

80th Anniversary

830 WCCO

Celebrating a Minnesota Tradition



by Paul Bergly

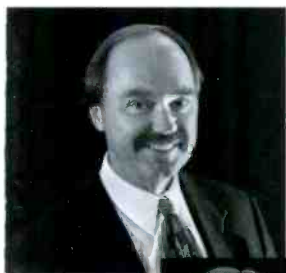
80 Years of WCCO Radio

*The Most Extensive Collection of WCCO Radio
Photographs and Audio Recordings Ever Available!*

224 pages! More than 830 color and black and white photographs!
SIX Audio CDs plus ONE DVD Video!

THE BASEMENT STUDIO TAPES

Hey gang! We've been through hundreds of smelly old reel-to-reel tapes that were boxed up in the basement studio. They may be old, but they sound terrific!



Dave Lee



Don Shelby



CD 1 *The Stars, Vol. I*

CD 2 *The Stars, Vol. II*

Sounds and voices of WCCO Radio.

Includes highlights from our present-day stars including Dave Lee, Tim Russell, Pat Miles, Mike Max and Don Shelby, plus your favorite voices from the past including Boone and Erickson, Steve Cannon, Cedric Adams, Bob DeHaven, Maynard Speece, Howard Viken, Joyce Lamont, Halsey Hall and Clellan Card!



CD 3 *The Best of Boone & Erickson*

Includes Minnesota Hospital, Worst Jokes, Old Timers and The Iron Ranger!



CD 4 *Sports*

Highlights from eight decades of sports on WCCO Radio including Twins, Vikings, Gophers, North Stars and Wild!



CD 5 *News and Weather*

A sampling of WCCO Radio's award-winning news and weather coverage.



CD 6 *As You Heard It*

Special MP3 audio compact disc*

Features more than 30 hours of radio broadcasts from WCCO's first 80 years!

* This disc requires an MP3-compatible audio compact disc player, OR a computer with speakers, an audio card and MP3 player software.



DVD 7 *The Basement Studio*

A WCCO Radio "mocumentary" about WCCO's first 80 years. Features Dave Lee in his film debut, rare footage of Cedric Adams, plus Charlie Boone, Roger Erickson and a cast of castoffs—including Sid Hartman!



Howard Viken &
Joyce Lamont



Clellan Card



Cedric Adams



Rog Erickson & Charlie Boone



Sam Mele, a hot dog representative
& Sid Hartman



Eric Eskola



Steve Murphy

Mike Lynch

Holy Cow!
Includes 6 audio CDs
and 1 DVD!



ISBN 0-9759765-0-8



5 5 9 9 5



9 780975 976500

80th Anniversary

830
WCCO

Celebrating a Minnesota Tradition

by Paul Bergly

80th Anniversary

830
WCCO

Celebrating a Minnesota Tradition

by Paul Bergly

LICENSE FOR LAND RADIO STATION

CLASS "B" LIMITED COMMERCIAL

CD 1 ***The Basement Studio Tapes: The Stars, Volume I***
Audio Compact Disc
Complete index on page 211

Pursuant to the act to regulate radio communication, approved August 13, 1912,

WASHBURN CROSBY COMPANY

citizen of the State of a company incorporated under the laws of the State of **MINNESOTA**, having applied therefor, is hereby granted

CD 2 ***The Basement Studio Tapes: The Stars, Volume II***
Audio Compact Disc
Complete index on page 212

to use or operate the apparatus for radio communication (identified in the schedule hereinafter) for the purpose of transmitting to and receiving from ship stations and other land stations public correspondence, Government and service correspondence, and distress signals and messages, at rates of compensation not in excess of those fixed by

CD 3 ***The Basement Studio Tapes: The Best of Boone & Erickson***
Audio Compact Disc
Complete index on page 213

has authorized, as included in the schedule hereinafter, or for the purpose of conducting experiments for the development of the science of radio communication or the apparatus pertaining thereto, to carry out special tests, using any amount of power or any wave lengths, at such hours and under such conditions as will insure the least interference with the sending or receipt

CD 4 ***The Basement Studio Tapes: Sports***
Audio Compact Disc
Complete index on page 214

radiograms, or with such other communication as may be designated by the classification at the head of this License

2. Public correspondence or limited commercial correspondence authorized by this License shall be limited to certain stations, ships or lines of ships named hereinafter, which designation is authorized in view of the nature of the service and is intended to



Row 1 Cedric Adams, Walter Mondale, Ray Christensen, Halsey Hall, Herb Carneal

Row 2 Jeff McKinney, Herb Carneal & Joe Angel, Wheaties Quartet, H. Paul Johnson, Joyce Lamont & Howard Viken

Row 3 Big Bill Cash, Stu MacPherson, Steve Murphy, Bruce Hagevik, Randy Merriman

Row 4 Merle Harmon, Bob DeHaven & Joyce Lamont, Arv Johnson, Pat Miles, Rog Erickson

Row 5 Charlie Boone, Babe Ruth, Steve Cannon, Bill Diehl, Bill Stewart

Row 6 Dick Chapman, Dave Lee, Mike Lynch, Clellan Card, Walter Cronkite

Row 7 Don Shelby, Mike Max, Dan Hertsgaard, Hubert H. Humphrey, Jeanne Arland Peterson

Row 8 Jergen Nash, Mangy Flea-Bitten Cat, Franklin Hobbs, Herb Carneal, Jimmy Hoffa

Row 9 Joyce Lamont, Tim Russell, Eric Eskola, E.W. Ziebarth, John Gordon

Row 10 Joe McFarlin, Rich Holter, Whoopie John Wilfahrt, Steve Thomson, Rog Erickson

Row 11 Denny Long, Ruth Koscielak, Telly Mamayek, Angela Babb, Brad Walton

Row 12 Sue Zelickson, Charles Osgood, Rita Maloney, Al Malmberg, Adam Carter

Row 13 Ray Scott, Gov. Jesse Ventura, Don Shelby, Carl Pohlard, Arthur Godfrey

Row 14 Howard Viken, Al Shaver, Susie Jones, Steve Cannon, Bob Newhart

Row 15 Bob DeHaven, Maynard Speece, Rog Erickson, Uncle Fogy, Phil Lewis

Row 16 The Shadow, Jearlyn Steele, Dan Gladden, and Dark Star. Oh, and Sid Hartman.

80th Anniversary

830
WCCO

Celebrating a Minnesota Tradition

by Paul Bergly

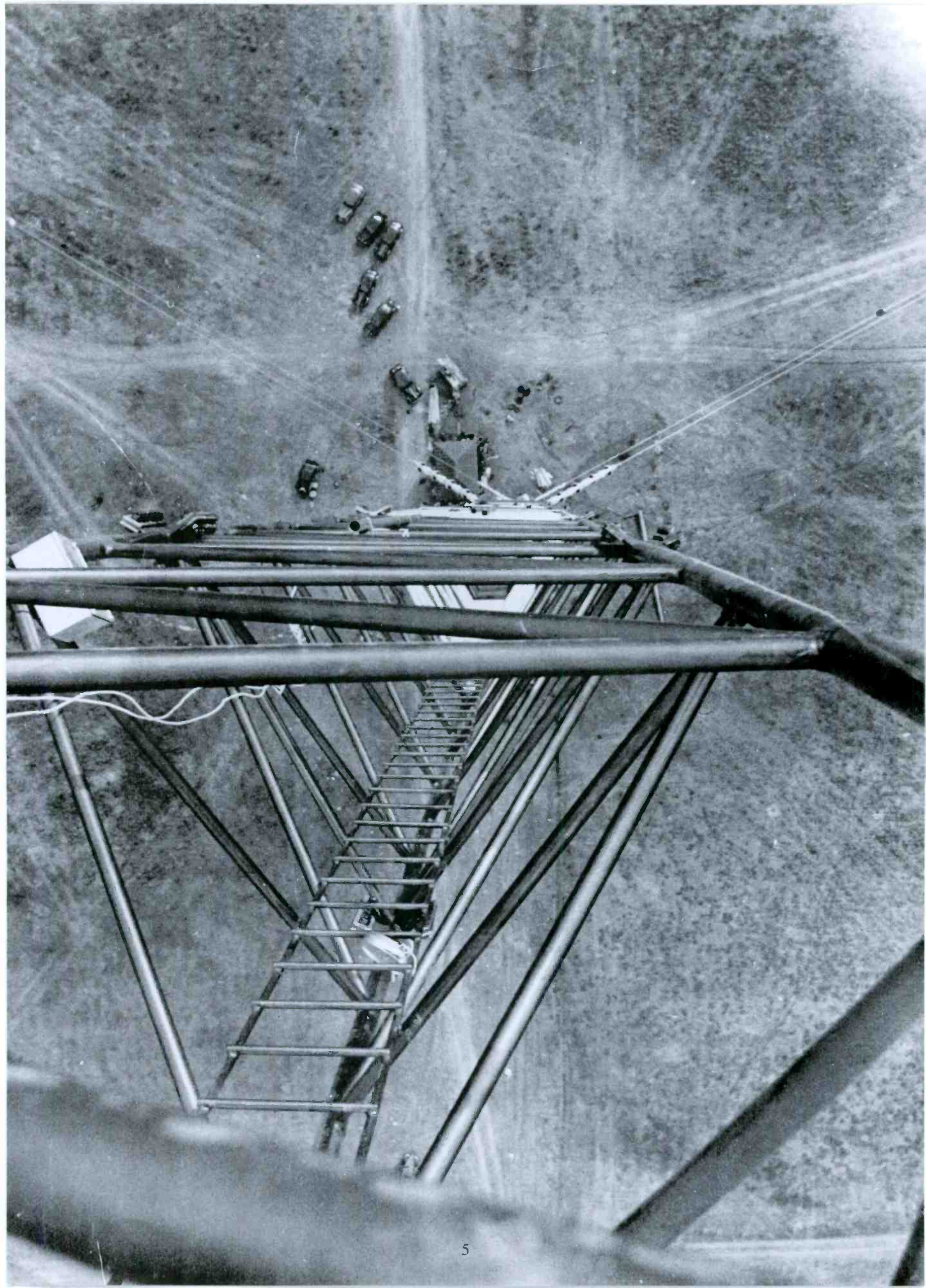
2004, WCCO Radio, Infinity Broadcasting Corporation, a Division of Viacom Inc.

© 2004 by WCCO Radio, Infinity Broadcasting Corporation, a Division of Viacom Inc.
All rights reserved

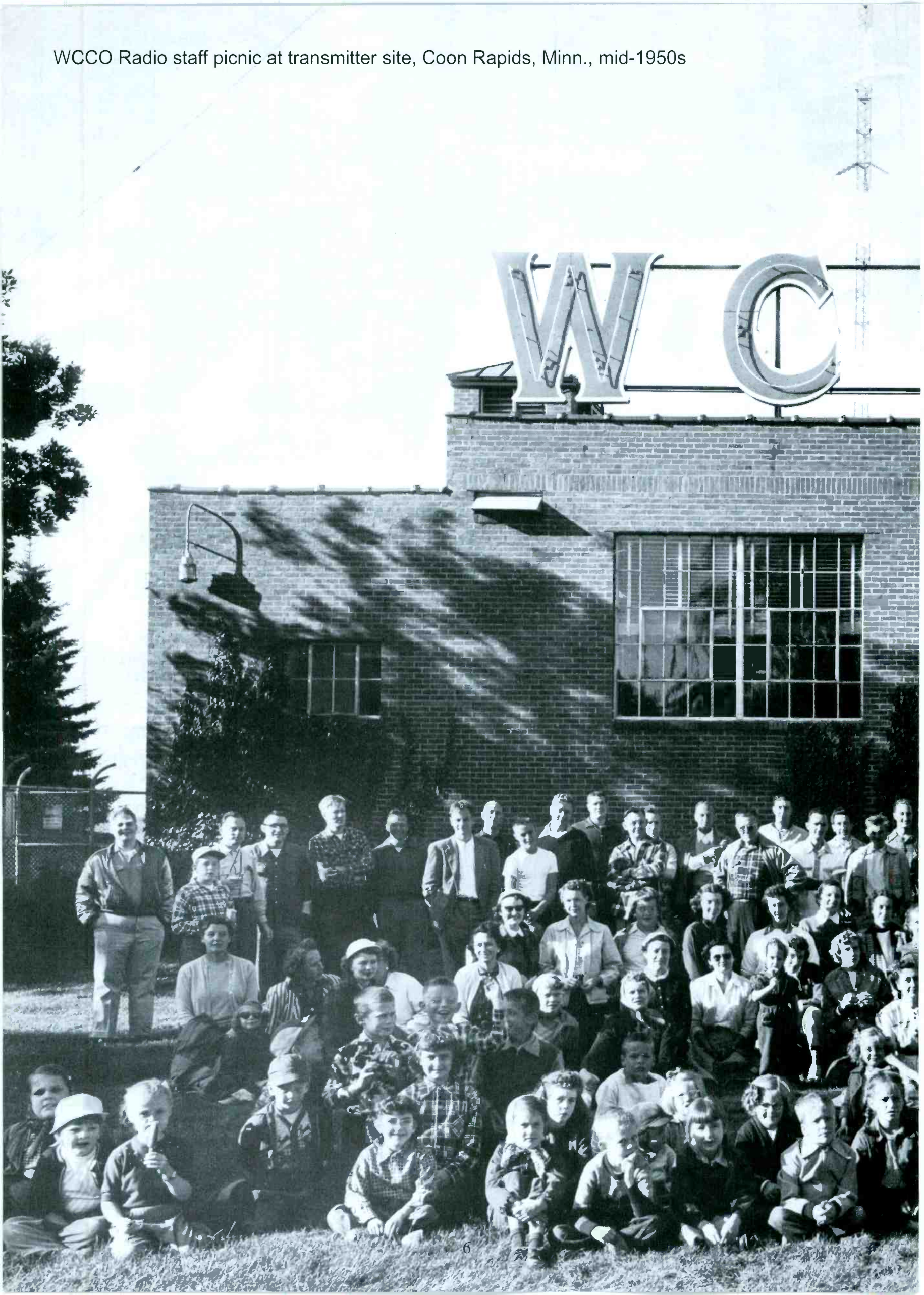
Printed in the United States of America
10 9 8 7 6 5 4 3 2 1



A view from the top of the WCCO Radio antenna in Coon Rapids
Photo by WCCO Radio engineer **Russell Person**, 1939



WCCO Radio staff picnic at transmitter site, Coon Rapids, Minn., mid-1950s







1) Nicolle Hotel Studio, 1925; 2) Studio 6, 1989

830 WCCO Radio 80th Anniversary Celebrating a Minnesota Tradition

The 80th Anniversary of 830 WCCO Radio was an exercise of passion for the staff of this historic radio station led by Charlie Boone, Steve Enck, Denny Long, Steve Murphy, Mary Niemeyer and Wendy Paulson, along with former staff members Paul Bergly and Mark Durenberger. I want to personally thank each one of them for their contributions to this celebration. While the signal broadcast before 1924 was WLAG Radio, it was in 1924 that the Washburn Crosby Company purchased the station, hence the historic call letters, WCCO. Four years later the Washburn Crosby Company would become known as General Mills. WCCO Radio would become a part of this fabled company, joining such legendary brands as Wheaties and Betty Crocker. In fact, the first singing commercial ever played on the radio was played on WCCO on Christmas Eve 1926, *Have You Tried Wheaties?*

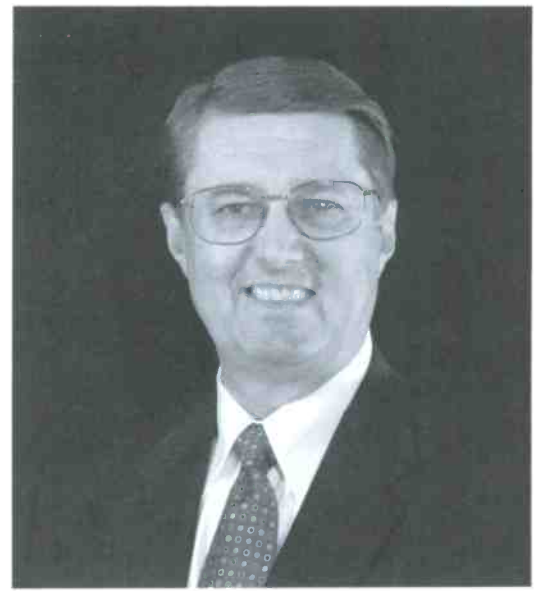
CBS purchased WCCO from General Mills in 1932. WCCO increased power to the current 50,000 Watt Clear Channel status in the early 1930's. And the rest is history. Today, 830 WCCO is owned by Infinity Broadcasting, a division of Viacom. We are part of the entertainment family that owns Paramount Pictures, Cable Networks MTV, VH1, Nickelodeon (among many others), the CBS Radio and Television networks, 185 radio stations in 41 markets and many other entertainment/broadcast entities. We are very sensitive to the great heritage and regional responsibility of this great radio station.

