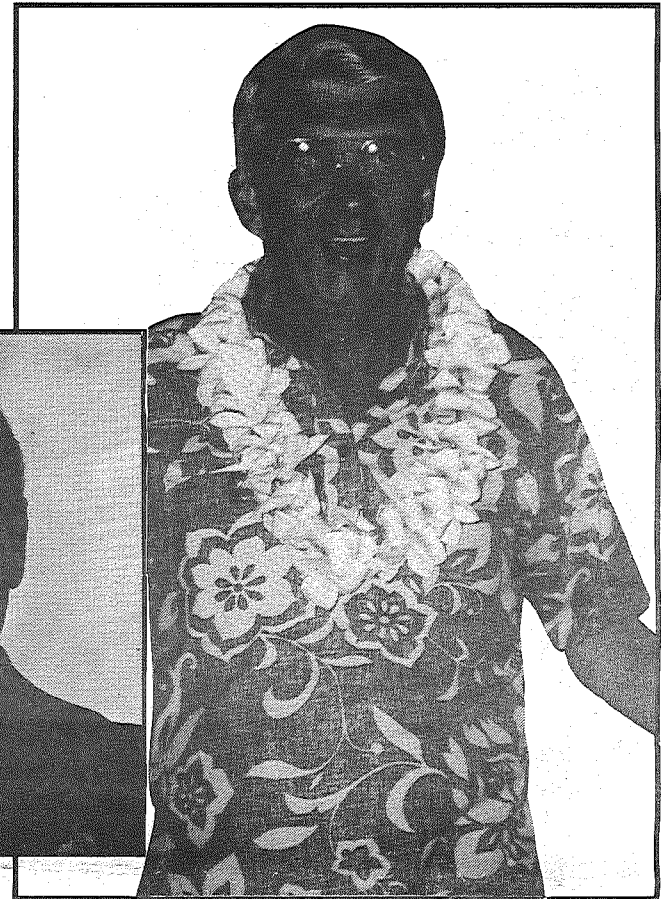
## Upcoming Good Neighbor Tours include:

- November 1990 - *New York City Theater* with the Guthrie, hosted by Guthrie representatives.
- January 1991 - *Venezuela Deep Sea Fishing* with Ron Schara
- February 1991 *Hawaii* with Roger Erickson
- March 1991 - *Florida Fan In The Stands* with Mike Lynch
- March 1991 - *Caribbean Cruise* with Mark Rosen
- April 1991 *San Francisco/Napa Valley* with Charlie Boone

For further information on these and future tours please contact WCCO Radio at 370-0611.



Boone



Erickson

*Unpaid advertisement*

## Your #1 Traffic Team

Keep ahead of the traffic... our traffic reports start early and end when traffic eases. Jerry Peterson reports from the WCCO Radio newswatch helicopter while Dean Spratt tracks the ground sources. WCCO RADIO 8-3-0



Dean Spratt, Jerry Peterson

# Strom refutes nursery rhyme

**Concludes Old MacDonald didn't have farm, wasn't 'old'**

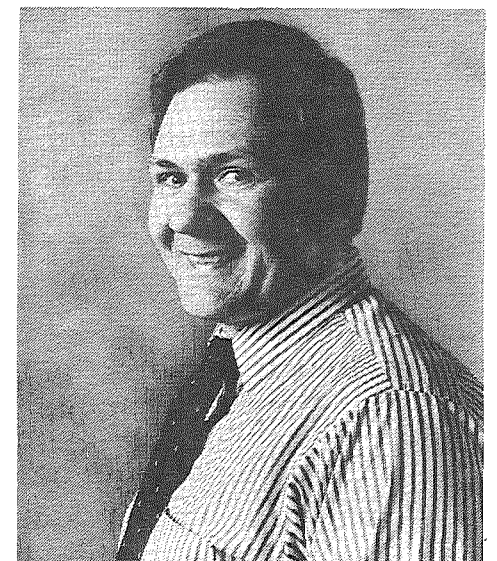
Prompted by the urging of fundamentalist daycare organizations, WCCO Radio Agri-business reporter Roger Strom discovered conclusive evidence that nursery-rhyme hero "Old MacDonald" was neither old, nor did he have a farm.

