

The inside scoop on what's happening at your favorite Minnesota radio station.

## WCCO's Team of "Cannon & Koscielak" to Hit the Airwaves

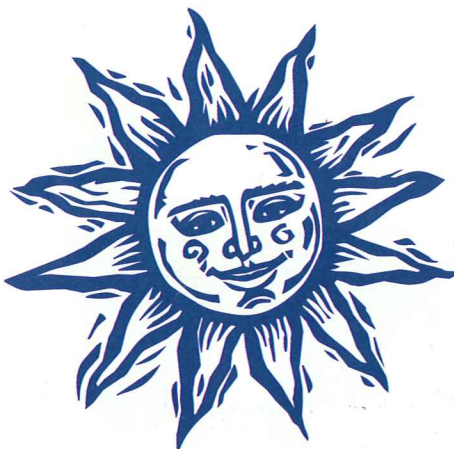
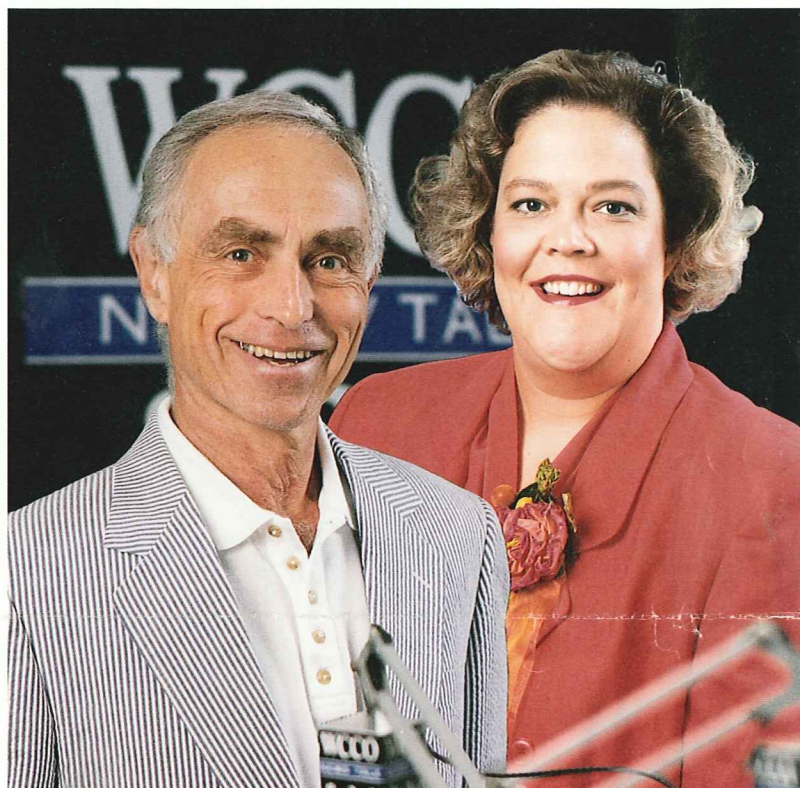
**S**teve Cannon has been a Minnesota fixture in WCCO's afternoons for more than 20 years. Ruth Koscielak is a 15-year WCCO veteran and has long been a favorite in the middle of the day. Put them together and what do you have?

### Cannon & Koscielak — WCCO's new exciting afternoon team.

"Steve and Ruth are really a perfect fit," says WCCO Program Director Jim Ashbery. "They've always sounded great when they made appearances together in the past, and always seem to have so much fun together. We're going to take both of their strengths and combine them to make a terrific show even better."

Under the new arrangement, listeners will still hear Cannon in his customary 3 to 6 p.m. time slot each weekday, and Koscielak will be his new partner. The Little Cannons — Morgan Mundane, Backlash LaRue and Ma Linger — will also be a regular part of the show.

"Mark Rosen, Sid Hartman, James St. James, news, traffic, weather—they'll all continue to be important parts of the show," says Ashbery. "The addition of Ruth just gives more opportunities and possibilities. We're all very excited about how the show is going to sound."



### *Sounds like Minnesota!*

WCCO listeners have most likely noticed our new way of identifying the radio station—"Sounds Like Minnesota." We think it most closely describes how our listeners feel about us and what we're trying to accomplish every single day.