830 WCCO, the News, Weather, Traffic, Sports and Ag Station, has been Minnesota's source for all the information we needed to know for 80 years. October 2, 1924-October 2, 2004. It was here that we heard the beginning and end of world wars; warned listeners about floods and tornadoes; helped law enforcement officials find a missing child (safe and sound); announced to happy children (and not so happy parents) that their school was closed; covered local, state and national elections. Hubert Humphrey

actually was on a live interview on WCCO, August 26, 1964, with Roger Erickson from the Democratic National Convention in Atlantic City when CBS News Dan Rather interrupted with a bulletin saying that President Lyndon Johnson was trying to call Senator Humphrey to ask him to join his ticket as his Vice-Presidential running mate. Senator Humphrey promptly told Erickson that he should get off the phone, saying, "a fellow could miss the train." Speaking of politics, Vice-President Walter Mondale still visits the WCCO studios to provide insightful commentary.

Governor Tim Pawlenty hosts his own radio show on 830 WCCO. Many Minnesota Governors have reached their constituents on 830 WCCO over the years.

830 WCCO, the Sports Station. Wheaties bought its first baseball sponsorship on WCCO, the 1933 Minneapolis Millers. More recently, the Minnesota Twins found their home on WCCO when the Washington Senators moved to the Twin Cities in 1961. That first broadcast team of Ray Scott, Bob Wolff and Halsey Hall ushered in Major League status to the Twin Cities. The Twins and WCCO celebrate their 44th consecutive year together this season. The big 830 has also been home to the Minnesota Vikings beginning in September of 1961 (with an upset win over the Chicago Bears), the Minnesota North Stars and the Minnesota Wild of the National Hockey League, and of course, the University of Minnesota Golden Gophers Football, Basketball and Hockey. We have a father/son duo, with the play-by-play family of Al Shaver (North Stars Hockey) and son Wally Shaver (Gophers Hockey); and we have a father/sons trio with farm broadcaster and general manager Larry Haeg, Sr., reporter Larry Haeg, Jr., and sales manager David Haeg. A mother/daughter duo has also worked on 830 WCCO, Jeanne Arland Peterson and Patty Peterson, as has a father/mother/son trio with Rolf and Phyllis Hertsgaard and their son,



Dan Hertsgaard, and a grandfather/granddaughter duo, Randy Merriman and Jools Brandt (a current member of the news team).

Star-studded WCCO. The highest profile radio personalities in Minnesota Radio were on the "Good Neighbor." News Anchor/Reporter, Cedric Adams; Morning News Host, Dave Lee; Veteran News Reporters Eric Eskola, Jeff McKinney, Steve Murphy, Bruce Hagevik and Telly Mamayek. Long time Ag Reporter, Roger Strom. Personalities, Howard Viken, Joyce Lamont, Charlie Boone and Roger Erickson, Steve Cannon, Pat Miles, Don Shelby, Tim Russell, Ruth Koscielak, Denny Long, Mike Lynch, and Dark Star. Major League Baseball and Minnesota Broadcast Hall of Famer, Herb Carneal; Ray Christensen (Long time voice of the Minnesota Gophers), Sid Hartman, celebrating 49 years on WCCO, Dave Mona, Paul Giel, Mike Max, Merle Harmon, John Gordon, Dan Gladden, Jack Morris, John Rooney, Frank Quilici and on it goes.

Yes, "The Good Neighbor." Even today, as 830 WCCO evolves to serve contemporary Minnesota as a News/Talk/Sports/Entertainment station, we remain Minnesota's "Good Neighbor." We have always been the radio station you could rely on. We remain dedicated to continuing that tradition. We are sensitive to the evolving needs of our regional audience and are committed to remain the station Minnesota can trust for many years to come.

Dick Carlson
Senior Vice-President
Market Manager
Infinity Broadcasting

Foreword

by Paul Bergly

Strike up the banjo, because if a picture is worth a thousand words, then we've just saved you 830,000+ words of reading. But just to make sure you've gotten your money's worth, we have included six audio compact discs and a DVD video, which will keep you pleasantly occupied for more than 35 hours!

I grew up with WCCO playing as the soundtrack to my life at home, but my first professional exposure to WCCO Radio was with the 60th anniversary book written by Larry Haeg, Jr., "Sixty Years Strong." I read it in 1985 just prior to beginning my college

internship at WCCO. It had beautiful pictures and Haeg's text was poetic. But in the back of my mind I always wanted to write "the next" WCCO history book. And so, throughout my tenure at WCCO I took some 15,000 pictures, documenting most notable guests and most station functions.

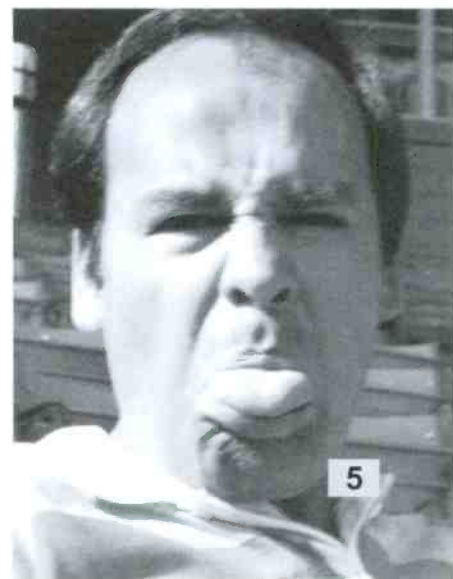
As the 80th anniversary approached, I contacted then-General Manager Brian Whittemore about the prospect of doing a book for the 80th, and Whittemore—who once worked at a similar heritage radio station, KDKA-AM in Pittsburgh—was very enthusiastic about doing a book, and even a CD and video.

When Whittemore left in 2003, I worried whether WCCO's top brass, Dick Carlson, would agree to a book. My worries were totally unfounded, as he not only agreed to it, but we wound up adding CDs to accommodate even more great audio from the archives. Plus he involved many WCCO staff members, without whom this project would not have been possible. I later learned that Dick is a former sports play-by-play radio announcer. And, during those years he gave a few up-and-coming radio sports stars the chance to sit in the booth during games, including Ted Robinson and John Rooney. I was thrilled—WCCO had leader who understood and appreciated its rich heritage.

Pictures are, literally, just a snapshot in time. And as humans, what helps us navigate our way through new growth and changes are those times when we look back at our past and grasp a little perspective.

Radio is a young medium, and WCCO was there since the beginning. Radio programming certainly has changed, but the human spirit has not. We eat, sleep, work, seek entertainment, and most of all, we crave relationships. WCCO's announcers and staff members have always been fortunate to have such loyal and—dare I say it?—REAL relationships with its listeners. Although WCCO's announcers are basically in a room talking into a lifeless sponge-covered metal object known as a microphone, they're really talking to us.

As a listener, you've heard many of the moments included in this book and in these CDs. (If not, you should be listening to WCCO day and night, lest you miss more gems!) But as I spoke with people about what to include in this project, I quickly discovered that 224 pages just wasn't going to be enough. Everyone has their own favorite moments, or broadcast, or era. In fact, that's what makes WCCO great: although it speaks



1) CBS Radio and Television star **Arthur Godfrey** plays his banjo at WCCO's 40th Anniversary Banquet, October 1964; 2) **Bill Farmer**, 1984; 3) The first singing radio commercial ever was heard on WCCO, as performed by the **Wheaties Quartet**, pictured here in the early 1930s; 4) WCCO's **Brad Walton** (left) played the role of "Brakeman Brad" on television's *Lunch with Casey*, 1970s; The following photos never made it to the publicity file! 5) Twins broadcaster **Joe Angel**, 1980s; 6) WCCO Sports Director, **Paul Giel**, 1960s



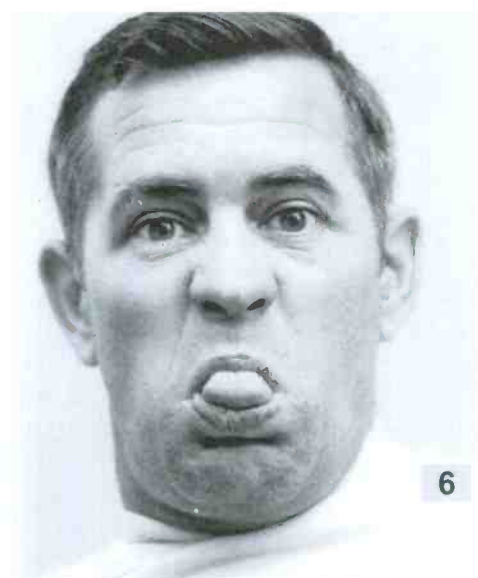
with one voice, it touches every listener in a unique way. 830,000 pages wouldn't be enough!

The same goes for the audio compact discs enclosed. The 35+ hours included accounts for less than 1% of what engineer Mark Durenberger sorted through. Aside from the time-consuming process of finding and dubbing the audio, a great majority of Mark's time was spent cleaning it up. Mark's contribution to this project, both with his technical skills and his editorial skills, were absolutely key to this project. Bravo, Mark!

WCCO published history books in 1964, 1974 and 1984. Was there really a need for a fourth book? Well, rather than rewrite history, we decided to let the pictures do most of the talking. If you want the definitive history of WCCO, find a copy of "The First Forty," edited by Charles F. Sargeant, and "Good Neighbor to the Northwest, 1924-1974," edited by Bob Williams and Chuck Hartley. If you're looking for a wonderful narrative about WCCO, get "Sixty Years Strong," by Larry Haeg, Jr. It is my hope that this book fills in any gaps.

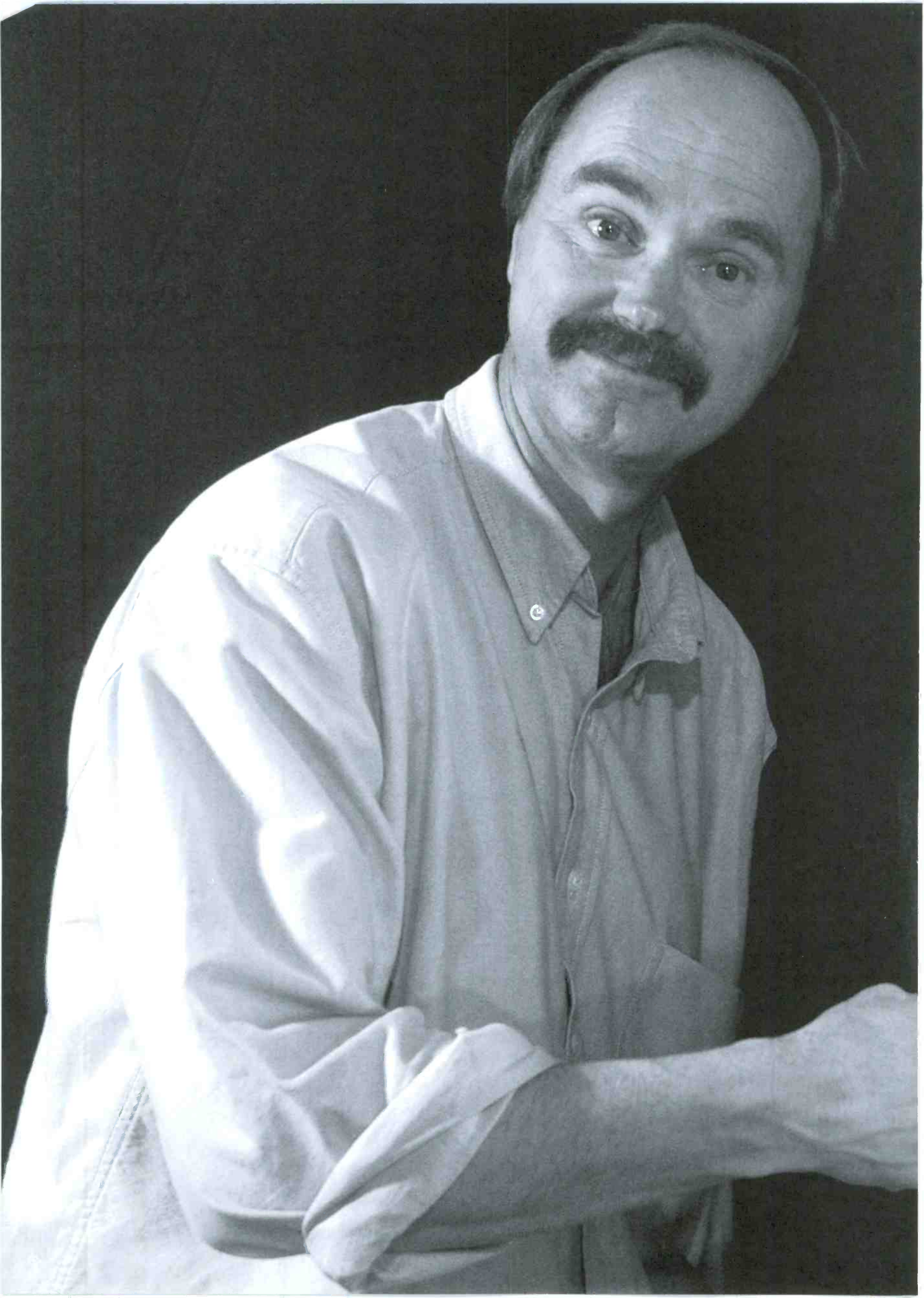
My biggest regret is that I inevitably have left out a few people. That was not my intent. For some, there were no pictures that I could find, or those I did find were of negligible quality. So let me apologize in advance for any omissions. The only consolation I have is that I know I have included people that *YOU* may have forgotten—so we're even, right?

Mostly, I think you'll find that so many of your favorite announcers (and staff members) on WCCO have led such interesting lives. The life of every human tells a story, and with that, let the stories begin...