"I've read every scholarly report on Mr. MacDonald, and I've discovered that his 'farm' was really a 'farrow-to-finish operation,'" said Strom, "in other words, those mooing, oinking and clucking animals we've long sung about were raised strictly for bacon, eggs and hamburgers. And his bank statements clearly show he was only twentysomething."

In a written response entitled "Hogwash," Mother Goose, president of Nursery Rhyme Advocates (NRA) refuted Strom in prose:

Your report, Mr. Strom  
Most surely will bomb  
Don't take our curds away!

Let "Old Mac" be old  
keep the rhyme as told  
Or we'll hire Clint Eastwood to  
'make our day.'



**Strom: "E-I-E-I-oh no!"**  
*Strom could not be reached for further questioning.*

**Tim Russell sez:**

# "I spoke with Elvis!"

**Skeptics abound when Lundgren reairs interview on Nighttalk**

WCCO Radio midday host Tim Russell, best known for his irreverent mimicry, claims he recently interviewed Elvis Presley.

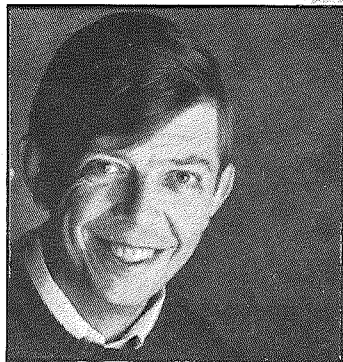
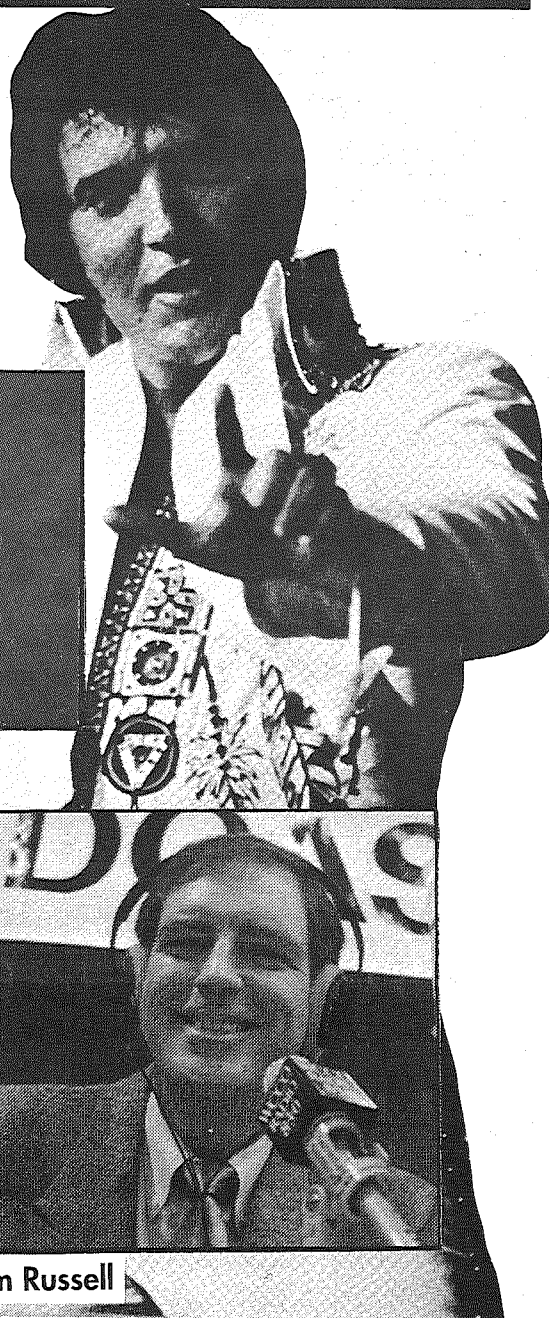
"The switchboard put a call through to my desk," said Russell, "and the caller identified himself as Elvis Presley. At first I thought it was a hoax - why would Elvis call *me*? - but it seems he wanted Sue Zelickson's BBQ rib recipe, and Sue wasn't in."

Russell claims he enticed Elvis into a recorded phone interview.

Not everyone believes Russell, including his producer, Caren Roberts. "I didn't book Elvis for Tim's show. In fact I've left many messages at Graceland for such an interview. Personally - off the record - I have a sneaky feeling that Tim may have impersonated Elvis. But don't tell Tim that."

