

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

WCCO News/Talk 8•3•0 to Focus on the Family

Starting soon, and for the next several months, WCCO News/Talk 8•3•0 will be focusing on the family.

WCCO's Good Neighbor Family Project will be the most expansive and comprehensive community service project of its type in the station's 70-year history. Through special programming, news features, community and advertiser involvement, and outreach programs, WCCO will concentrate its resources on helping to build stronger and more cohesive families.

"Now more than ever before, the Twin Cities—and even rural Minnesota—are being confronted by many of the social problems that have plagued larger cities in America," said Rand Gottlieb, WCCO News/Talk 8•3•0 Vice President and General Manager. "And the result is

a whole set of challenges facing families today. Parents need to deal with so much more now, and if we can bring them some helpful and useful information, we can make an important impact. Using our great resources to help get a better grasp on a significant problem like this is just responsible broadcasting."

Over the next several months, WCCO will originate special programming focused on family issues and other issues that affect parents today. In addition, much of the regular WCCO programming will also be directed to covering the family and the challenges families face in the complicated 1990s. This will include bringing together some of the region's and the nation's top experts for a series of Good Neighbor Forums that will involve the public and be broadcast live on WCCO.

"Minnesotans have traditionally turned to WCCO to provide valuable community service such as this," said Laura Lee M.

Geraghty, WCCO's director of community services. "We truly believe the Good Neighbor Family Project will help illuminate many of the problems we're facing today. Even more important, we hope to bring our listeners valuable information that we hope will help them better understand the complicated times in which we live, and give them tools to strengthen their families."

Be sure to stay tuned to WCCO News/Talk 8•3•0 as we explain more about the "Good Neighbor Family Project."

Personality Profile

Roger Erickson: Minnesota's Favorite Alarm Clock

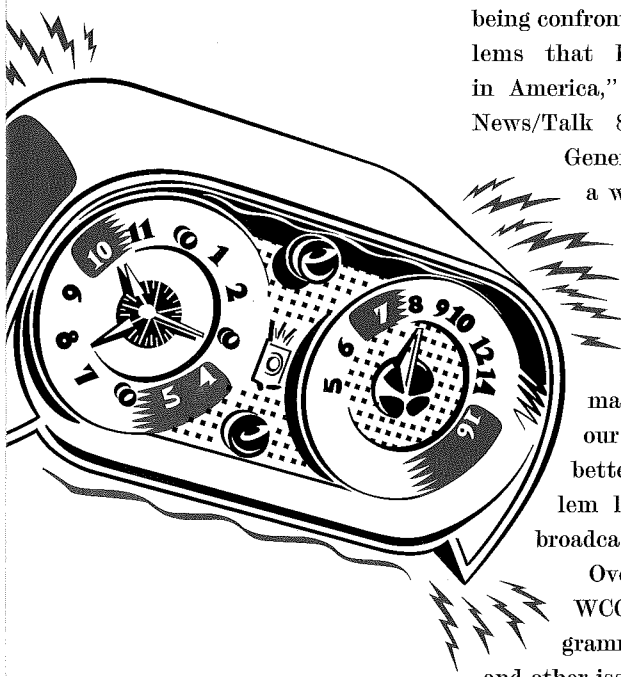
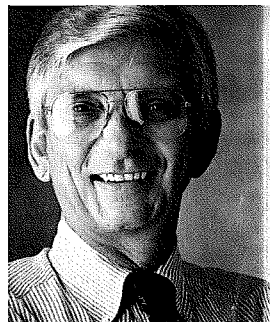
For more than 30 years, Roger Erickson has helped Minnesotans start their day. As one of the anchors of WCCO's "Good Morning Show," Rog provides the fun that surrounds the essential news, weather and traffic

reports. He's also the master of the school closings. In this Personality Profile, Rog talks about how he has recreated rural Minnesota at his suburban Minneapolis home, his love for radio and the warmth and affection he has for his many listeners.

Tell us about your farm.