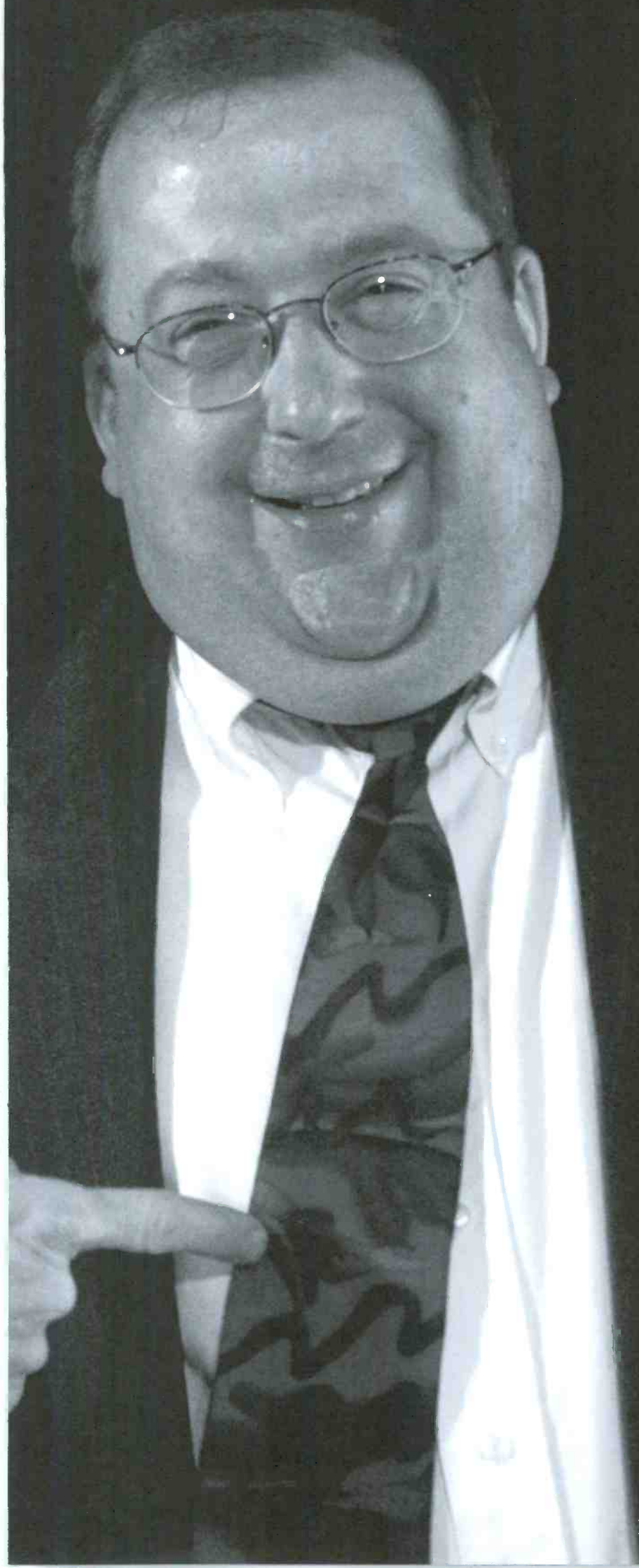


If you accomplished nothing else all of us would bless you and wish you utmost success solely for that Good Neighbor attitude.

Ralph Keller, Minnesota Newspaper Association, 1962



**...but first, a word
from our staff**



Dave Lee, Mike Lynch, June 2004



Doug Addison
Senior Account Executive, 2003
Raised in Minneapolis area. "My grandfather received the Good Neighbor Award in 1974 upon his retirement. I am very proud to be a part of WCCO Radio and its great history."



Nic Anderson
Account Executive, 2000
Raised in New Hope and Plymouth, Minn. "I remember listening on my grandmother's radio in the corner of her kitchen; Boone and Erickson, The Cannon Mess, Twins baseball and weekends with Denny Long!"



Not Nic's Nanna



Dave Anton
Creative Services Manager, 1998
Raised in Chicago, Ill.; "My earliest memory of WCCO radio is... yesterday."



Angela Babb
Reporter/Anchor, 2002
Raised in Andover, Minn. "My earliest memory was when I was about four years old, sitting in the backseat of our car listening to Herb Carneal call a Twins game. Herb's voice reminds me of my happy childhood."



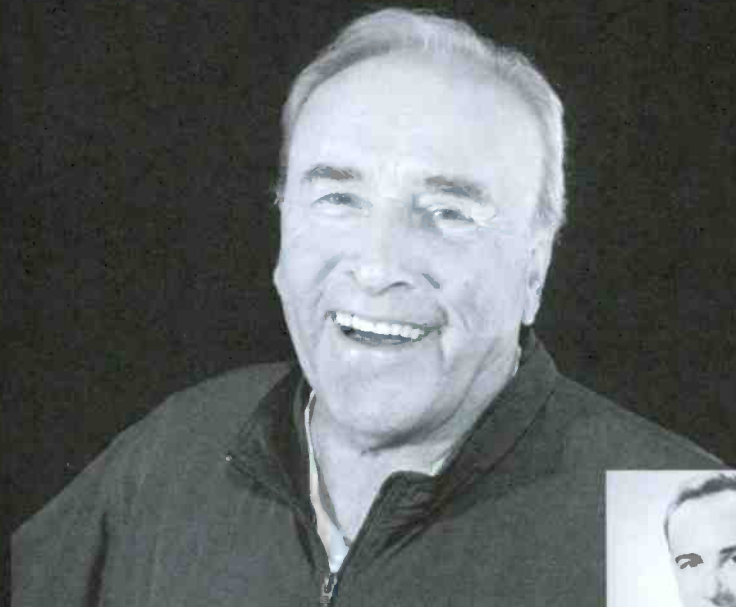
Lana Barbarossa
Account Executive, 2000
Raised in St. Cloud, Minn. Once sang the National Anthem at a Twins vs. Oakland game before 40,000 fans at the Metrodome. "My earliest memory of WCCO is listening to Boone & Erickson and Steve Cannon while on "Road Trips."



Deena Bartz
Sales Assistant, 2002
Raised in Northeast Minneapolis. "My earliest memory of WCCO Radio is riding in the station wagon listening to WCCO on the way to grandma's."



Ginnee Berg
Senior Marketing Specialist, 1998
Raised in Bloomer, Wisc. "My oldest brother, Larry, always listened to and talked about Steve Cannon. Unfortunately, Larry passed away in 1995. When I got the job at WCCO, my first thought when I entered the building was, 'I made it, big brother!' He would be so proud that I'm working here!"



Charlie Boone
Announcer, 1959
Raised in New London, Connecticut. "The first thing I did on 15 July 1959, was introduce Cedric Adams on the Noon News."



Early-1960s



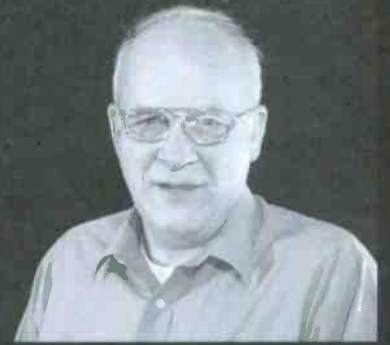
Jools Brandt Merriman
 News Reporter/Talk Show Host, 2004
 Raised in Minneapolis. "My earliest memory of WCCO Radio is holding my grandpa's hand as he walked me through the studio and introduced me to all his broadcasting buddies. Then we went to Met Stadium to watch him work. He did Fan-In-The-Stands, which was one of his many shows for WCCO Radio."



*Honest to Goodness!
 Jools' grandfather is
 Randy Merriman!*



Scott Brokaw
 Senior Marketing Specialist, 1988
 Raised in Williston, N. Dak. "My earliest memory of WCCO Radio is listening to Herb Carneal and Halsey Hall broadcasting Twins baseball on KGDX-AM, the Sidney, Montana, Twins Network affiliate. Growing up in rural North Dakota, I seldom missed a game."



Ron Butler
 Accounting Manager, 2001
 Raised in Anoka, Minn.

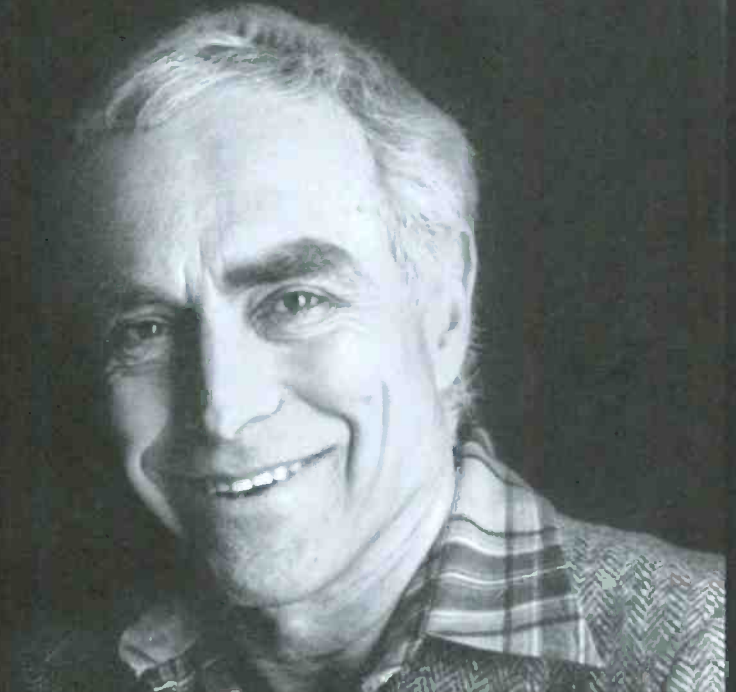


Kathy Callahan
 Market Credit Manager, 1999
 Raised in Newport, Minn.



Doug Campbell
 Chief Engineer, 2000
 Raised in Minneapolis. "My Uncle, Bill Stewart, was an announcer at WCCO Radio in the 1940's."

*See Bill Stewart
 (Doug's Uncle Bill)
 on page 203*



Steve Cannon
 Announcer, 1971, Raised in Minnesota's Iron Range.
 Not pictured: Morgan Mundane, Ma Linger, Backlash LaRue



Dick Carlson
 Senior Vice President/Market Manager, 2001
 Raised in Northbrook, Ill. "My earliest memory of WCCO Radio was in high school. I was a fan of WGN Radio in Chicago and researched other stations similar to WGN. I wanted to be in radio that early in my life."



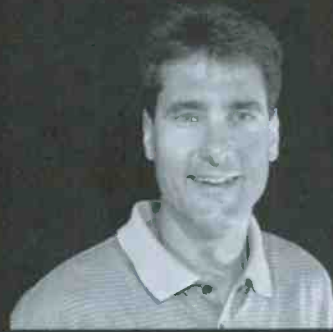
Herb Carneal
 Minnesota Twins Baseball Announcer, 1962



Adam Carter

Broadcast Journalist, 2001

Raised in South St. Paul. Uncle is Jim Carter, who played for the Green Bay Packers. "I remember school closings with Boone and Erickson, hoping to hear school had been cancelled. It never seemed to happen."



Paul Cicmil

Studio Coordinator, 2002



Dan Cook

Studio Coordinator, 2001

Raised in Maple Grove "My earliest memory of WCCO Radio is finding out school was cancelled by a snow storm."



Michael Donovan

Account Executive, 2000



Rick Dowda

Senior Account Manager, 2004

Raised in Waycross, Ga.; "My earliest memory of WCCO Radio is walking in the front door one year ago."



Val DuRocher

Receptionist, 1997

Raised in Morningside, Minn. (now part of Edina). "My earliest memory of WCCO Radio is Cedric Adams reading the news."



Mark Ellis

Local Sales Manager, 2002

Raised in Omaha, Nebr. "My earliest memory of WCCO Radio is Gopher football games when I was in college."



Steve Enck

Producer, 1984

Raised in North Minneapolis. "My three-year-old twin boys, Matthew and Andrew, love the Minnesota Twins and Gophers! One great memory for me is hearing the legendary voices in the hallway... awesome."



Jim Erickson

Producer, 1993

"My mom and dad always had WCCO on. We had a radio in the kitchen that was always set on WCCO. I remember The Good Morning Song; listening for school closings; eating lunch while Ray Christensen read the Noontime News; sitting in the back seat of our blue Ford LTD listening to The Cannon Mess; all the old jingles; Mystery Theater; Joyce's recipes; and Bill Diehl trying to hook us into driving to Wally McCarthy's for the free hot dogs and pop!"



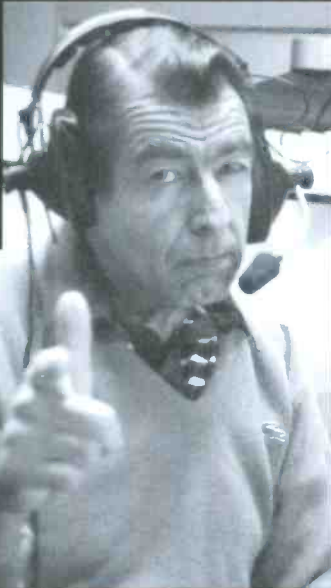
Eric Eskola

State Capitol Reporter, 1980



Ted Evans

Sales Promotion Assistant, 2003
Raised in Woodbury, Minn. "My earliest memory of WCCO Radio is falling asleep to Herb Carneal and the Twins when I was about seven years old."



He's out!



Dan Geiger

Producer, 1997
Raised in Columbia Heights, Minn. "My dad and I used to laugh to Boone and Erickson's Worst Jokes of the week! I also remember the 'whoosh' sound effect as we headed to the "Top of the Tower" (Foshay) for a look at the weather!"



Dan Gladden

Minnesota Twins Announcer, 2000



John Gordon

Minnesota Twins Announcer, 1987



Mark Greenberg

Senior Account Executive, 1994
Raised in St. Louis Park "My earliest memories of WCCO Radio are Twins games on my grandfather's radio."



Shelly Grossinger

Exec. Asst/Ntl. Sales Asst., 2000
Raised in Chaska, Minn. "My earliest memory of WCCO Radio is hearing school closings from my bedroom in the winter."



Marc Gurstel

Sports Producer, 1997
Raised in Edina "My earliest memory of WCCO Radio is waking up to listen to 'CCO in the winter to see if school was closed."



Bruce Hagevik
Broadcast Journalist, 1973
Raised in Ortonville, Minn. "My earliest memory of WCCO Radio is listening to *Honest to Goodness*."



Sid Hartman
Sports Reporter/Host, 1955
Raised in Minneapolis



Susan Hill
Producer, Host of WCCO Great Garage Sale, 1993
Raised in Edina and Annandale, Minn. "My earliest memory of WCCO Radio is school closings!! Yahoo!!"



Alison Hoglund
Account Executive, 2002
Raised in Fargo, N. Dak.



Nathan Hunter
Studio Coordinator, 2000
Raised in Omaha, Neb.



Jill Idelkope
Account Executive, 2000
Raised in Minneapolis.
"My earliest memory of WCCO Radio is listening to North Stars games with my family."



David Jahns
Marketing Specialist, 1998
Raised in Waukesha, Wisc. "I'm a huge Green Bay Packers fan... Go Pack! My earliest memory of WCCO Radio is 1991 Twins games."



