

WCCO RADIO 8·3·0

MINNESOTA'S GOOD NEIGHBOR

MINNESOTA'S SOURCE FOR NEWS . . .

WCCO Radio News has been the region's first source for news and information for over 72 years. Everyday, 24 hours a day, WCCO provides coverage of Minnesota and the world. The WCCO News Team is the most experienced in town—each reporter has an average of 12 years experience.

WCCO News knows Minnesota, covering metro stories, business, agriculture, politics and health, as well as breaking stories. In addition to award-winning local coverage, WCCO Radio provides the best national and business news through the CBS Radio Network and the *Wall Street Journal*.

If it's happening in Washington or White Bear Lake, WCCO is there.



News Team
Left: Telly Mamayek, Steve Murphy, Jeff McKinney, Bruce Hagevik, Eric Eskola, Kit Borgman (missing Tim Ryan, Rich Holter)



Mike Lynch & Karen Filloon

. . . & WEATHER

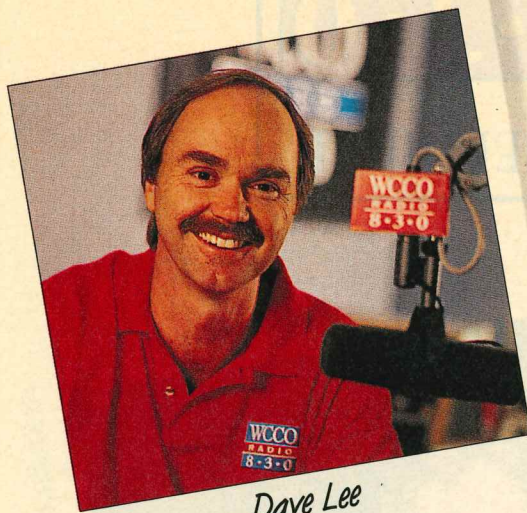
As all Minnesotans know, keeping up with the changing weather is not easy. That's why WCCO prides itself on the best weather coverage in the state. With the support of the WCCO Weather Center, meteorologists Karen Filloon and Mike Lynch keep you ahead of the weather year-round.

When snow and cold weather make traveling dangerous, schools and businesses call WCCO Radio to report late starts and closings. During unexpected storms all year, WCCO Radio suspends regular programming to bring you the latest information. When you need to know, depend on WCCO.

MEET YOUR GOOD NEIGHBORS

- . . . *The Good Morning Show*
- . . . *The Cannon Mess*
- . . . *The Home for Minnesota Sports*

THE GOOD MORNING SHOW



*Dave Lee
5-9 a.m.*

Good Morning! And so it is for the half million Minnesotans who start their day with WCCO. Anchored by Dave Lee, the Good Morning Show has everything you need to plan your day. Eric Eskola and Telly Mamayek provide local news; CBS Radio updates national news; Karen Filloon provides complete weather reports; Sid Hartman and Mark Rosen chew on sports; Farm Director Roger Strom updates the farm markets; Vicki Kelly reports from the *Wall Street Journal* and Dean Spratt provides traffic. Whatever they do, Dave Lee and company entertain and inform with a warmth and wit that makes the Good Morning Show a great way to start your day.

THE JOHN WILLIAMS SHOW

The kids are off to school, the morning commute is over, and Minnesotans breathe a sigh of relief as they kick back with John Williams. Funny, easy going and relaxed, John delights listeners with his wry, thoughtful take on the day. Kids, family, the season, the news; the world is John's oyster and it's always a treat to find out what has caught his whimsical eye. As a bonus, John frequently writes and performs hilarious parodies, making merry with odd bits of news.



*John Williams
9-Noon*

MIDDAY MINNESOTA

It's a long time between the morning and evening news, and listeners crave Midday Minnesota, WCCO's thirty minute news block anchored by Farm Director Roger Strom. As the Flagship Station of Minnesota Agriculture, this noon broadcast focuses on the markets, farm news, and livestock reports, as well as covering local and national news.



*Roger Strom
Noon - 12:30 p.m.*

WCCO RADIO **8-3-0**

EVERYDAY ENTERTAINMENT

Hosted by WCCO's Lifestyle and Entertainment reporter, Nanci Saper, Everyday Entertainment features local entertainers, celebrity interviews, event updates and national entertainment news. Everyday Entertainment covers a variety of entertainment, including local theater, concerts and arts, as well as new movies, music and video releases.