When our kids were growing up I wanted them to experience what I did, growing up on the farm. We had chickens, ducks, geese, rabbits and a pony. When they left home, so did the animals. But after a bit, I missed all the noise. So now I have all the animals again: more chickens of every size and color laying eggs that are all colors, light brown, dark brown, cherry-colored, even green and

continued on page four





Letter from General Manager Rand Gottlieb

Welcome to the WCCO Insider

Welcome to the *WCCO News/Talk 8.3.0 Insider*, a new way for our listeners to get closer to the radio station and learn more about how we bring you your favorite programs every day.

This is an exciting time of year for us. Listeners tell us that one of the most important reasons they tune to WCCO is for weather reports, and in a brutal winter like this has been, we become even more important. WCCO is the only radio station in Minnesota that has a full-time meteorologist — and we have three: Bill Endersen, Karen Filloon and Mike Lynch. It's that commitment to providing the most frequent and accurate weather that sets us apart from other radio stations. In February and March, weather is at the top of every Minnesotan's mind.

We have the same commitment to news and the discussion of vital public issues. Although we've long been the leader in this area, we've recently strengthened our award-winning news department with the

arrival of Rondah Kinchlow from KYW in Philadelphia. Rondah is an outstanding reporter who has already made a significant contribution to Minnesota's largest and best radio newsroom.

I've talked about weather, news and issues, but we've got a lot of fun things going on at the station too. You can hear that just by tuning in the "Good Morning Show," or the "Ruth Koscielak Show," or the "Cannon Mess." We know we have to bring our listeners the news and weather, but in times like these, we never forget how important it is to provide you with that regular dose of humor. We know this radio station wouldn't be the same without "Minnesota Hospital," Morgan Mundane or Sid Hartman badgering Roger Erickson about his "one-liners." We hope you continue to enjoy these great entertainers for many years to come.

Until next time, I hope you enjoy this first edition of the *WCCO Insider*. Please let us know what you think of your new publication by sending your comments to: *WCCO Insider*, WCCO News/Talk 8.3.0, 625 Second Avenue South, Minneapolis, Minnesota 55402.

WCCO
News/Talk 8.3.0
General
Manager
Rand Gottlieb

Good Neighbor Update

WCCO's Good Neighbors Respond Once Again

It's been two months now since we celebrated the holidays, and that's given us some time to tally up all of the wonderful contributions our listeners made during that time.

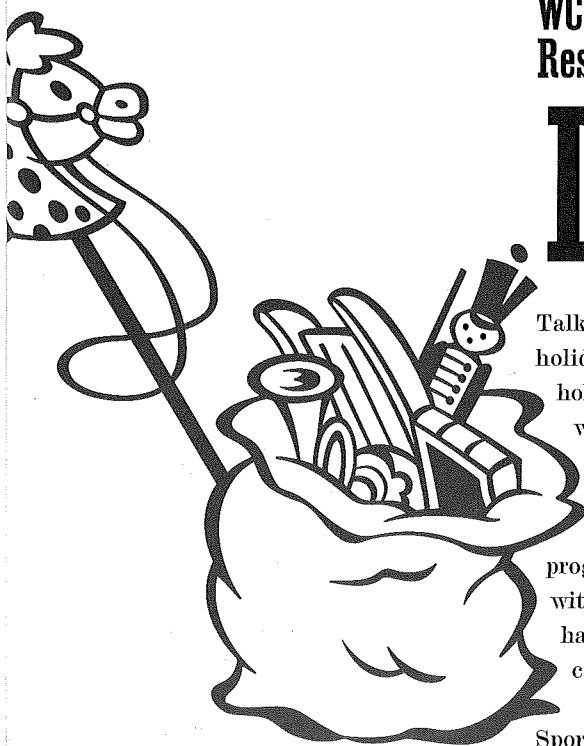
This past holiday season, WCCO News/Talk 8.3.0 worked on two very special holiday programs designed to bring holiday cheer to those of our neighbors who need it most. The Santa Anonymous campaign collected toys at businesses and shopping centers throughout the Twin Cities. Little Red Stocking is a program to provide disadvantaged children with a stocking filled with books, toys, hand-knit caps, scarves and mittens. Both campaigns were rousing successes.

Working with WCCO TV, Midwest Sports Channel and StarTribune, WCCO News/Talk 8.3.0 helped Santa Anonymous

collect more than 100,000 toys and gifts in just 26 days. The outpouring of gifts from WCCO listeners was incredible. Nearly every hour, WCCO announced a specific gift requested by a child, and listeners called in to pledge that gift. One Saturday morning during the toy drive, WCCO talk show host John Williams announced that a child wanted a bicycle. Listeners responded with pledges for 14 bikes.