Joe Janasz
Account Executive, 2002
Raised in Brooklyn Center, Minn.
"My earliest memory of WCCO Radio is listening to Harmon Killebrew's 500th home run."



1987
Harmon Killebrew





Joe Joncas
 Engineer, 1986
 Raised in Minneapolis. "My earliest memory of WCCO Radio is listening to Boone and Erickson at the breakfast table before school."



Susie Jones
 News Reporter, 1996
 Raised in Minneapolis. "My earliest memory of WCCO Radio is listening to Boone and Erickson while getting ready for school."



Russ Knuth
 Meteorologist, 1997



Scott Kooistra
 Assistant Program Director, 2001
 Raised in Kalamazoo, Mich. "My earliest memory of WCCO Radio is listening in my bedroom in Kalamazoo to Herb and Halsey call Twins games."



Dorothee Koula
 Accountant, 2003
 Raised in Abidjan, Ivory Coast, West Africa.



Curt Krizan
 Controller, 1999
 Raised in Hastings, Minn. "My earliest memory of WCCO Radio is when I was four years old, my dad had his radio tuned to WCCO's Boone and Erickson every morning as he got ready for work."



Dave Lee
 Staff Announcer, 1989
 Raised in Hatton, N. Dak. ("City of Action") "My earliest memory of WCCO Radio is summers on the porch, listening to Herb Carneal and Twins baseball with my grandfather."



Tony Lee
 Creative Services Director, 2004
 Raised in Highland Park, St. Paul
 "As a kid, I'd wake up when my dad blasted the radio while he showered, getting ready for work. Every day I'd hear the awkwardly charming vocal stylings of Boone and Erickson crooning the "Good Morning Song," which still haunts--it pops into my head for no reason--and I'll sing it softly. People stare."



Carrie Lewis
 Senior Marketing Consultant, 2003
 Raised in Minnetonka, Minn.; "My earliest memory of WCCO Radio is as a child, I used to love listening to "Mystery Theater"!!! As a family, it was a weekly favorite to gather around the radio to hear this wonderful program."



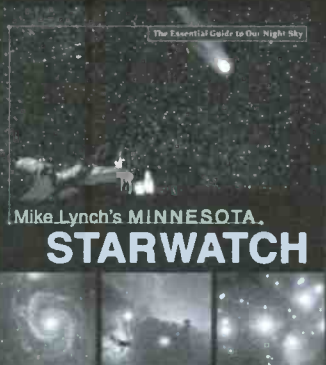
Jeffrey Litt
 National Sales Manager, 2003
 Raised in St. Louis Park, Minn. "My earliest memory of WCCO Radio is listening to Halsey Hall call the Twins."



Denny Long
 Staff Announcer, 1971
 Raised in Columbia Heights, Minn. "My earliest memory of WCCO Radio is listening to Cedric Adams!"



Kevin Lynch
 Gopher Basketball Analyst
 2001



Mike Lynch
 Meteorologist, 1981
 Raised in Richfield "My earliest memories of WCCO Radio are Howard Viken, Arthur Godfrey, Jergen Nash, Twins baseball and Honest to Goodness."



Al Malmberg
 Overnight Talk Show Host, 1997
 Raised in Richfield, Minn. "My father was a live musician at WCCO Radio and WCCO-TV."



Rita Maloney
Staff Announcer, 1998
Raised in Pittsburgh, Penn. "I was in town for my initial interview and I was listening to WCCO in my hotel room. The first voice I heard was Laura Oakes. I was impressed with her news delivery. After listening several more minutes, I heard this older man going off the deep end on a sports topic. I only remember saying to myself, 'Who is this guy?!' That was the first time I heard Sid Hartman."



Telly Mamayek
Morning News Editor, 1991
Raised in Thorp, Wisc. "My earliest memory of WCCO is when I toured the station with my college broadcasting class from UW Eau Claire."



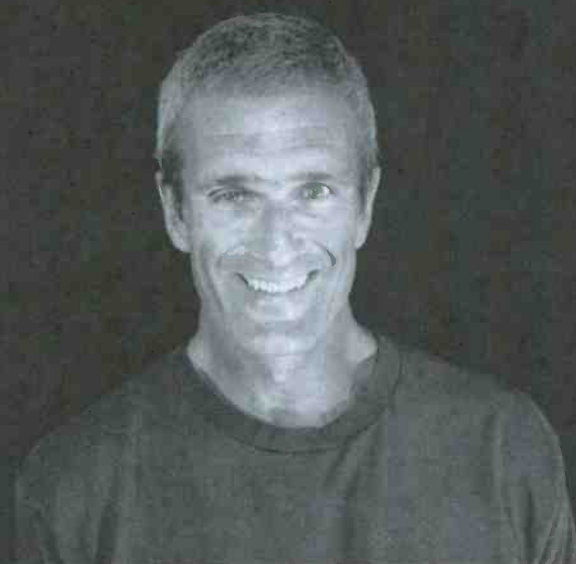
Dennis Matuszak
Studio Producer, 1998
Raised in Culver, Minn. "I was six years old listening to the 1965 World Series. I told myself, 'Some day, that's where I'm going to work!'"



Amy Mauzy
Promotions Director, 1997
Raised in Inver Grove Heights, Minn. "My earliest memory of WCCO Radio is being held by Twins manager Billy Martin while he was being interviewed on WCCO—I was four years old."



Mike Max
Sports Host, 1995
Raised in Gay ord, Minn. "Besides growing up and listening to Cannon and Boone and Erickson, in 1990, Steve Cannon put me on his show for a regular segment on high school sports."



Jeff McKinney
Afternoon News Editor, 1994



Pat Miles
Midday Talk Show Host, 2001



Crystal Miller
Sales Assistant, 2002
Raised in Burnsville



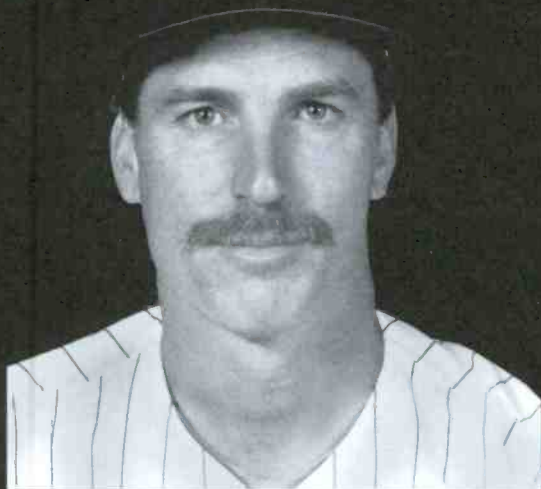
Nancy Miller
Accounting Assistant, 2004
Raised in Clarissa, Minn.



Dave Mona
Sports Talk Show Co-host, 1982



Dick Moriarity
Senior Marketing Specialist, 1990
Raised in North St. Paul. "My earliest memory of WCCO Radio is hearing it at the breakfast table every morning."



Jack Morris
Twins Broadcaster and Weekend Host, 2004



Michael Murphy
Account Executive, 1999
Raised in Jackson, Minn. "My earliest memory of WCCO Radio is that my mom loved Boone and Erickson and The Lutefisk Lament."



Steve Murphy
Managing Editor, 1980
Raised in Roanoke, Va. "My earliest memory of WCCO Radio is listening to winter storm reports from WCCO's news staff or CBS radio when I lived out East."



Eric Nelson
Sports Talk Show Host, 2002
Raised in Orange County, Calif. "My earliest memory of WCCO is Joe McConnell doing Vikings highlights of the '76 NFC Championship win over the Rams."



Mary Niemeyer
Director of Sales, 1998
Raised in St. Paul (East side) "My earliest memory of WCCO Radio is when I was seated at the breakfast table with my family, eating my Cheerios and listening to Charlie Boone and Roger Erickson. Today, the smell of Cheerios still reminds me of WCCO Radio!"



Laura Oakes
Producer, Pat Miles Show, 1996
Raised in Shakopee, Minn. "My earliest memory of WCCO Radio is Cannon's 'barking dogs' while driving in the car with my dad."



Amanda Ozelberger
Continuity Coordinator, 2000
Raised in Calena, Ill. "In May 2000 I had just moved to the Twin Cities, and while I was driving around listening to Rita Maloney doing business reports and I thought, 'I want to work there.'"



Wendy Paulson
 Program Director, 1999
 Raised in South St. Paul "My earliest memory of WCCO Radio is when I was at my uncle's farm in Inver Grove Heights, listening for the Hog Reports."



Lindsey Peterson
 Afternoon Studio Coordinator, 1999
 Raised in Big Lake, Minn. "While riding the bus in elementary school, Boone and Erickson was always on the radio. The Good Morning Song will always be embedded in my brain thanks to Larry, our bus driver."



Barbara Piazza
 Traffic Assistant, 1967
 Raised in Minneapolis. "It's great working for a station that I grew up listening to."



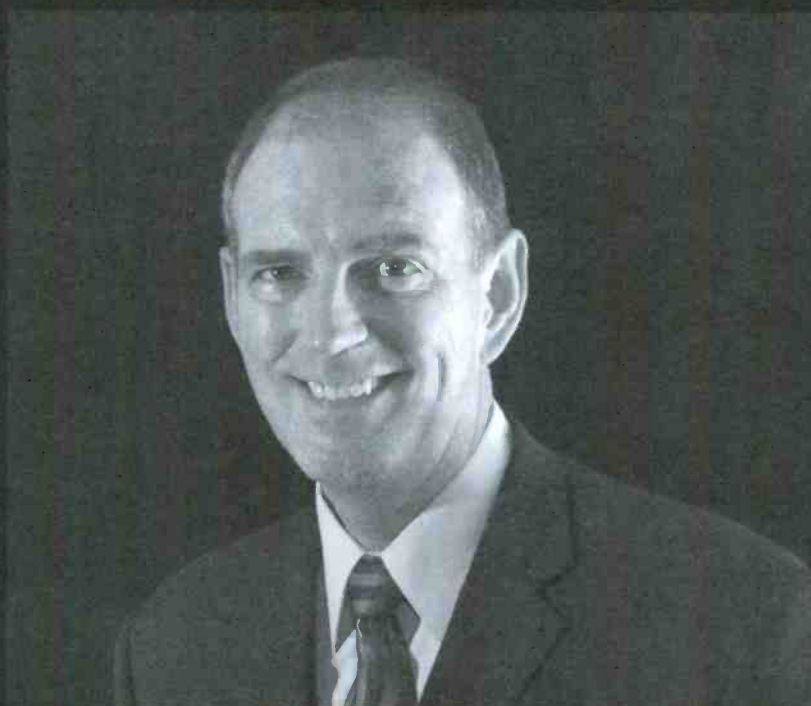
Kevin Reid
 Sports Producer/Engineer, 2004
 Raised in Lancaster, Ohio
 "My first experience with WCCO Radio was spending the month of March in Spring Training with Herb, John and Dan."



Jack Rice
 Midday Talk Show Host, 2002



Jim Rogers
 Freelance Producer, 2000
 Raised in Hot Springs, S. Dak.
 "My earliest memory of WCCO is listening to Jesse "The Body" Ventura broadcast Vikings football on WCCO Radio."



Tim Russell
 Entertainment Editor, 1983
 Raised in St. Paul
 "My earliest memory of WCCO Radio is listening to virtually every inning of every Twins game in their first season."



Carrie Sazama
 Sales Promotion Director, 2004
 Raised in Chippewa Falls, Wisc.
 "My earliest memories of WCCO Radio are Twins games!"



Paul Schoenike
 Promotions Assistant, 2003
 Raised in St. Louis Park



David Schultz
 Studio Coordinator, 2000
 Raised in Gettysburg, Penn. "My earliest memory of WCCO Radio is listening to Twins games while a member of the Air Force while stationed in Grand Forks."



Wally Shaver
 University of Minnesota Gophers Hockey Broadcaster, 2001



Mary Shedd
 Traffic Manager, 1999



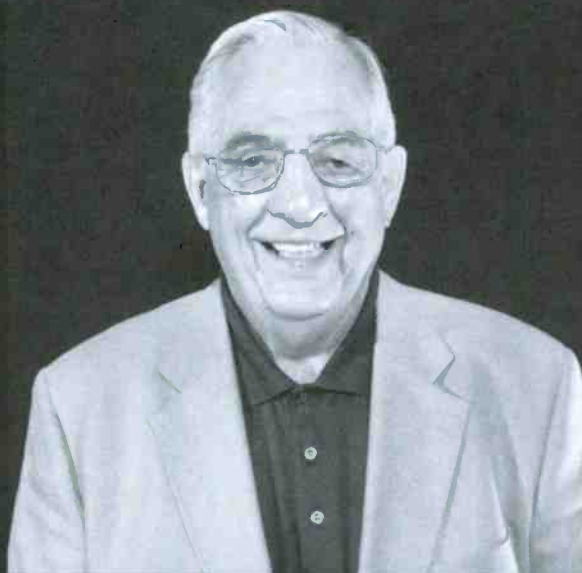
Don Shelby
 Afternoon Talk Show Host, 2001
 Raised in Muncie, Indiana "My brother and I used to spend nights scanning the radio dial, picking up ball games, music and talk shows from all over the country. One of the best stations we came across was the big 8-3-0, WCCO. Those days and nights listening to the radio in the mid-1950s inspired me to be on the radio!"



Brian Silver
 Asst. Promotions Manager, 2001
 Raised in Lakeville, Minn. "My earliest memory of WCCO Radio is listening to school closings on cold winter mornings."



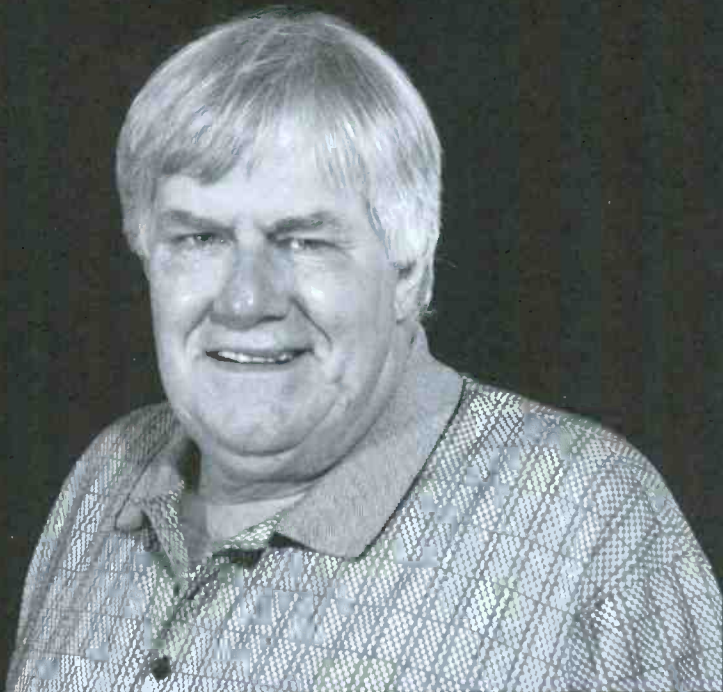
Eric Skalland
 Senior Financial Analyst, 2004
 Raised in Brandon, S. Dak. "I worked as an intern in the finance department during college."