After re-airing the interview the following weekend on *Nighttalk* with Curt Lundgren, one caller summed it up as "a cheap publicity stunt by Russell." Lundgren reported that Touch-Vote poll indicated 30% though it was Elvis, 60% though it was Russell, and 10% thought they were winning free tickets and called as soon as they heard a phone number.

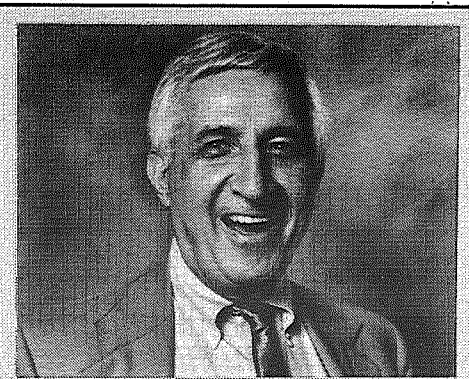
During the alleged interview Elvis assured the lucky 'CCO Radio listeners of his well being and safety, and announced his all-time favorite place to buy donuts. "Ain't nothin' compares to 'The Donut Shop' in Grand Marais, Minnesota.") Presely closed the interview with a short gospel hymn.



Curt Lundgren



Tim Russell



**Sid Hartman's**

## Top Ten List

**Close Personal**

**Friends**

- 10.) Bobby Knight
- 9.) George Steinbrenner
- 8.) New Kids on the Block
- 7.) Homer Simpson
- 6.) Lou Holtz
- 5.) Mike-Tyson Buster Douglas
- 4.) Snuggles (fabric softener bear)
- 3.) Bobby Knight
- 2.) George Steinbrenner
- 1.) \_\_\_\_\_ (your name here)

Unpaid advertisement

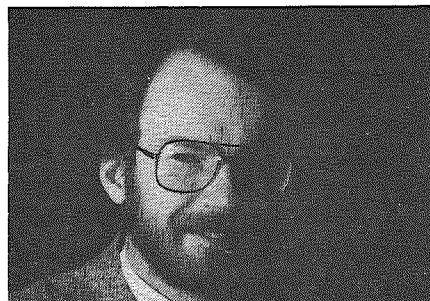
## Not just fair weather friends



Karen Filloon mornings.



Mike Lynch afternoons.



Bill Endersen weeknights and weekends.

WCCO Radio's number one priority is public safety. With our new Doppler radar system we have the largest, most sophisticated weather radar in the region. The community counts on us for hundreds of school and business closings with a winter storm, and the latest on tornado watches and warnings and severe weather details. Getting the weather details you need is as easy as turning to a friend. **WCCO RADIO 8•3•0**

## Meaties

100% all meat breakfast flakes.



**Dave Lee**  
Sports Hunk &  
WCCO RADIO 8•3•0  
Weekend  
Announcer

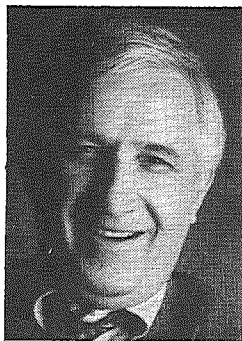
### LEGAL CONTRACT

This is a legal and binding contract whereby simply reading this you are legally obligated to obey these dictums. (See "Point of Law - The Case of the Tiny Type Truant") Upon entering electronics stores you shall turn all radios on display to WCCO Radio 8•3•0 and inquire as to the whereabouts of radios with AM Stereo capabilities. As a true sports fan you shall turn down the TV sound (not that they're saying much anyway) and get the inside action with WCCO Radio's Twins, Vikings and Gophers play-by-play coverage. Your opinion counts; you shall call in for all WCCO Radio listener-participation programs and touch-vote polls.

# Sports

## Vikes to hire Armchair QB

Thanks to WCCO Radio sports reporter Sid Hartman, a committee has been formed by the Minnesota Vikings to hire an armchair quarterback to assist in the really big plays this season. The armchair quarterback will watch the game at home while listening to all the details on WCCO Radio, and coach Jerry Burns will have a direct line to his/her living room.