Little Red Stocking was just as successful. Using their hands and their hearts, 329 Children's Home Society volunteers worked throughout 1993 knitting items for the 1,500 children who would receive Little Red Stockings. Spearheaded on the air by WCCO "Good Morning Show" host Roger Erickson, listeners were asked to pledge \$25 for each stocking. Everyone who pledged also received a self-portrait drawn by the recipient of the stocking as their way of saying thank you. All 1,500 stockings were pledged

continued on page three



March Madness is Almost Here

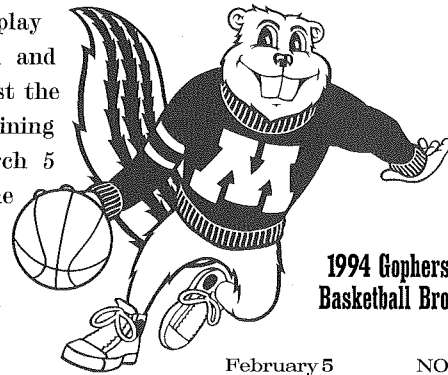
Sports are an important part of the mix at WCCO News/Talk 8•3•0, and we're about to enter one of our most exciting sports times of the year — when Gophers basketball and the NCAA basketball tourney overlap with Twins spring training. The term "March Madness" certainly applies to WCCO Sports.

As always, the Voice of the Gophers, Ray Christensen, will call every Gophers basketball game down the Big Ten stretch in February. And when the Gophers get their post-season bid (most likely the NCAA, but possibly the NIT, a tourney the Gophers won last year), we'll be there for that too. WCCO Gophers coverage goes beyond just the games. Each Tuesday and Thursday morning, Gophers Coach Clem Haskins appears live with WCCO's Sid Hartman and Mark Rosen. And on Sunday morning at 9:30, Haskins appears with Hartman and Dave Mona before the very popular Sports Huddle.

Twins coverage is a year-round event on WCCO, but things really begin to heat up in February with live exclusive coverage from TwinsFest. Twins manager Tom Kelly is a regular guest on the "Hot Stove League," every Tuesday evening during "SportsNight." In March, when spring training really gets going, we'll be there as well. SportsNight will originate live from the Twins spring training base in Fort Myers, Fla., March 7 through 11. Dave Lee will also be in Fort Myers, and will join his "Good Morning Show" cronies from there live March 14-16. Veteran Twins play-by-play announcers Herb Carneal and John Gordon will broadcast the first of 13 Twins spring training games on Saturday, March 5 when the Twins host the Boston Red Sox. There is nothing like the promise of baseball after the frigid January we experienced.

1994 Minnesota Twins WCCO Spring Training Broadcasts

March 5	Boston	12:05 pm
March 13	Boston	12:05 pm
March 19	Baltimore	12:05 pm
March 20	Boston	12:05 pm
March 22	Boston	6:05 pm
March 24	Texas	6:05 pm
March 26	Boston	12:05 pm
March 27	Boston	12:05 pm
March 31	Boston	6:05 pm
April 2	Chicago Cubs	1:05 pm
April 3	Chicago Cubs	12:00 pm



1994 Gophers WCCO Basketball Broadcasts

February 5 7:00 p.m.	NORTHWESTERN
February 9 7:00 p.m.	OHIO STATE
February 12 1:00 p.m.	Wisconsin
February 16 7:00 p.m.	PENN STATE
February 19 11:00 a.m.	Michigan
February 23 7:00 p.m.	Michigan State
February 27 1:00 p.m.	INDIANA
March 3 6:30 p.m.	Purdue
March 5 7:00 p.m.	IOWA
March 9 7:00 p.m.	Illinois

.....
HOME GAMES IN CAPS
(Schedule subject to change)

.....
■ **Good Neighbor**, continued from page two in a record-breaking seven days.

We would like to extend a special thank you to all of our WCCO listeners who helped make these holiday wishes come true.