Glen Sonmor
 U of M Gophers Hockey Broadcaster, 2001



Rebecca Stanfield
 Broadcast Journalist, 1999
 Raised in Santa Ana, Calif. "My earliest memory of WCCO Radio was when I moved to freezing Minnesota!"



Dark Star
Evening Talk Show Host, 1991



Jearlyn Steele
Staff Announcer, 1998



Julie Stickler
Human Resources Director, 2002
Raised in West St. Paul



Roger Strom
Farm Director, 1988
Raised in International Falls, Minn. "My earliest memory of WCCO Radio is a college class tour in 1971 where I saw Boone and Erickson 'live.'"



Dan Terhaar
Sports Reporter, 2003
Raised in New Hope, Minn. "My earliest memory of WCCO Radio was that Boone and Erickson were on every morning in the kitchen... or as long as I can remember! We got ready for school every day with WCCO."



Steve Thomson
Staff Announcer, 1997
Raised in St. Paul and Champlin. My earliest memory of WCCO Radio is Herb Carneal calling Twins baseball."



Hutch Walch
Account Manager, 2002
Raised in San Diego, Calif.; "My earliest memory of WCCO Radio is the morning show in the late 70's and the Twins."



Craig Walters
IT/Engineer, 1987
Raised in New Brighton "Other than school closings, I was interviewed by Charlie Boone during a segment about restaurants that start with, 'Mr.' I worked at Mr. Hobo."



Brad Walton

Staff Announcer, 1997

Raised in Rockford, Ill. "My earliest memory of WCCO Radio goes back to the late nights with Franklin Hobbs and the great mornings of Boone and Erickson. Unforgettable and indelible! Once I moved to the Twin Cities in the early 70's, it was and has been WCCO 24/7 every day and every night since! There is nothing like, "The Good Neighbor!"



Check out Brad's book, 'How Does the Heart Know Love?' Visit www.howdoestheheart.com



Kristi Yarnal
Marketing Consultant, 2003
Raised in Sioux Falls, S. Dak.
"My earliest memory of WCCO Radio is listening to Gopher sports while attending the University of Minnesota."



Sue Zelickson

Food Reporter, 1986

Raised in Minneapolis. "My earliest memory of WCCO is in grade school listening to *Ma Perkins* and *Our Gal Sunday* when I came home for lunch."



John Wanamaker
News Reporter, 2003




Michael Zych
IT Manager/Dir. Internet Technologies
2004, Raised in Fridley "My earliest WCCO Radio memory is the CBS News sounder."



food finds

WCCO RADIO 83.0 December 1989



Listen for my Food Finds show at 11:40 a.m. Monday, Wednesday, Friday in *The Tim Kussell Show* and Saturday with Paul Stage on WCCO Radio AM 830.

Sue Zelickson

November Recipes

Peanut Butter Chiffon Pie

From Florida Report.

Pie Shell:

- 3/4 c. crushed pretzel crumbs
- 3 T. sugar
- 6 T. melted butter

Filling:

- 1 packet unflavored gelatin
- 1/4 c. sugar
- 1/4 t. salt
- 1 c. milk
- 2 egg yolks, slightly beaten
- 1/2 c. peanut butter
- 2 egg whites
- 1/4 c. sugar
- 2 c. (4-oz. container) thawed Cool Whip®

Combine ingredients for pie shell. Bake at 350° for 8 minutes. Cool pie shell. Mix gelatin, 1/4 c. sugar and salt in saucepan. Add milk and yolks. Cool and stir over medium heat until boiling. Remove from heat. Add peanut butter, stirring until blended. Chill. Beat whites until foamy, adding 1/4 c. sugar and beat until stiff. Fold into cooled mixture with Cool Whip®. Spoon into crust. Chill until firm, about two hours. Garnish with grated chocolate if desired. Serves 6 to 8.

Heartland Plum Ketchup

From Chef Leroy Russo, Northland Inn, Brooklyn Park

- 2 T. minced shallots or onions
- 2-16-1/2 oz. cans of red or purple plums with liquid
- 1/3 c. cider vinegar
- 1 c. Fiebigel Gewurztraminer, White Zinfandel, or Cabernet Sauvignon
- 1 c. water
- 1/2 c. packed brown sugar
- 1/4 tsp. ground cloves
- 2/3 tsp. ground cinnamon
- 1/8 tsp. ground mace
- 1/4 tsp. ground nutmeg
- 1/8 tsp. cayenne
- 1/4 tsp. ground white pepper
- 2 bay leaves

Salt to taste

Parboil shallots for 2-3 minutes in covered pot. Drain and place in stainless steel or enamel saucepan with plums, cider vinegar, wine and water. Bring to a boil then reduce to a simmer and stir in brown sugar and remaining ingredients. Simmer for 45 minutes uncovered, stirring frequently. Cover top, reduce heat slightly and cook for another half hour, stirring often. Remove bay leaves. Correct seasonings and adjust for sweetness or tartness desired. Refrigerate to set.

This versatile condiment can be served cold, at room temperature, or hot with roast turkey, pork, baked ham and smoked game birds.



Mid-1990s
What do you get when you put food reporter Sue Zelickson between pro wrestlers "Macho Man" Randy Savage and Hulk Hogan? Why, a beefcake sandwich, of course!



830 WCCO's midday talk show host Jack Rice with on-going coverage of Minnesota Troops in Kosovo
1) Minnesota National Guard troop on patrol in Binac, Kosovo, July 2004; 2) Major Kevin Olson of the Minnesota National Guard, Jack Rice, in Shannon, Ireland, en-route to Kosovo, July 2004; 3) Minnesota National Guard Troops with Jack Rice at Camp Bondsteel, Kosovo after being out on patrol, July 2004



**830 WCCO
The News Station
in Kosovo**

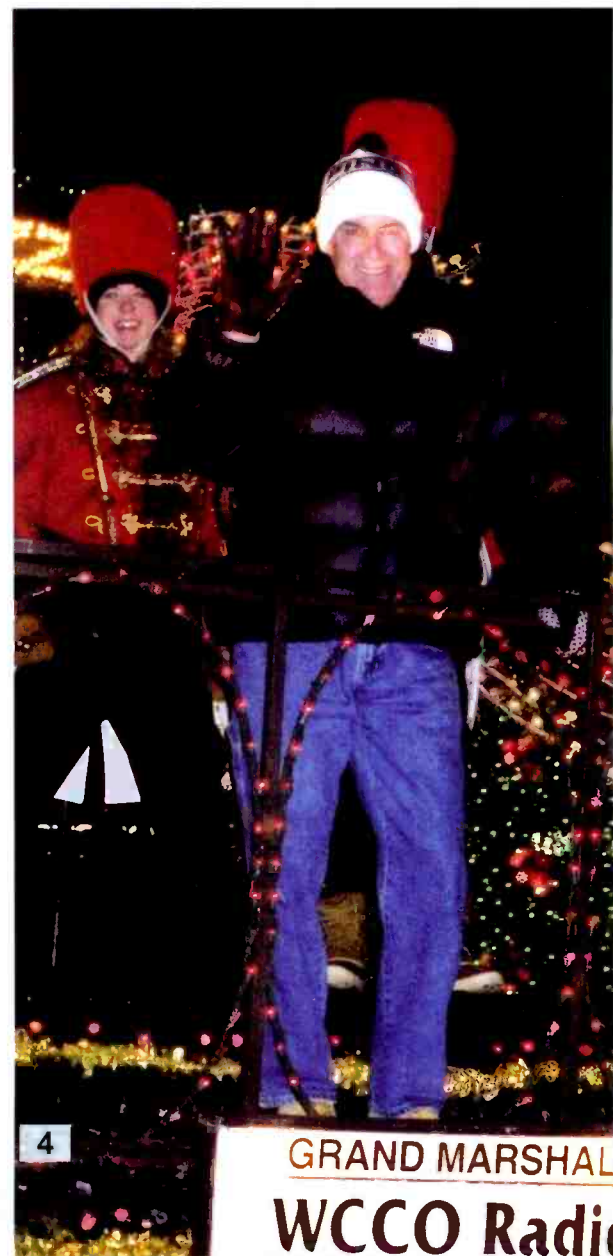


The WCCO Morning News with Dave Lee
Steve Murphy, John Wanamaker, Tim Russell, Mike Lynch, Susie Jones,
Dave Lee, Telly Mamayek, Bruce Hagevik, Dan Terhaar and the only crew
member who appears to be working, David Schultz, July 2004





1) Comedian and author **Al Franken**, **Tim Russell**, 2003; 2) Gov. **Jesse Ventura**, **Don Shelby**, 2002; 3) **Mike Max**, Minnesota Twins center fielder **Torii Hunter**, 2003; 4) **Dark Star** as Grand Marshal of the **Holidazzle Parade**, 1990s; 5) WCCO chief engineer **Jerry Miller** at Breezy Point Resort on Pelican Lake with satellite uplink equipment at WCCO's remote broadcast for the Minnesota Fishing Opener, 1989; 6) & 7) Meteorologist **Mike Lynch** finishes his first marathon, 1996; 8) **Dark Star**, boxer **Sugar Ray Leonard**, 2000s; 9) volunteers **Edie Krantz**, **Evie Peugh** and an unknown child at the WCCO Radio Aid Station at the Twin Cities Marathon, 1990; 10) **Bill Popp** and WCCO Radio general manager **Jim Gustafson** present **Mary Jo Copeland** with the WCCO Radio Distinguished Good Neighbor Award, 1997; 11) Crowds gather for food and fun at Peavey Plaza, Minneapolis, for WCCO Radio Mid-Summer Meltdown, 1990s; 12) Explorer and educator **Will Steger**, named the 1990 WCCO Radio Distinguished Good Neighbor





5



6



8



7



9



10

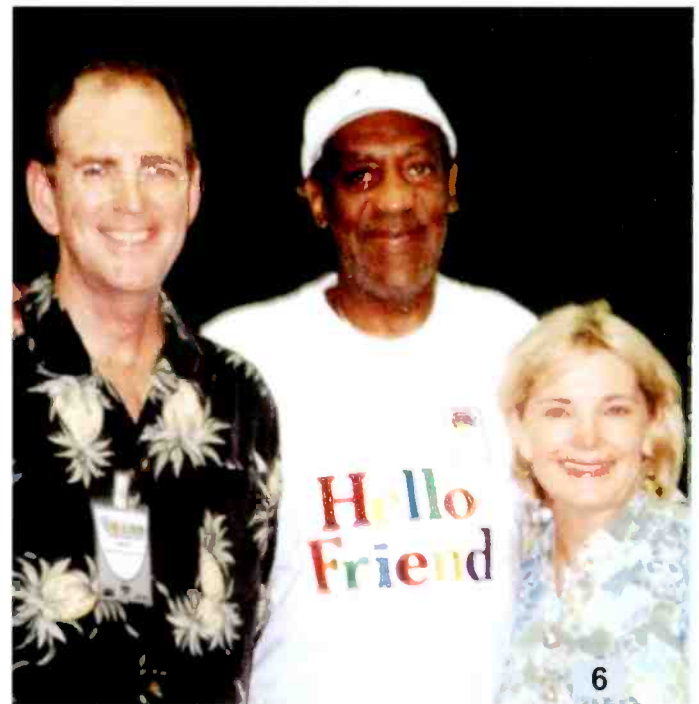
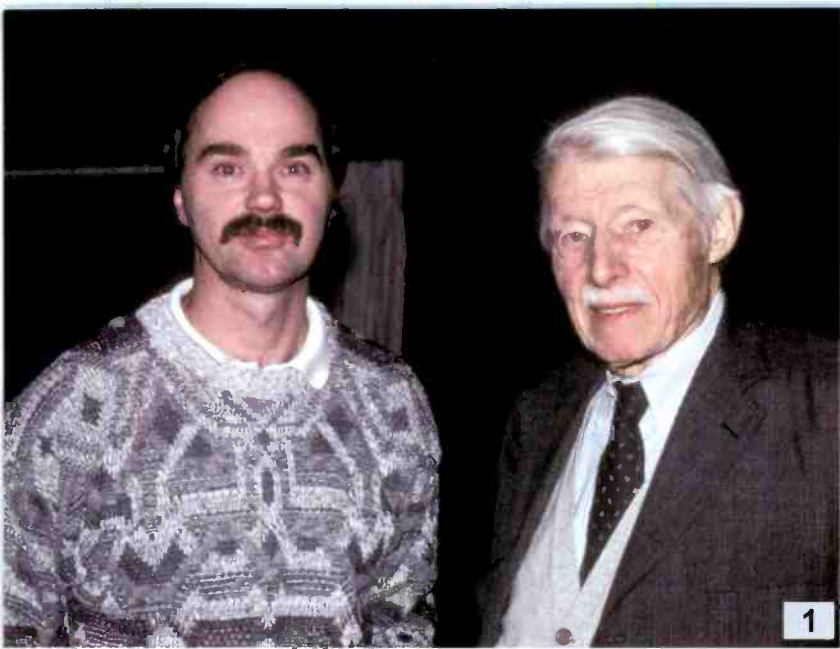