"We spend a lot of time talking to our listeners, and it's amazing the loyalty many of them feel toward this station," says Rand Gottlieb, WCCO's Vice President and General Manager. "In the course of these conversations, we've been told by many people that WCCO just sounds like Minnesota, and that sounded like a great slogan for us."

**WCCO**  
NEWS/TALK  
8•3•0

# WCCO

NEWS / TALK

## 8·3·0

**1. Mark Rosen** (left), **Dark Star** and **Dave Mona** (seated) are part of Minnesota's best radio sports team. Rosen is heard every weekday morning and afternoon, Dark hosts SportsNight weeknights, and Mona co-hosts the popular Sports Huddle with Sid Hartman every Sunday morning. Dark also hosts the issues-oriented NightTalk program each weeknight.



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**2. WCCO's** award-winning news department includes (clockwise from left), **Jeff McKinney**, **Rondah Kinchlow**, **Eric Eskola** and afternoon news editor **Rich Holter**.



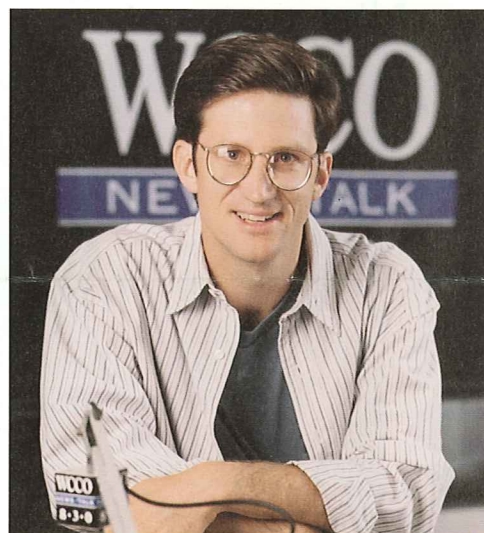
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**3. Karen Grace** hosts the most energetic talk show in Minnesota, each weekday from noon to 3 p.m.



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**4. John Williams** keeps you company with his warm humor and interesting insights, evenings from 10 to 1 a.m.



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**5. WCCO's** award-winning news department includes (from left), **Telly Mamayek**, **Curt Lundgren**, news director **Kit Borgman**, business specialist **Roger Strom**, **Tim Ryan** and morning news editor **Steve Murphy**.



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6. The voices of (from left) Steve MacFarland, Sue Zelickson, Jim Rogers and Denny Long are among the most recognized in Minnesota radio.

7. Paul Flatley (left) and the Voice of the Golden Gophers, Ray Christensen, provide all the action in WCCO's exclusive Gophers coverage.

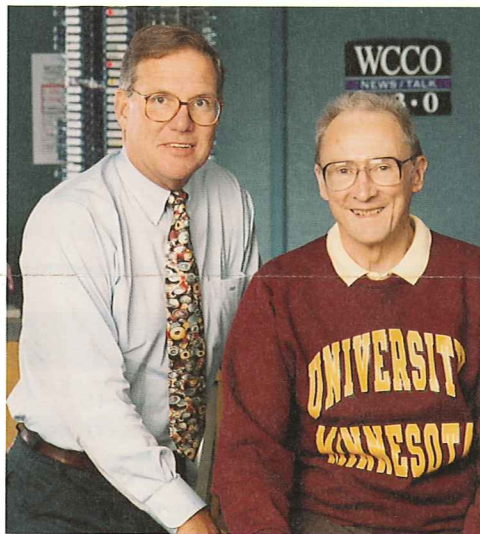
8. After years of entertaining audiences in the middle of the day, Ruth Koscielak is now part of one of the most exciting radio teams around— Cannon & Koscielak, each weekday afternoon from 3 to 6.

9. The most frequent and accurate radio weather updates come from the only full-time radio meteorologists in Minnesota, WCCO's (from left) Bill Endersen, Karen Filloon and Mike Lynch.

10. Minnesota mornings get their jumpstarts from WCCO's Good Morning Show, and the masters of the morning are Dave Lee (left) and Roger Erickson.