Pennies for Patients

Once again, WCCO is very excited to participate in "Pennies for Patients," a program to raise money for patient aid and leukemia research for the Minnesota Chapter of the Leukemia Society of America.

Many schools have already pledged to participate, and students are now busy gathering pennies. This March, WCCO's "Master of School Closings," Roger Erickson, will announce, live on WCCO News/Talk 8•3•0, those schools collecting the most pennies.

Last year, more than 5 million pennies were collected, with some banks reporting that they ran low on pennies because of the program—what a wonderful problem! Again it shows the genuine caring of WCCO's listeners in addressing health issues that impact many families in our community.

WCCO Good Neighbor Award

Every weekday and Saturday morning for 30 years, WCCO has proudly announced its daily WCCO News/Talk 8•3•0 Good Neighbor. Some are community or business leaders, but most are simply the "people next door," everyday people who do extraordinary things.

Every Good Neighbor receives a certificate and written transcript of the broadcast announcement. We're always on the lookout for Good Neighbors, and most nominations come from our listeners. If you'd like to nominate someone for this award, simply mail us a letter, telling us in your own words why you think the person is a "Good Neighbor." Be sure to include the name (and how to pronounce it) and the address of your Good Neighbor nominee, your daytime phone number, and your mailing address. If you have a specific date in mind for the award, please specify that too. We'll do our best to respond to as many nominations as possible. Mail your nominations to: Good Neighbor Award, WCCO News/Talk 8•3•0, 625 Second Avenue South, Minneapolis, MN 55402.





WCCO's
Ray Christensen,
the voice of the
Minnesota
Gophers

Ray Christensen Leaves the News Room

Ray Christensen recently retired after nearly 30 years as a WCCO newsman and program host. Fans don't need to worry however, because Ray isn't giving up his most visible WCCO job — that of being the voice of the Minnesota Gophers. Ray will continue to do his play-by-

play coverage of Gophers football and men's basketball, and no retirement is in sight. In fact, Ray will also be the regular replacement for either Herb Carneal or John Gordon when they have to miss their turn behind the mikes of a WCCO Twins game.

.....

■ **Roger Erickson**, *continued from page one*
blue (they're from Peruvian chickens called Aracaunas). (Wife) Margaret became so fond of a donkey which carried her supplies when she was trekking the Himalayas up there at 15,000 feet, we had to get a donkey. His name is Banpo, which is Tibetan for donkey. We have four sheep; one white, one black and two black-and-white. The black-and-white spotted sheep are one of the oldest known breeds, called Jacob sheep. We intend to start handspinning their wool this spring. We also have a Scottish highland steer — extremely long hair with a handsome forelock. We also have a couple of horses who rule the barnyard. And oh yes, Opie, the goat who one time jumped into a UPS truck and the driver didn't realize until he was on his way. And Sheldon the pig, a noble animal who's sole purpose in life is always finding something else to eat.

We fool around
and have fun
but when there's
something
important . . . we
get the job done,
and always have.

It's touched the lives of so many generations, and still does. WCCO has always been entertaining as it is informative. We fool around and have fun but when there's something important — storms, important news stories, school closings, whatever — we get the job done, and always have. And I'm happy to say the present owners (CBS) and management staff are committed to continuing that. These days there's something special about community.

You're also a world traveler. Any favorite destinations?

I love India, because it's so exotic. The Hindu women in their very colorful saris . . . practically every building is a monument. Even the trucks are decorated with flowers and banners. My wife's favorite place is Tibet. The stark majesty of those mountains and the challenge of trekking at 12-15 thousand feet. As animal lovers we're both

intrigued with Africa and the importance of maintaining these beautiful areas where the animals can run wild. And we loved the warmth and friendliness of the people.

You write most of the funny bits on the Good Morning Show. Where do you get your ideas?

The ideas for bits like Minnesota Hospital are really a Good Morning Show community effort, usually triggered by some news story. Eric Eskola may throw out an idea. Then Dave Lee and Charlie Boone toss in gag lines. Producer Rob Hahn chimes in with a plot twist. And then, after we're through laughing, we put it down on paper.

What first attracted you to radio?

While at the University of Minnesota, I hung around KUOM, the U's radio station. They did a lot of radio drama at that time and I loved it. Others there at the time included our own Ray Christensen and Steve Cannon. After college, I thought I'd try it. I did, and I'm still trying.