31

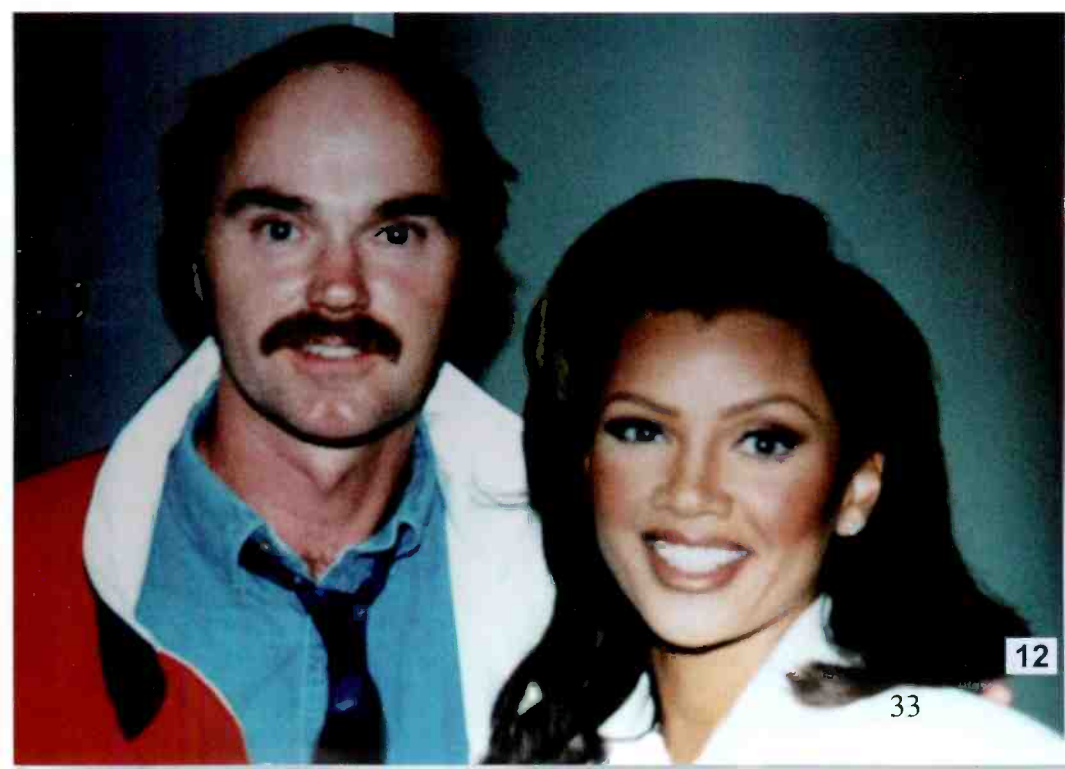
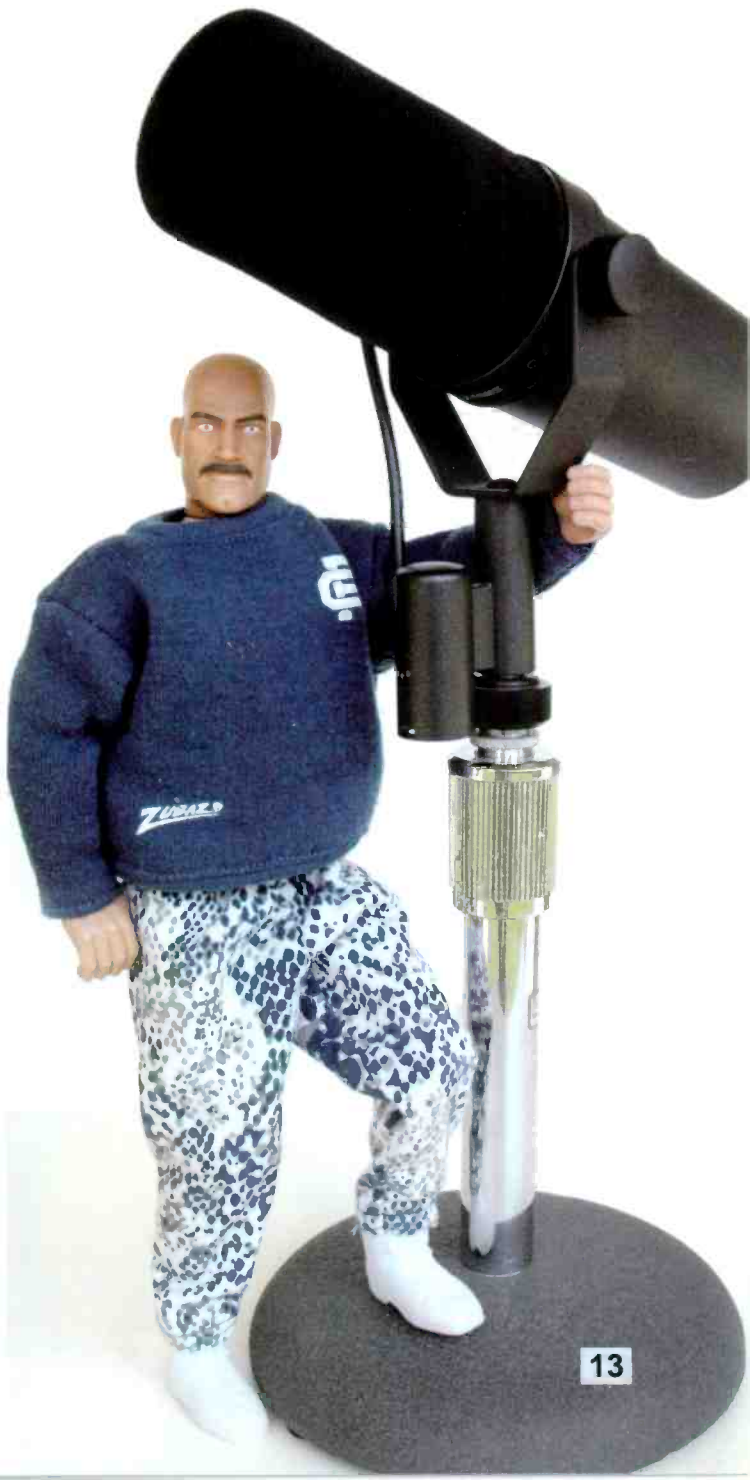
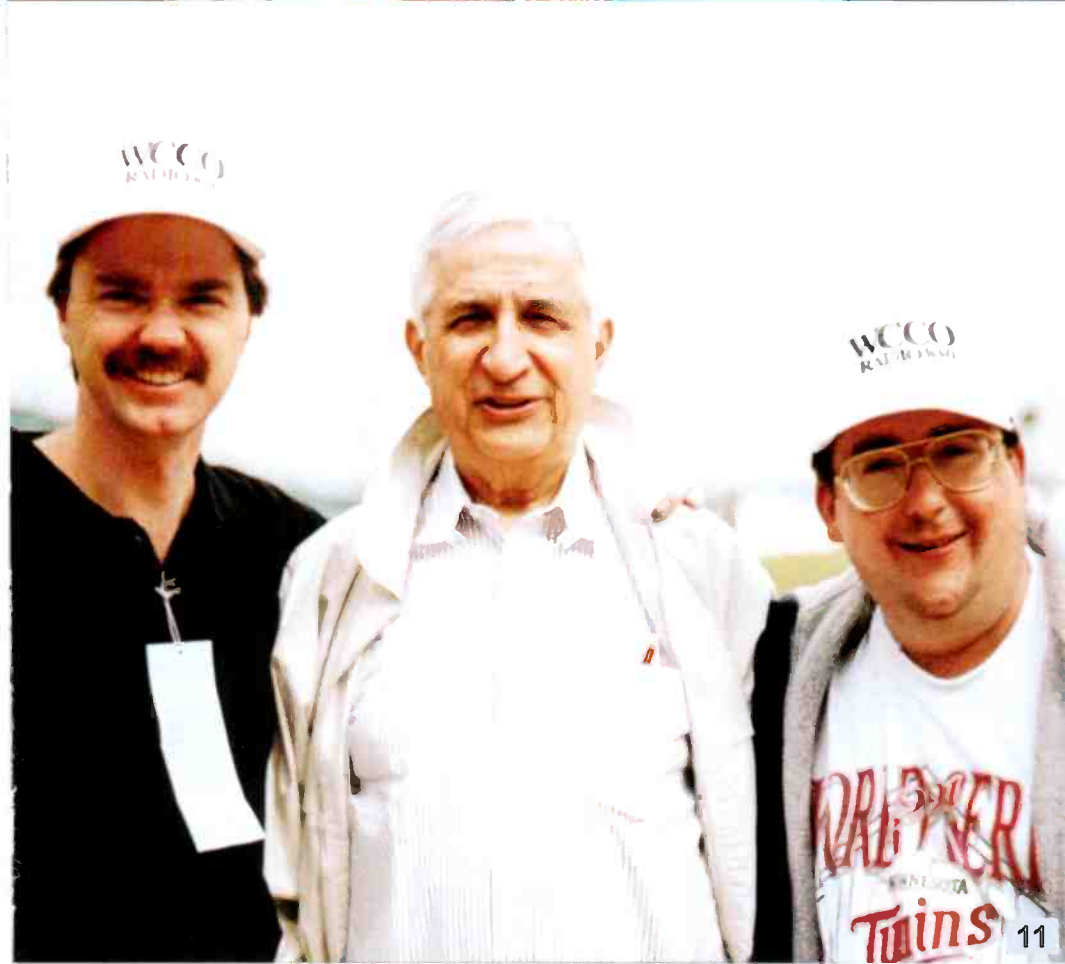
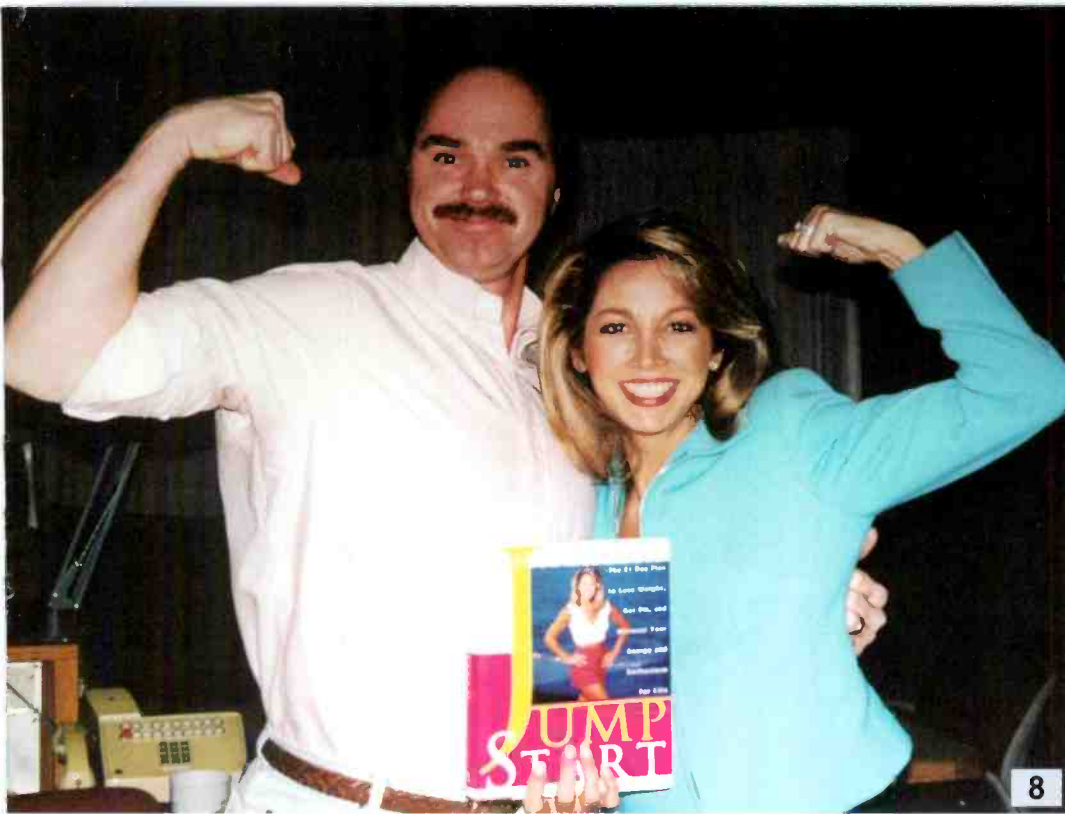
11



12

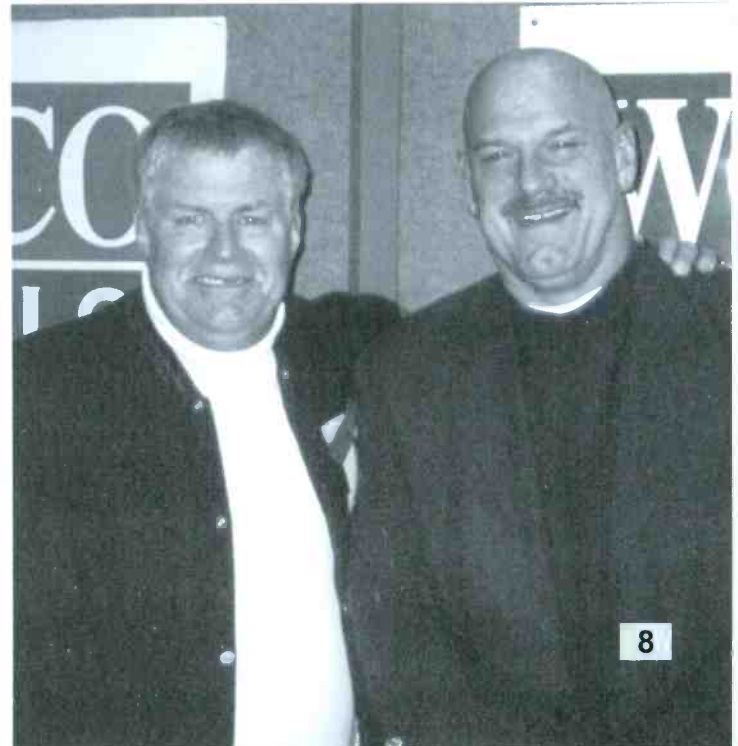
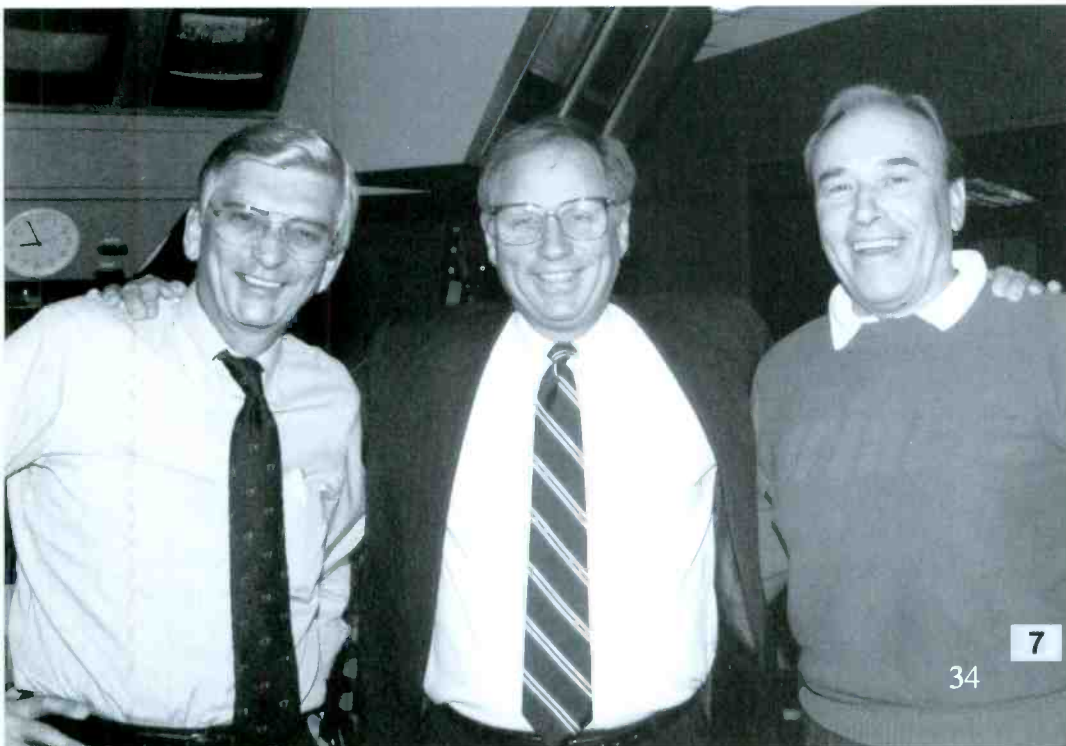


1) Dave Lee with *New York Times* reporter Harrison Salisbury, 1990s; 2) Tim Russell, movie director Peter Bogdanovich, 2003; 3) & 4) & 5) actress Anastasia Sakelaris, Tim Russell, 2003; 6) Tim Russell and wife, Judy, with comedian Bill Cosby, 2003; 7) WCCO's chief Ding-a-Lings, Dave Lee, Bruce Hagevik, 1990; 8) Dave Lee, fitness expert Denise Austin, 1992; 9) Golfers Ben Crenshaw and Phil Mickelson, with Dave Lee, 2002; 10) Charlie Boone, author, radio host and the voice of Motel 6 commercials, Tom Bodett, Rog Erickson, October 1990; 11) Spring Training, 1992, Dave Lee, Sid Hartman, Mike Lynch; 12) Dave Lee, singer and actor Vanessa Williams, 1996; 13) Jesse Ventura action figure with microphone