Sid Hartman

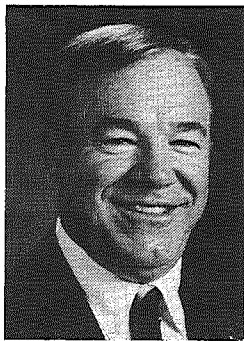


Dave Mona

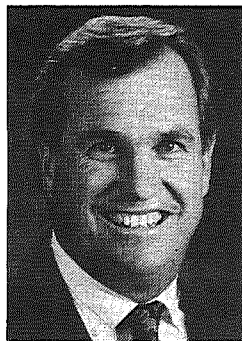
The idea came from an unidentified member of the Vikings' upper management who was listening to WCCO Radio's Sunday morning sports talk show "The Sports Huddle" with Sid Hartman and Dave Mona. He heard Sid say, "All you armchair quarterbacks know so much, I'm s'prised the Vikings haven't hired one of you."

The selection committee will include WCCO Radio Vikings play-by-play announcers John Carlson and Stu Voigt and the inside word is that the top four con-

tenders include Bob from Minneapolis, Gladys from North St. Paul, and Bruce from River Falls, Wisconsin. "Wisconsin?" said one Vikings spokesperson; "Doubtful!"



John Carlson

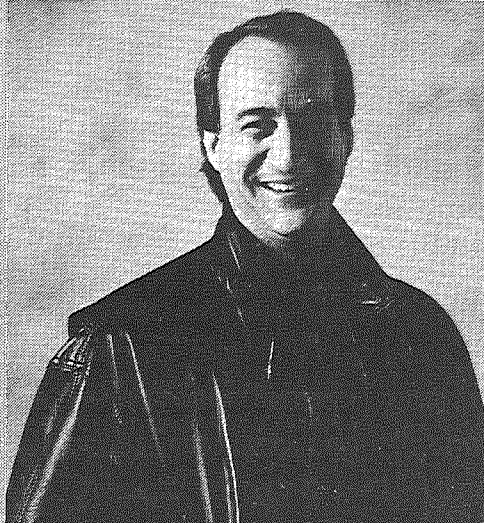


Stu Voigt

## How Does Rosen Do It?

7:00am, 10:00 pm sports

Researchers at the University of Minnesota are examining one of the Twin Cities' greatest mysteries: How does Mark Rosen remain so chipper weekday mornings on his WCCO Radio sportscasts at 7:25 am and 7:52 am if he's been up late doing the Channel 4 sports the night before? One theory is that his brain is in "cruise" (a form of sleeping) when doing the television sports.



Mark Rosen

Paid advertisement

## Lernen Dansk Raysk



Ray Christensen

Are you planning a trip to Denmark soon, but apprehensive about communicating with the locals because you don't know the language? With Ray Christensen's easy *Lernen Dansk* tape you'll learn useful everyday phrases with Ray and you'll sound like you were raised in *Kobenhavn*. Everyone's raving about this easy new way to master Danish. Paul Flatley, Ray's broadcast partner for Gopher football play-by-play on WCCO Radio says "I couldn't believe my ears. I'm talking Danish gooder than English!" Look for *Lernen Dansk* in your local bookstore.

You'll blend-in to Danish culture with phrases covering all aspects of life:

Please get off my shoe.  
*Fleez offen mein bloo swade shooz.*

Excuse me Miss, you've dropped your gun.  
*Hay babey, du hast gunner droppen.*

Ouch! Your child certainly has sharp teeth.  
*Oi, oi! Dienen bratchen habben razor dentals.*

Your car isn't that rusty - by the way, when was your last tetanus shot?  
*Nich so rustich dein auto - Eee-ah, wunder calendar needlen von tetanusen?*

I guess we'll be sharing this cell for the next couple of months.  
*Mich tinkt vir bunkin maten monthen.*

Someone's deodorant isn't working. (Response: It can't be mine, I didn't use any.)  
*Comrade stinken. (Nich mich, Ich sans.)*

Please cash my check from my friend Ed McMahon.  
*Fleeze given looten von freunden Edvard McMahanen.*



Paul Flatley

# WCCO RADIO 8-3-0

## News

### WHEN NEWS BREAKS, IT BREAKS ON 'CCO RADIO

It's a news tradition that a community counts on from a news staff second to none.



Eric Eskola



Bruce Hagevik, Dick Chapman, Rich Holter, Steve Murphy



Jan Jirak

# Ruth Digs The Dirt

It all started with her first job as a construction worker. From that point on Ruth Koscielak knew she loved to dig up dirt.



Ruth Koscielak

After receiving the coveted "Silver Shovel Award" for her outstanding scoopage, Ruth went on to dig up dirt on celebrities during her weekday afternoon program "The Ruth Koscielak Show" from noon to 3:00 pm on WCCO Radio.