Why is WCCO so special?

WCCO is so special in that it's a tradition in this community. It's always been a leader.



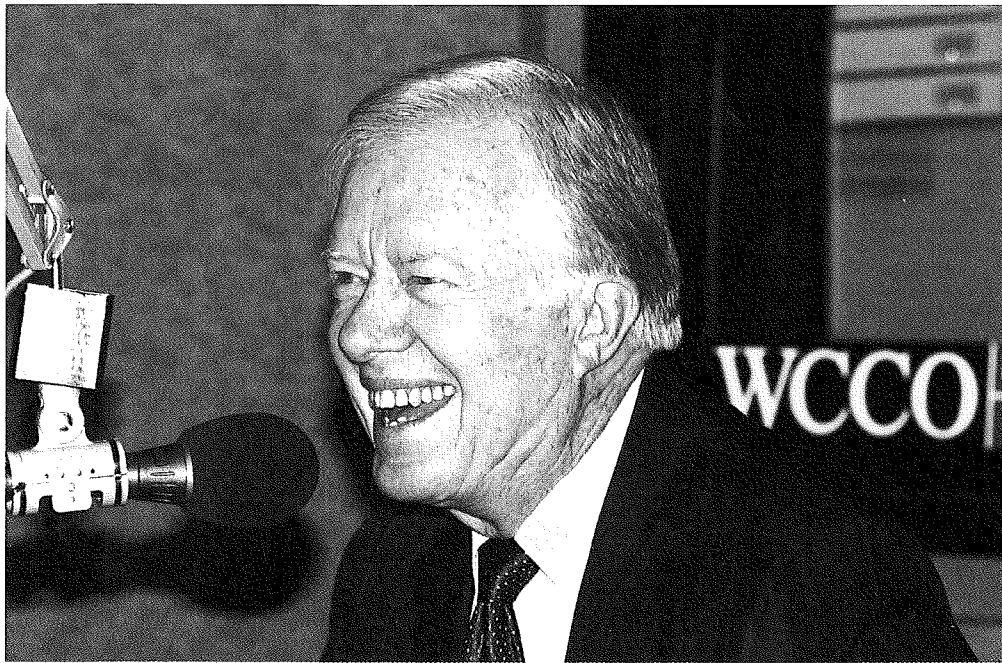


Photo by Paul Bergley

Jimmy Carter Stops by to Chat

Former President Jimmy Carter was a recent visitor to the WCCO News/Talk 8-3-0 studios, chatting with Ruth Koscielak. WCCO is known throughout the region for bringing its listeners the most prominent and interesting guests.

Another Chance for WCCO Merchandise

At last year's Minnesota State Fair, interest in WCCO merchandise was so great that we sold 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.

T-shirts (\$10)

I am not a close personal friend of Sid Hartman

quantity/price total
_____ @ \$10 = _____

The Cannon Mess: Monumental Radio

_____ @ \$10 = _____

Caps (\$10)

WCCO, *white with blue visor*

_____ @ \$10 = _____

Olsen and Olson At the Lakes, *khaki fishing cap*

_____ @ \$10 = _____

Mugs (\$5)

"Oh Gil," "Oh Helen..." *from Minnesota Hospital*

_____ @ \$5 = _____

"I heard it on the Ruth Koscielak Show"

_____ @ \$5 = _____

+6.5% sales tax _____
+shipping and handling \$3.00 _____
Grand total _____



A Look Back

Heeeeere's Johnny!

The highlight of the 1956 St. Paul Winter Carnival was the two-hour WCCO Radio Winter Carnival Show before 10,000 people at the Auditorium Arena on a cold January night. The show featured a man that the St. Paul Pioneer Press described as "the bright-eyed, offhand young man of television," Johnny Carson. Singer Steve Lawrence and many other local singers and musicians were also part of the show. The emcees for the evening were WCCO legends Cedric Adams and Bob DeHaven. In the photo above, Carson (center) rode in the Winter Carnival parade with DeHaven (left) and Richard Hayman.

WCCO News/Talk 8•3•0
625 Second Avenue South
Minneapolis, Minnesota 55402

Main Switchboard 612-370-0611