Minnesota Governors on WCCO
1) Howard Viken, Wendell Anderson, 1970s; 2) Bob DeHaven Elmer Andersen, 1960s; 3) Harold E. Stassen, 1940s; 4) Cedric Adams, Orville Freeman on the debut of the "Five P.M. News," 1956; 5) Charlie Boone, Al Quie blind sympathy day, 1980s; 6) Rog Erickson, Rudy Perpich, 1980s; 7) Rog Erickson, Arne Carlson, Charlie Boone, December 1990; 8) Dark Star, Jesse Ventura, 2000; 9) Tim Pawlenty, June 2004

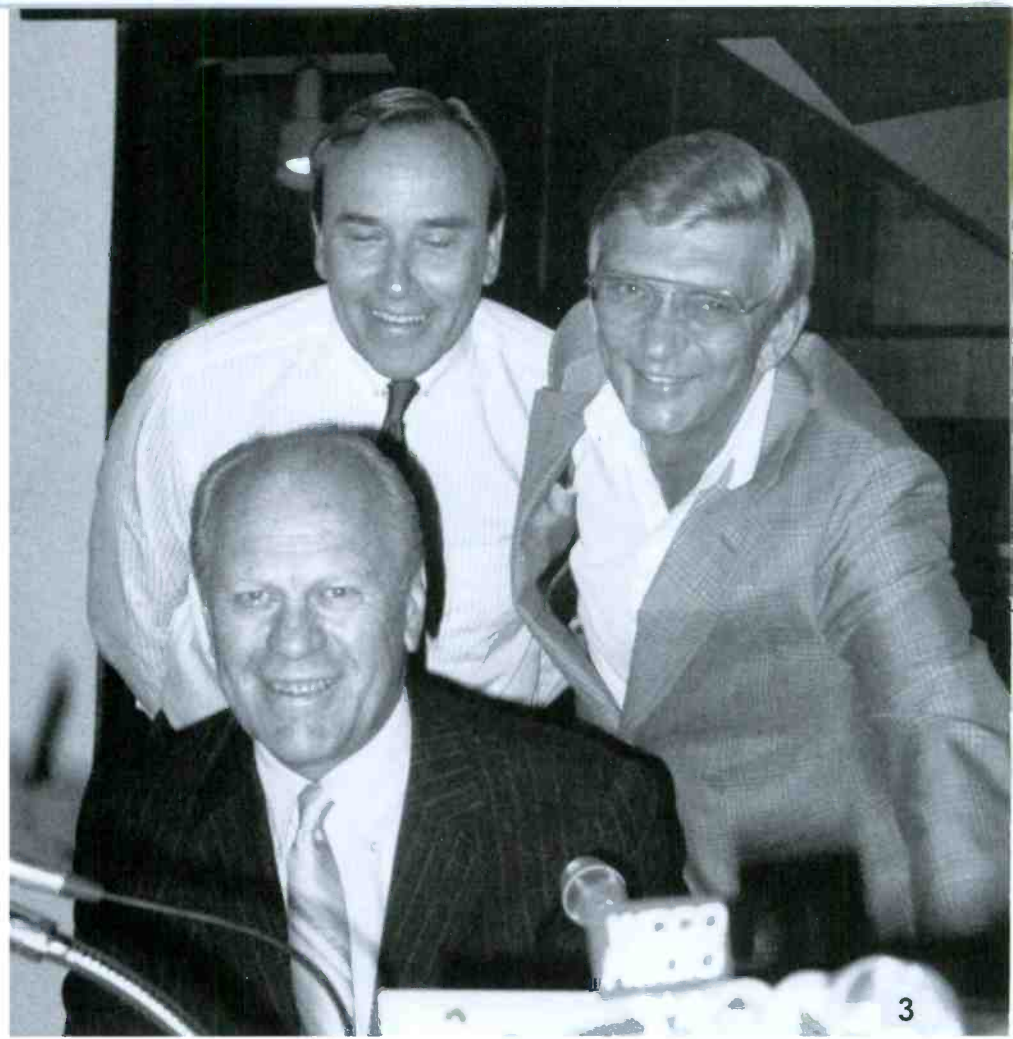


RADIO

8.3.0

THE NEWS STATION



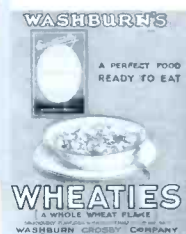




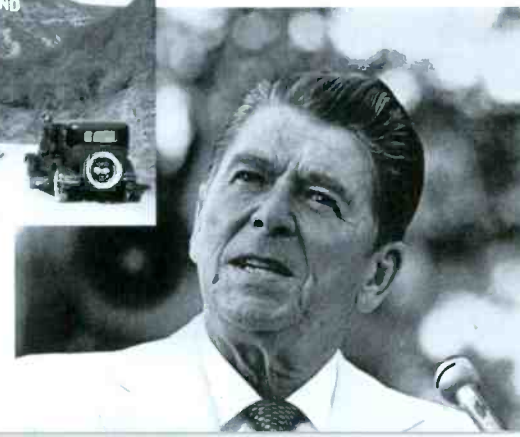
1) & 2) Future President **Bill Clinton** stumps at Peavey Plaza, Minneapolis, as covered by reporter **Eric Eskola**, May 1992; 3) Former President **Gerald Ford**, **Charlie Boone**, **Rog Erickson**, 1986; 4) Vice (and future) President **Richard Nixon**, WCCO News Director **Jim Bormann**, October 13, 1956; 5) President **Richard Nixon** shakes hands with WCCO's **Maynard Speece**, 1970s; 6) Former President **Jimmy Carter** on The Ruth Koscielak Show, January 12, 1994

No WCCO = No PRESIDENT REAGAN???

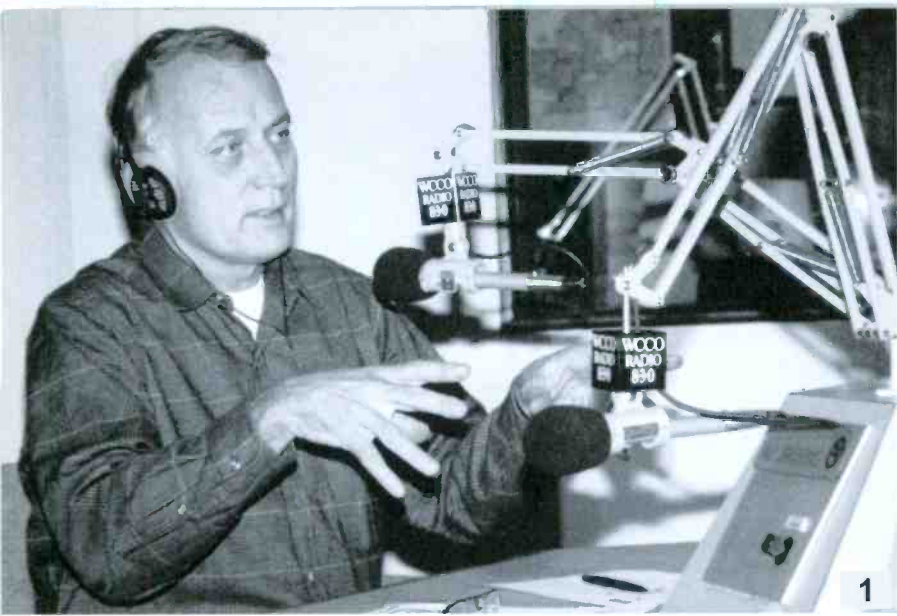
1924 Washburn Crosby Company purchases defunct WLAG, changes call letters to WCCO. Through the years, advertising on WCCO makes Wheaties breakfast cereal a regional success, leading to nationwide Wheaties Baseball broadcasts on 95 stations.



1937 WHO-AM, Des Moines, Iowa, baseball broadcaster Ronald "Dutch" Reagan enters—and wins—a Wheaties-sponsored broadcaster contest. The prize? An all-expense paid trip to Hollywood! While there, Reagan performs a screen test... blah, blah, blah... became a movie star... blah, blah, blah... was elected Governor of California... blah, blah, blah... and was elected President of the United States!

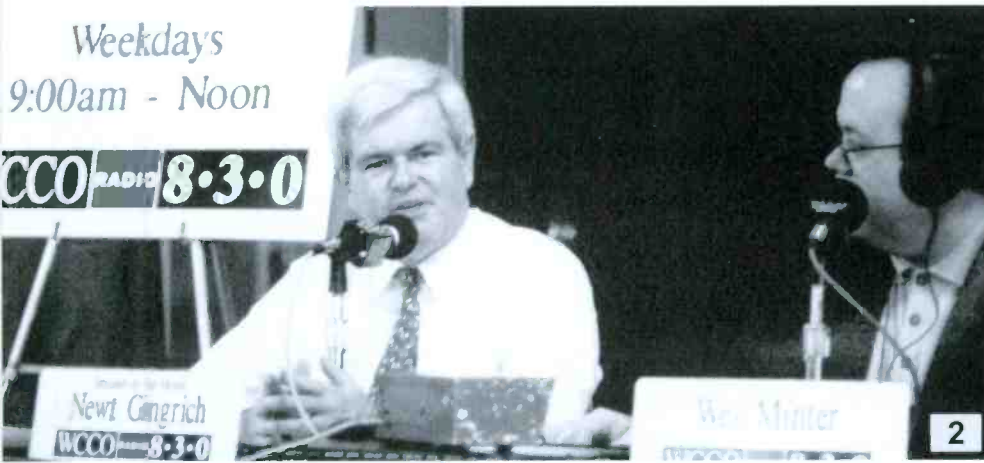


The lesson is clear: Listen to WCCO, eat your Wheaties and enter radio contests!



1

1) Sen. **Dave Durenberger**, 1989; 2) Speaker of the House **Newt Gingrich** with **Wes Minter** at the Mall of America, 1990s; 3) **Walter Mondale**, former Soviet Foreign Minister **Eduard Shevardnadze** and interpreter, 1991; 4) **Dave Lee**, **Jean Bertrand Aristide**, deposed President of Haiti, **Walter Mondale**, mid-1990s; 5) & 6) Motorcade for **Mikhail Gorbachev**, June 3, 1990; 7) **Dave Lee** at the Minnesota State Fair, 1996; 8) *The Tonight Show* co-host **Ed McMahon**, **Mike Lynch**; 1993; 9) **Tim Russell** with child actress and former Ambassador to Ghana, **Shirley Temple Black**, November 1988; 10) Live from the United States Embassy in Japan, engineer **Dan Rowbotham**, **Charlie Boone**, Ambassador **Walter Mondale**, producer **Rob Hahn**, **Dave Lee**, mid-1990s; 11) Actress **Loni Anderson**, **Ruth Koscielak**, 1990s



2



3



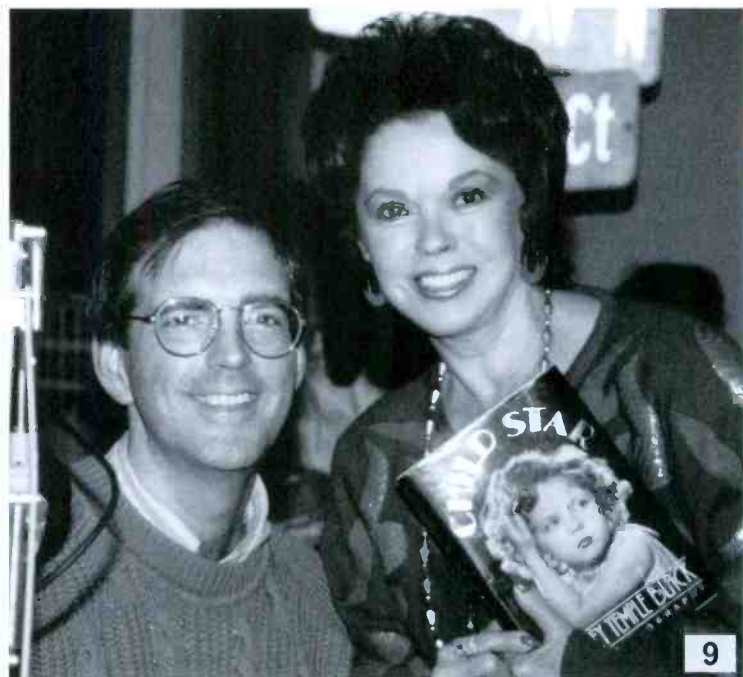
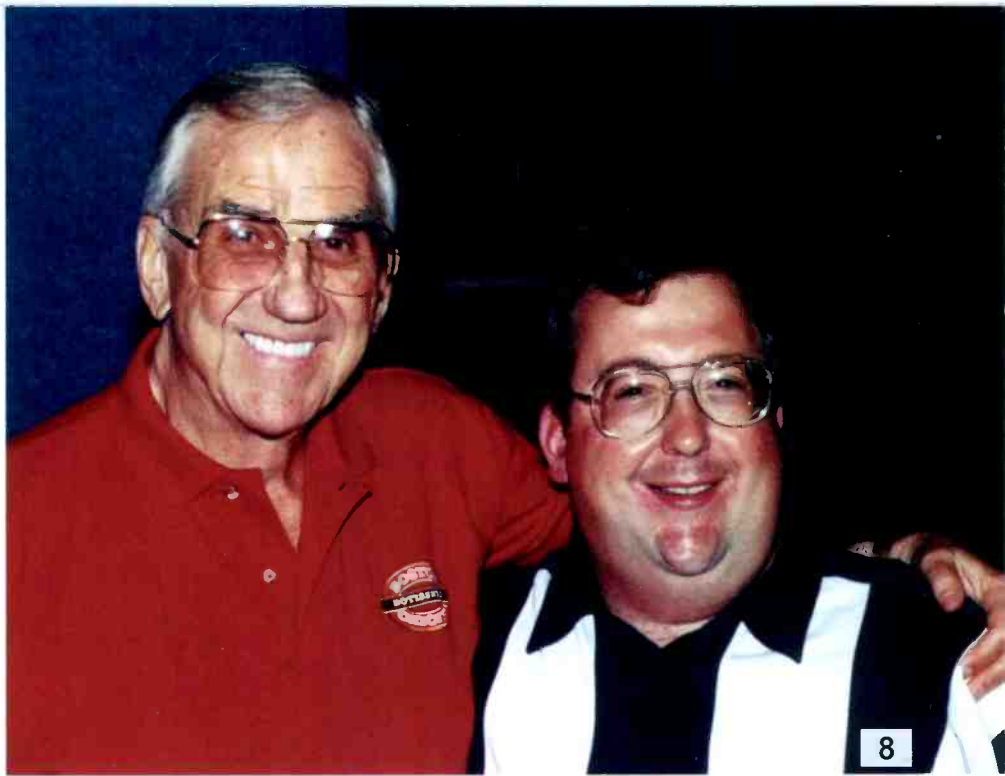
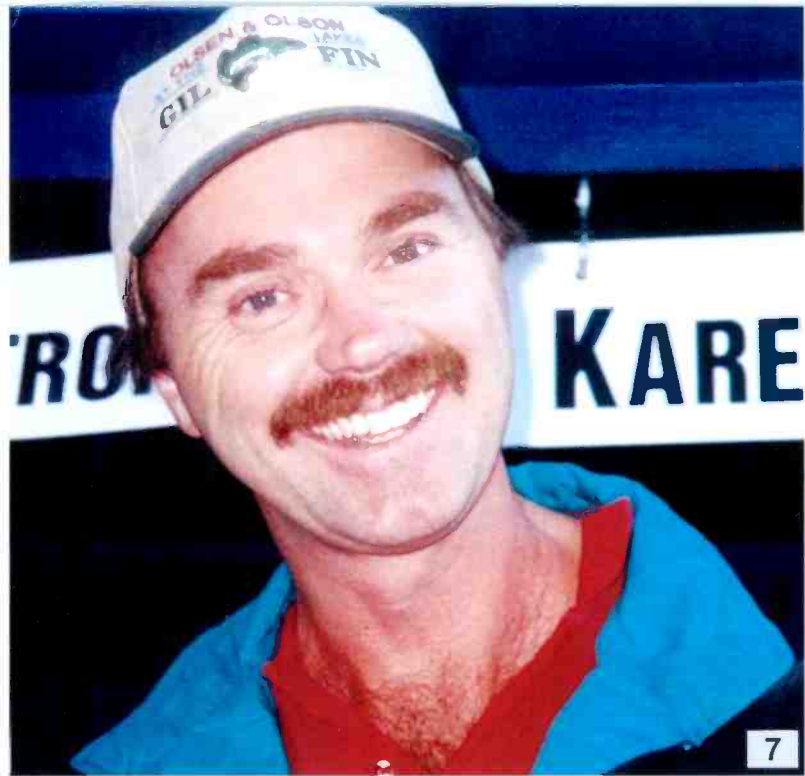
5