Ruth is always very kind to those she interviews, but no celebrity is off limits. When Linda Evans and her companion Yanni visited a several weeks ago, Ruth was quick

to cut to the point.

"So, when are you two getting married?"

Linda responded with "Can't we just be in love?"

You can't always hit paydirt.



## Mr. Rogers seeks his loafers and sweater

Jim Rogers, host of the "Jim Rogers Show" weeknights on WCCO Radio is looking for two essentials needed to continue making his show a success. His loafers and a sweater. They can't be found, not a word of them for several days.

"The loafers are critical because they're the people - about a dozen or so frequent callers - who don't really do anything except whine about what I should be talking about. The sweater is producer Sue Frase who runs non-stop sweating under the deadline of tracking down the hot, timely guests for my show."

If you have any information where Mr. Rogers' loafers and sweater are, call 1-800-NAAY-BUR.



Jim Rogers

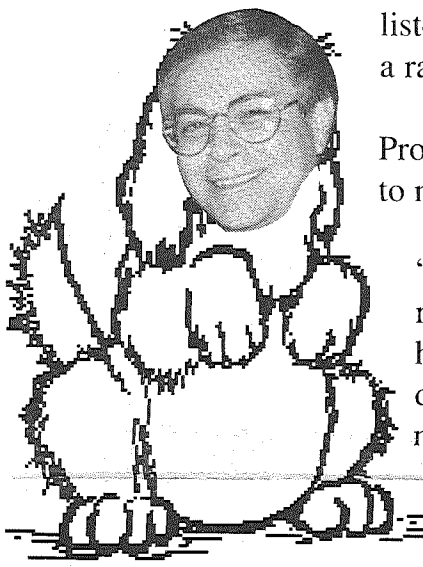
# "Get a Long little Doggie" contest cancelled

Animal rights protesters had a bone to pick with WCCO Radio "Nighttalk" host Denny Long. Long got collared by protesters and opted to cancel his forthcoming promotion rather than risk any harm to man's best friend.

Long dreamed up a contest called "Get a Long little doggie" whereby "Nighttalk" listeners would send in a postcard and enter a random drawing for mixed-breed puppies.

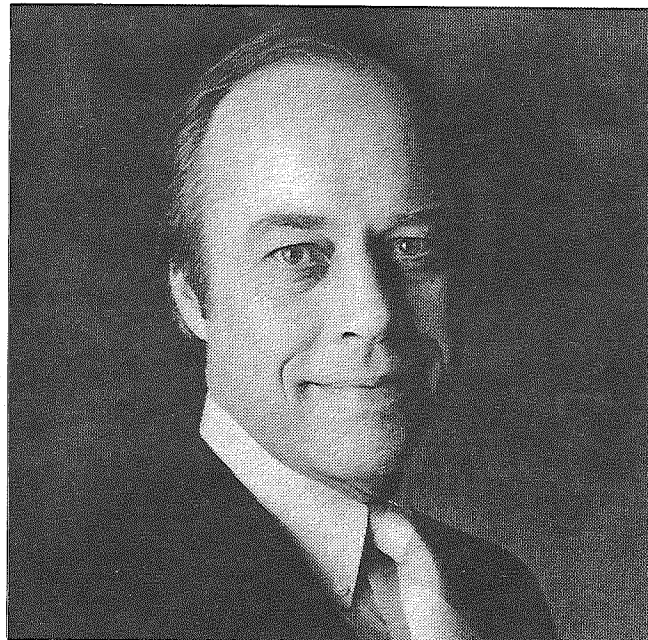
Protesters argued it was inhumane of Long to mail the puppies to winners.

"I had no idea the post office was so rough on packages until the activists hounded me and showed me several damaged boxes from previous Christmas mailings. I just figured that if the boxes were labeled 'Fragile' 'Feed and water daily' and 'This side up' they'd be treated gently and the food and water dishes wouldn't be upset. Boy was I wrong! I'm glad these people had the sense to stop me."