*Nanci Saper
12:30 - 1 p.m.*



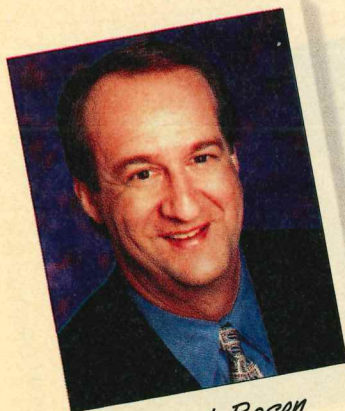
*Ruth Kosciolak
1-3 p.m.*

THE RUTH KOSCIOLAK SHOW

There's one woman Minnesota listeners turn to as a trusted friend: Ruth Kosciolak. So warm and engaging, people think they know her after a single listening. Ruth is the neighbor you wish lived next door; genuine, welcoming, funny. Ruth uses those qualities to bring the world – both great and small – into our homes, cheering you, illuminating you and making you eager to tune in tomorrow.

THE CANNON MESS

As kids, you couldn't wait to head home from school to play. Now, as adults, you can't wait to head home from work to hear the Cannon Mess. Steve Cannon makes the drive home fun. Whether he's chatting with regular Cannon Mess visitors like Sid Hartman, Hollywood's James St. James, Mark Rosen or shooting the breeze with the "Little Cannons" – Morgan Mundane, Backlash LaRue and Ma Linger – there's nothing like the Cannon Mess.



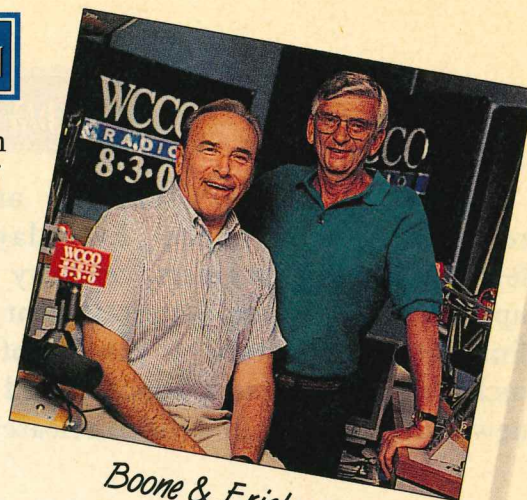
Mark Rosen



*Steve Cannon
3-6 p.m.*

BOONE & ERICKSON

They call themselves "A legend... in their own minds;" but the fact is, Boone & Erickson is one of broadcasting's legendary partnerships. To the delight of listeners, Charlie Boone and Roger Erickson, a favorite of WCCO Radio audiences for over 30 years, have reunited, gloriously bringing to their devoted public the same wit, panache and sense of fun that have won them the acclaim of the broadcast industry, their peers, the community, and most of all, listeners.



*Boone & Erickson
Sat. 6 - 10 a.m.*

The Home for Minnesota Sports



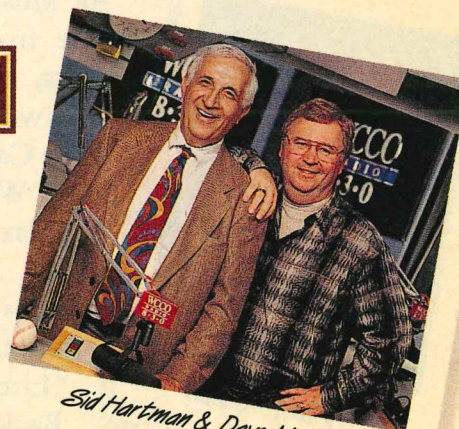
*Dark Star
6.30 - 9 p.m.*

SPORTSNIGHT

People who love sports can't wait for night to fall. SportsNight, that is. Weekday evenings, Dark Star, the most unique sports host in radio, intrigues listeners with his singular insights into the world of sports. Dark interviews the biggest names in sports, both local and national, and talks with the fans. The fans do not hesitate to talk back.

SPORTS HUDDLE

Sunday morning wouldn't be Sunday morning without Sports Huddle, Minnesota's most popular radio sports show. Hosted by Sid Hartman and Dave Mona, Sports Huddle is Minnesota's Sports Central. Each show begins with the coach's show, followed by Sid's close personal friends and phone conversations with heated sports fans. Controversial, news making and fun, Sports Huddle is the best pre-game, post-game show on the airwaves.



*Sid Hartman & Dave Mona
Sun. 9.30 - Noon*