

# MINNESOTA TWINS

## WCCO RADIO





APRIL						
SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5 SEA N	6 SEA N	7 SEA N	8 SEA N
9 SEA	10 CAL N	11 CAL N	12 CAL N	13 CAL	14 SEA	15 SEA
16 SEA (2)	17 OAK	18 OAK	19 OAK	20	21 CAL N	22 CAL
CAL 23 30 NY	24 OAK N	25 OAK N	26 OAK N	27 OAK	28 NY N	29 NY

**WCCO Radio \* 830**

MAY						
SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3 BOS N	4 BOS N	5 BAL N	6 BAL N
7 BAL	8 NY N	9 NY N	10 CHI N	11 CHI N	12 BOS N	13 BOS
14 BOS	15 BAL N	16 BAL N	17	18 KC N	19 KC N	20 KC N
21 KC	22 TEX N	23 TEX N	24 TEX N	25 TEX	26 KC N	27 KC
28 KC	29 TEX TN-2	30 TEX N	31 TEX N			

JUNE						
SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2 DET N	3 DET
4 DET	5	6	7 CHI N	8 CHI N	9 CLE N	10 CLE N
11 CLE	12 TOR N	13 TOR N	14 CLE N	15 CLE N	16 DET N	17 DET
18 DET	19	20 CAL N	21 CAL N	22	23 CHI N	24 CHI N
25 CHI	26 MIL N	27 MIL N	28	29	30 CHI N	

**'78 Minnesota TWINS**  
Schedule

JULY						
SUN	MON	TUES	WED	THURS	FRI	SAT
						1 CHI
2 CHI	3 MIL N	4 MIL N	5 MIL N	6	7 OAK TN-2	8 OAK
9 OAK	10	11 ALL STAR GAME	12	13 BAL N	14 BAL N	15 BOS
16 BOS (2)	17 BOS N	18	19 NY N	20 NY N	21 BAL N	22 BAL
BAL 23 30 NY	BOS 24 N 31	25 BOS N	26 TOR N	27 TOR	28 NY N	29 NY

AUGUST						
SUN	MON	TUES	WED	THURS	FRI	SAT
		1 SEA N	2 SEA N	3 SEA N	4 CAL N	5 CAL TN-2
6 CAL	7 SEA N	8 SEA N	9 SEA N	10	11 OAK N	12 OAK
13 OAK (2)	14 CLE N	15 CLE N	16 KC N	17 KC N	18 TOR N	19 TOR N
20 TOR	21 DET N	22 DET N	23 TEX N	24 TEX	25 TOR	26 TOR
27 TOR	28	29 DET N	30	31 DET N		

HOME ☐ AWAY ☐

SEPTEMBER						
SUN	MON	TUES	WED	THURS	FRI	SAT
					1 CLE N	2 CLE
3 CLE	4 CHI N 10:55 AM	5 CHI N	6 CHI N	7	8 MIL N	9 MIL
10 MIL	11 CHI N	12 CHI N	13	14	15 MIL N	16 MIL N
17 MIL	18 CAL N	19 CAL N	20 TEX N	21 TEX N	22 KC N	23 KC N
24 KC OCT KC	25 TEX N	26 TEX N	27 TEX N	28	29 KC N	30 KC N

## MINNESOTA TWINS RADIO NETWORK IN 1977 WAS . . .

### Regional and Key Market Stations

WHO	Des Moines
KRAD	Grand Forks
KSJB	Jamestown-Aberdeen
KLPM	Minot
KSOO	Sioux Falls
WNAX	Yankton

### Minnesota

KXRA	Alexandria
KBHP	Bemidji
KVBR	Brainerd
WKLK	Cloquet-Duluth
KROX	Crookston
KDLM	Detroit Lakes
WELY	Ely
KBRF	Fergus Falls
KEHG	Fosston
KOZY	Grand Rapids
KEYL	Long Prairie
KPRM	Park Rapids
KRWB	Roseau
KWAD	Wadena
KTRF	Thief River Falls

### Iowa

KLGA	Algona
KRIT	Clarion
KICD	Spencer

### Montana

KGCX	Sidney-Welliston
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### North Dakota

KDLR	Devils Lake
KMAV	Mayville
KGCA	Rugby

### South Dakota

KWAT	Watertown
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**Fewer than 162 games on certain stations.  
Details on request.**

These stations are expected to form the 1978 Twins Network, but are subject to change.