Denny Long's in the doghouse

# Paul Stagg fesses up: "Yes, I Posed in Playboy!"

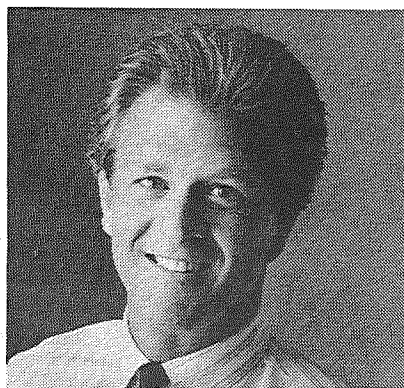


"It was several years ago," admitted WCCO Radio weekend evening announcer Paul Stagg, "and I was doing some free-lance modeling. I had the opportunity to dress up like Humphrey Bogart and the photo was later used for an ad in *Playboy* magazine."

Paul Stagg

## Name Changes?

WCCO Radio weekend personality Dan Hertsgaard announced today that he's considering taking legal action to change the way his name is spelled. "My father Rolf, who worked at 'CCO Radio back in the 50's always wanted to change our last name so it wouldn't be misspelled so frequently. I'm strongly considering changing the spelling to 'Hertsgard' with one 'A' rather



Dan Hertsgaard

than two. Plus it'll cut down on costs whenever I have something engraved."

The WCCO Radio research department found that the Hertsgaard name was originally

misspelled back in the late 1890s when great-grandfather I. M. Hertsgard arrived by boat at Coney Island. An immigrations official spelled the name with two 'A's and the timid Swede was too bashful to correct it.

Also noted, WCCO Radio weekend afternoon personality Sandy Buttweiler announced she'll change her name soon.

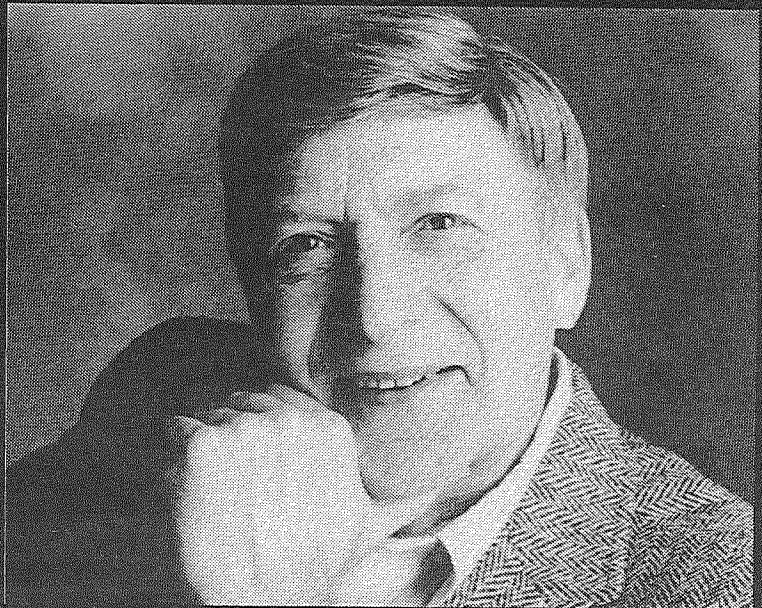
"I'm tired of people asking me why I don't change my name to something more appealing. I don't even have a name in mind yet so I'll begin asking listeners next week what names they prefer instead of 'Sandy'."



Sandy Buttweiler

# McFarlin's

Nighttalk Heard Throughout USA  
Weeknights, 2:00 am - 5:00 am



Joe McFarlin

# Don't Believe Everything You Read.

who provide ready material for a fun project like this.

Thanks for tuning in on our newsletter, although we can hardly call it news.

By the way, *Twin Cityopoly* is real, so take a look below and buy a holiday gift early.

Lots of employees at WCCO Radio had fun putting this together and we hope you've enjoyed it too. It was easy to do because we have such interesting people on the air

And we really mean it when we say "thanks for tuning in." It's your loyalty and interest that keeps us the number one AM and FM station in our region.

## Twin Cityopoly is here!

*Twin Cityopoly* is your hometown version of the popular board game! It highlights well-known local restaurants, businesses, landmarks and even WCCO Radio!

Get 10% off.

Now you can get *Twin Cityopoly* at the special reduced rate of \$23.50 (which includes tax, postage and handling.)

To receive *Twin Cityopoly* in time for the holidays, just send a check for \$23.50 to:

Twin Cityopoly  
WCCO Radio  
Box 2830  
Minneapolis, MN 55402.

Allow six weeks for delivery please.