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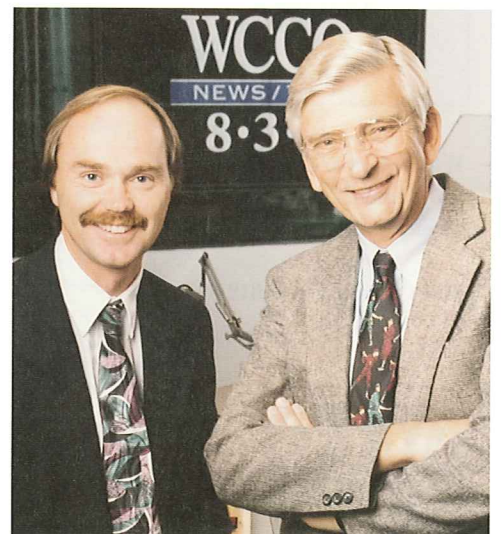
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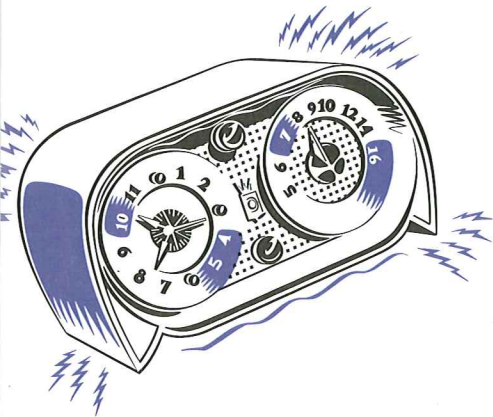
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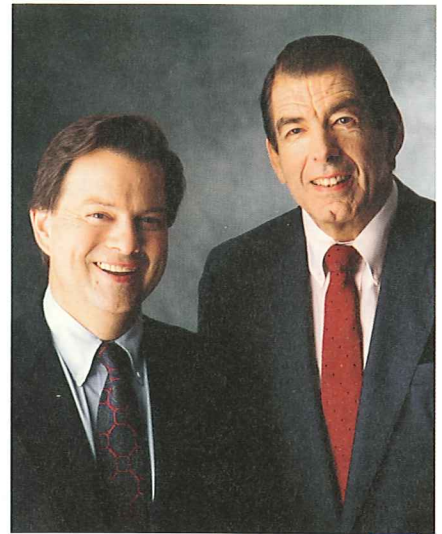


11. Minnesota's most informative, provocative and entertaining radio talk show belongs to **Wes Minter**, and he's heard every weekday morning from 9 to noon.



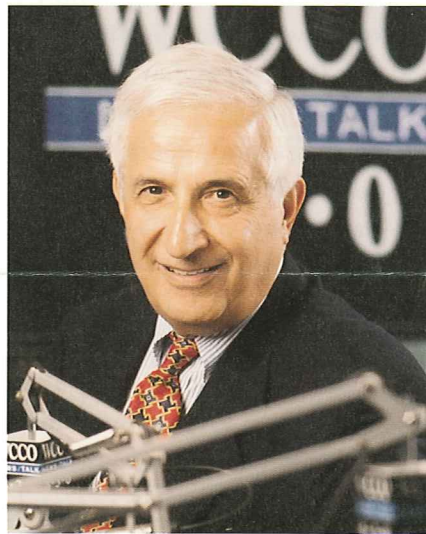
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12. **John Gordon** (left) provides the enthusiasm and the long-time voice of the Twins, **Herb Carneal**, provides the perspective as WCCO brings you every inning of every Twins game.



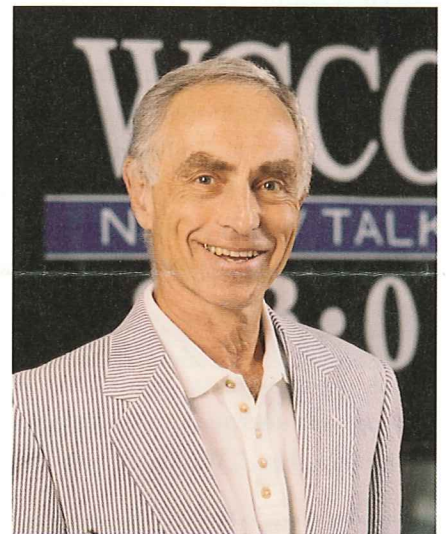
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13. The legendary **Sid Hartman** can be heard on WCCO every morning, every afternoon, before every Twins game and Sunday mornings on the enormously popular Sports Huddle.