## THE MINNESOTA TWINS RADIO NETWORK

The popularity of the Minnesota Twins spans a tremendous region that stretches into six states - Minnesota, North Dakota, South Dakota, Montana, Iowa and Wisconsin. The baseball Twins were the region's first major league sports attraction - and continue to dominate the attention of fans throughout the six-month season. Included in the vast audience are thousands of summertime tourists.

The combination of WCCO Radio's 50,000 watt, clear channel signal and the regional network of some 30 stations will bring Twins play-by-play broadcasts to a territory of nearly eight million people: From the Canadian border to Des Moines, Iowa; from eastern Montana well into Wisconsin.



A choice, four-seat box at Metropolitan Stadium has been set aside for the exclusive use of full-season sponsors.

To qualify for its use, on a pro-rata basis, an advertiser must have one or more commercials (either 60s or 30s) in all 162 games.

For each 60-second commercial in all games, the advertiser will have use of the VIP Box for four different Twins games. For each 30-second commercial in all games, two different games.

This is an ideal and prestigious way for sponsors to entertain special customers or honor outstanding dealers and salesmen. Or to use for other very important occasions.

Reservations for the VIP Sponsor Box will be filled in order received, but must be divided equitably among night, weekend and daytime games.

Each time a qualifying VIP sponsor attends a game, his party will be welcomed on the big "Twins-O-Gram" on the Stadium scoreboard.

## **TWO: VIP BOX SEATS**

## **THREE: TWINS TICKETS**

Major league baseball tickets are a natural merchandising item. They're great for use with customers . . . employees . . . salesmen . . . distributors . . . retailers . . . and anyone else connected with the sale or marketing of your product.

**For every 60-second commercial, a \$6.00 ticket allowance. For every 30-second commercial, a \$4.00 ticket allowance.**

This means the sponsor of one 30-second announcement in all 162 games receives \$648.00 in tickets. For one 60-second commercial in all 162 games, it's \$972.00 in tickets. The greater the sponsorship involvement, the greater the ticket allowance.



## **EXCITING MERCHANDISING**

WCCO Radio offers an exciting merchandising plan with promotional support for Minnesota Twins baseball sponsors.

Among the attractions:

- **World Series Excursion offer**
- **Generous Twins ticket allowance**
- **VIP Sponsors Box at Twins games**

Here are the details . . .

## BIG NUMBERS ON THE AIR

WCCO Radio's broadcasts of the Minnesota Twins in 1977 attracted the following average quarter-hour and cumulative audiences:

	Total Survey Area	
	<u>AQH</u>	<u>GAME CUME</u>
Total Persons 12+	152,500	246,500
Adults 18+	146,600	236,800
Men 18+	81,400	133,300
Women 18+	65,200	103,500

Metro Survey Area		
Total Persons 12+	105,900	166,100
Adults 18+	101,600	158,300
Men 18+	50,400	82,100
Women 18+	51,200	76,300

Source: Special tabulation by Arbitron Radio based on estimates for April-May 1977.

The Twins provided as many thrills in 1977 as at any time during their 17 seasons in 'CCO-Land. They moved to the top of the league early, stayed there much of the summer, and were in contention until late in the season when Kansas City put the title away.

The excitement on the field drew big crowds to the ballpark. Twins home-game attendance of

**1,162,727**

was their best performance at the turnstiles since 1969, and represented a dramatic 62.5% increase over 1976.



## LEADING OFF FIRST

WCCO Radio will broadcast the 162-game  
American League schedule of the Minnesota  
Twins . . .

- Beginning Wednesday, April 5, at Seattle
- Continuing through Sunday, October 1,  
in Kansas City

25 solid weeks of big league action for your advertising!