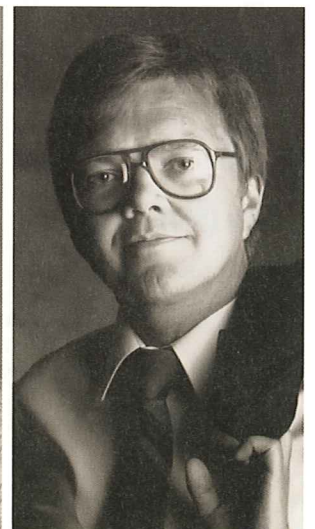
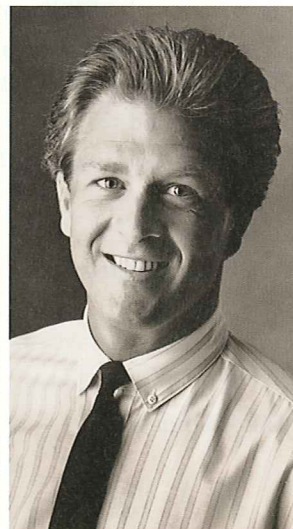
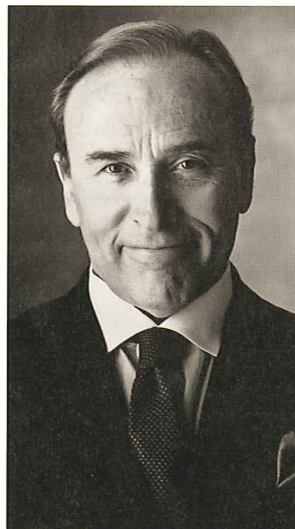
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14. Driving home with **Steve Cannon** (along with his close friends Morgan Mundane, Ma Linger and Backlash LaRue) has been a Minnesota tradition for 20 years. Now he's the senior partner of Cannon & Koscielak, still from 3 to 6 every weekday afternoon.

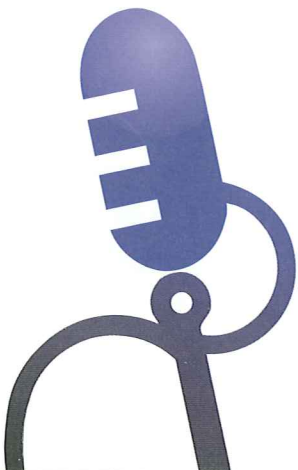


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15. (left to right), **Charlie Boone**, **Dan Hertsgaard** and **Bruce Hagevik** are key members of the WCCO family.



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## WCCO's Family Focus is a Success, Dream Home Even Better

**W**CCO's Family Focus station project has been a resounding success, according to Laura Lee Geraghty, WCCO's Director of Community Services. And WCCO's Good Neighbor Dream Home Project is even bigger and better in its second year.

"The goal of WCCO's Family Focus was to educate and inform our listeners about the challenges facing Minnesota families," says Geraghty. "And through our monthly news series, family tips, special programming and our new Family Talk program on Sunday nights, I really think we've accomplished this. We've certainly received positive feedback from our listeners and advertisers."

WCCO's Family Focus was launched in May and has centered on specific topics each month as they relate to the family: education, health, recreation, finances and safety. Each of these topic have been explored in depth by WCCO's news department.

"The success of WCCO's Family Focus gives us great confidence as we plan for our next major station project," says Geraghty. "While we are not yet

prepared to announce the project, we know it will be similar to Family Focus in that it will center on an issue that affects many Minnesotans. We also know it will be something where we can have a positive impact and create an environment where listeners, advertisers and our own employees can all be involved."

The WCCO Good Neighbor Dream Home, presented by *Investors Bank* and *Lundgren Brothers Remodeling*, is also having a successful year. Last year the project raised nearly \$100,000 for Project for Pride in Living and the Twin Cities chapter of Habitat for Humanity. In addition to raising money for these worthwhile non-profit organizations, the Good Neighbor Dream Home also provides WCCO listeners the opportunity to learn all about home repair and remodeling. The centerpiece of the 1994 project is a one-story Edina home that is being totally remodeled into a two-story showcase. Upon completion, the house will be sold and a significant portion of the proceeds will again be contributed to Project for Pride in Living and Habitat for Humanity.



## Another Chance for WCCO Merchandise

**A**t the Minnesota State Fair, interest in WCCO merchandise is usually so great that we sell out of everything. Well, here's another chance. Write the quantity in the space next to the item, total up the prices of the item, add 6.5% for sales tax, \$3.00 for shipping and handling, and send to: WCCO Merchandise, 625 Second Ave. So., Mpls., MN 55402. Please allow four to six weeks for delivery.

	quantity/price	total
<b>T-shirts (\$10)</b>		
I am not a close personal friend of Sid Hartman	_____ @ \$10=	_____
WCCO: Sounds Like Minnesota	_____ @ \$10=	_____
<b>Caps (\$10)</b> WCCO, white with blue visor	_____ @ \$10=	_____
<b>Mugs (\$5)</b> WCCO: Sounds Like Minnesota	_____ @ \$5=	_____
	+6.5% sales tax	_____
	+shipping and handling	\$3.00
	<b>Grand total</b>	_____

# WCCO PROGRAM SCHEDULE

Time	Monday	Tuesday - Friday	Saturday	Sunday
5:00 AM	<b>The Good Morning Show</b> with Roger Erickson, Dave Lee, Eric Eskola, Sid Hartman, Mark Rosen, Dean Spratt, Jerry Peterson, Steve Murphy, Telly Mamayek, Bill Endersen and Roger Strom.		Dan Hertsgaard	Mormon Tabernacle Choir Lutheran Vespers (5:30) Lutheran Hour (6:00)
6:00 AM			<b>Saturday Morning Magazine</b> with Jim Rogers and Bruce Hagevik	
6:30 AM	<b>Morning News Hour (7-8:00)</b> with Dave Lee, Eric Eskola and Telly Mamayek			
7:00 AM			<b>The Wes Minter Show</b>	
8:00 AM	<b>The Karen Grace Show</b>			
9:00 AM			<b>Cannon &amp; Koscielak</b> with Steve Cannon and Ruth Koscielak	
10:00 AM	<b>Sportsnight (6:15)</b> with Dark Star			
11:00 AM			<b>Nighttalk</b> with Dark Star	
NOON	John Williams (Monday-Thursday) TBA (Friday)			
1:00 PM			<b>Sports Huddle (repeat)</b>	
2:00 PM	John Williams			
3:00 PM			<b>Coast-To-Coast (repeat)</b>	
4:00 PM	Roger Strom			
5:00 PM			TBA	
6:00 PM	TBA			
7:00 PM			TBA	
8:00 PM	TBA			
9:00 PM			TBA	
10:00 PM	TBA			
10:30 PM			TBA	
11:00 PM	TBA			
11:30 PM			TBA	
MIDNIGHT	TBA			
1:00 AM			TBA	
2:00 AM	TBA			
3:00 AM			TBA	
4:00 AM	TBA			

## 1994 Gopher Football Schedule

September 3	PENN STATE	7:00	:	October 15	NORTHWESTERN	6:00
September 10 (Band night)	PACIFIC	6:00	:	(Homecoming)		
September 17	SAN DIEGO STATE	6:00	:	October 22	at Wisconsin	1:00
September 24	at Kansas State	6:30	:	November 5	ILLINOIS	6:00
October 1	at Indiana	1:00	:	November 12	at Michigan	12:00
October 8	at Purdue	1:00	:	November 19	IOWA	6:00
			:	(Fan appreciation night)		

(All games broadcast live on WCCO. All game times are P.M.  
 Gophers pre-game show starts 30 minutes before kickoff.)

WCCO News/Talk 8•3•0  
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