4



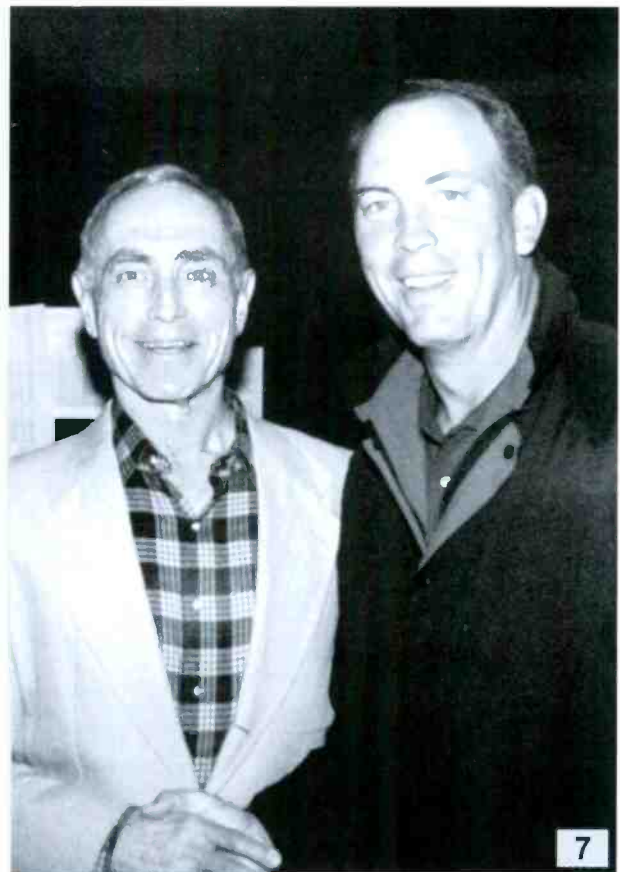
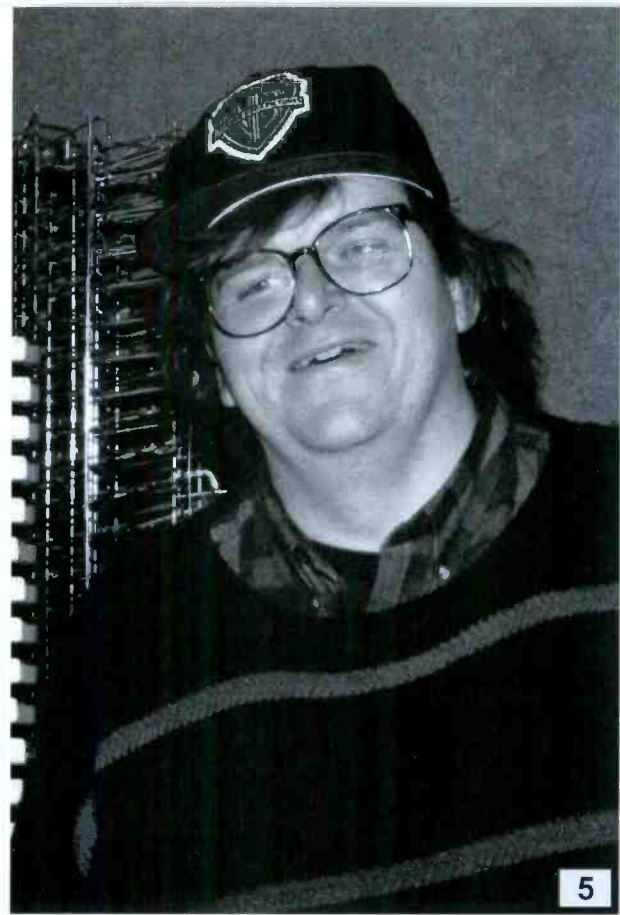
6





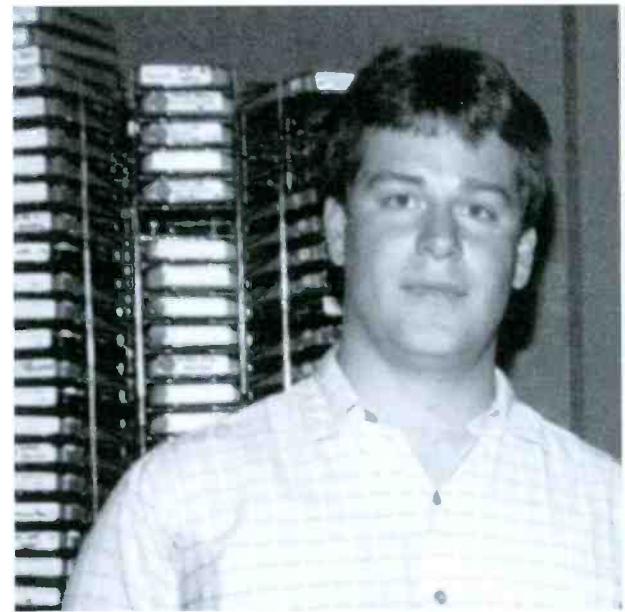
1) Tim Russell, *Seinfeld* co-star **Jason Alexander**, 2003; 2) Actor **Willem Dafoe**, **Ruth Koscielak**, April 1991; 3) Model **Cindy Crawford**, **Tim Russell**, September 1990; 4) Boxing champion **Gene Tunney**, early-1940s; 5) **Tim Russell**, movie director **Michael Moore**, December 1989; 6) *Rolling Stones* guitarist **Ron Wood**, **Ruth Koscielak**, January 1988; 7) **Steve Cannon**, golfer **Tom Lehman**, February 1995; 8) Entertainer **Robert Goulet**, **Tim Russell**, February 1989; 9) WCCO Radio Distinguished Good Neighbor **Dave Moore**, December 1986; 10) Comedian, actor and *Saturday Night Live* cast member **Dana Carvey** at WCCO's *Summer Pleasures* event at Peavey Plaza, June 1986

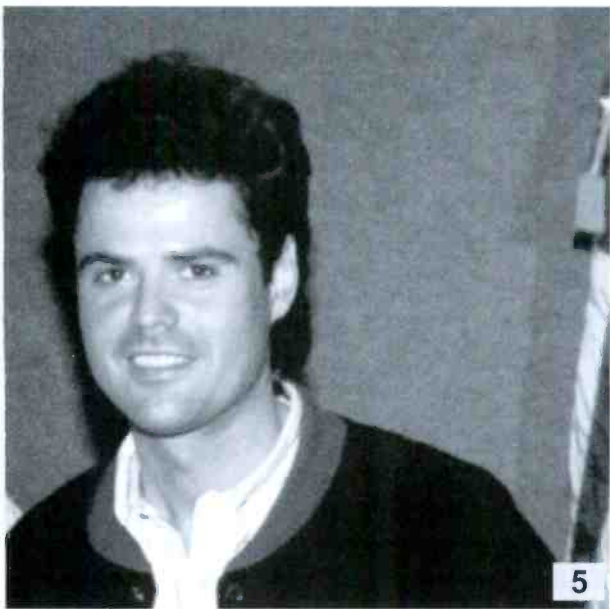
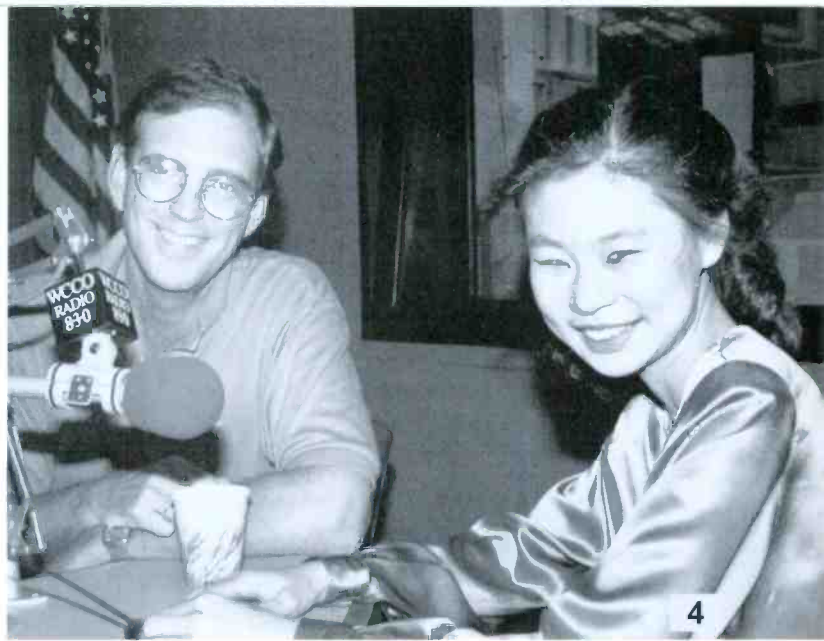






1) Charlie Boone, saxophonist Dave Koz, April 1991; 2) Denny Long, singer Harry Belafonte, 1980's; 3) Ruth Koscielak, singer Tony Bennett, Tim Russell, July 1986; 4) Tim Russell, violinist Midori, September 1990; 5) Mike Miller, singer and actor Donny Osmond, 1990s; 6) John Williams, singer Marie Osmond, 1990s; 7) Parody from WCCO employee newsletter, 1990s; 8) Mel Torme, late-1940s; 9) Ray Christensen, Mel Torme, 1980s; 10) Rock star Ted Nugent, Dark Star, at Champ's Sports Bar, August 1989





Ruppley's Believe it or not!



By transplanting Dan Hertzgaard's hair on Steve Cannon's head... Cannon bears striking resemblance to his cousin Charleton Heston. *Believe it or not!*

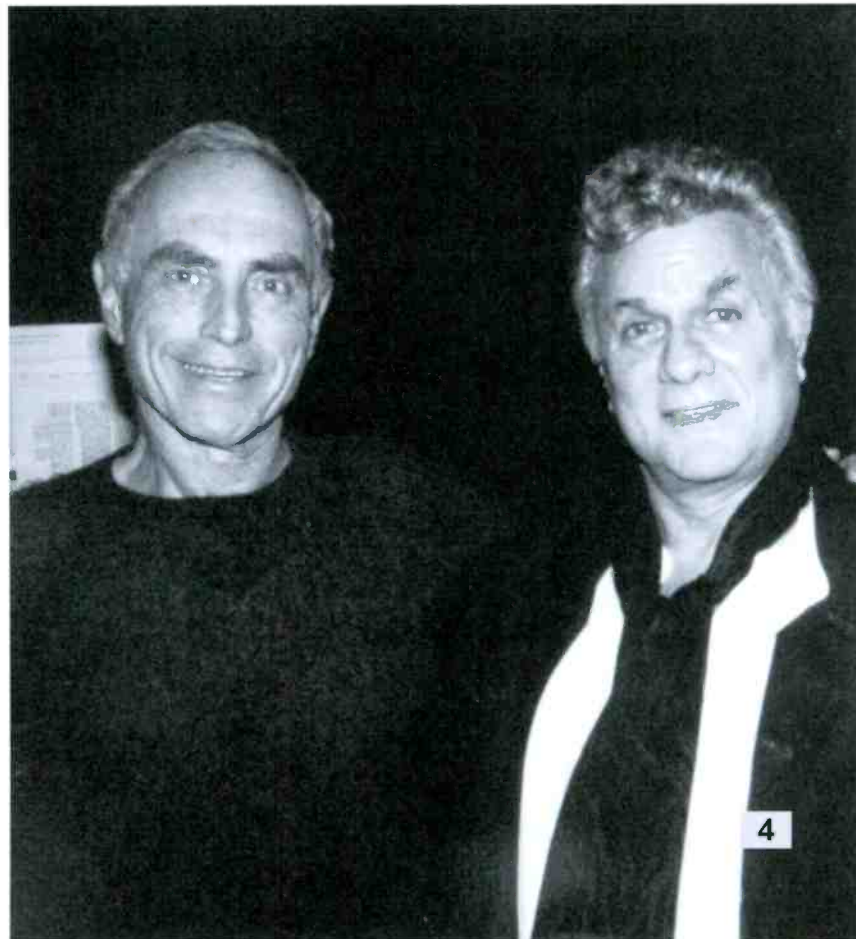




1) In 1972 music director **Denny Long** watched the movie *Deliverance* and noted one exceptional song, *Dueling Banjos*, by Eric Weissberg and Steve Mandel. Denny recommended it to **Howard Viken** and the record label, Warner Bros. Records, credited WCCO with launching the hit. Pictured are **Howard Viken**, **Al Abrams**, Warner Bros. Records, **Chuck Lilligren**, **Cliff Segal**, Warner Bros. Records, and **Denny Long**; 2) **Dan Hertsgaard** with guitarist **Leo Kottke**, 1980s; 3) tennis star **Arthur Ashe**, 1970s; 4) **Steve Cannon**, actor **Tony Curtis**, 1990s; 5) **Rog Erickson** author **Studs Turkel**, April 1989; 6) **Tim Russell**, comedian and actor **Larry Miller**, April 1989; 7) **Tim Russell** parody in WCCO's employee newsletter, March 1, 1991; 8) *Doors* keyboardist, **Ray Manzarek**, feigns interest in *Payday News* (recently-appointed WCCO General Manager, **Rand Gottlieb**, is on the cover), **Tim Russell**, May 1992;



9) **Cedric Adams**, who appears to be interviewing a tractor tire (all it said was, "Ssssssss.") 10) **Garrison Keillor**, on *The Charlie Boone Show*, during an October, 1986, visit to promote *Lake Wobegon Days*. The photograph was signed during Keillor's visit to WCCO in November, 1991 to promote his novel, *WLT: A Radio Romance*. WLT was a radio station ("The Friendly Neighbor") for which it could be construed is a radio station that strongly resembled WCCO in its early years. "Be there" refers to the advice cited by one character in the book to another about the first law of radio—punctuality. The only unforgivable sin in radio is to not show up.





5



6



Russell

stripped of

"Fluffie"

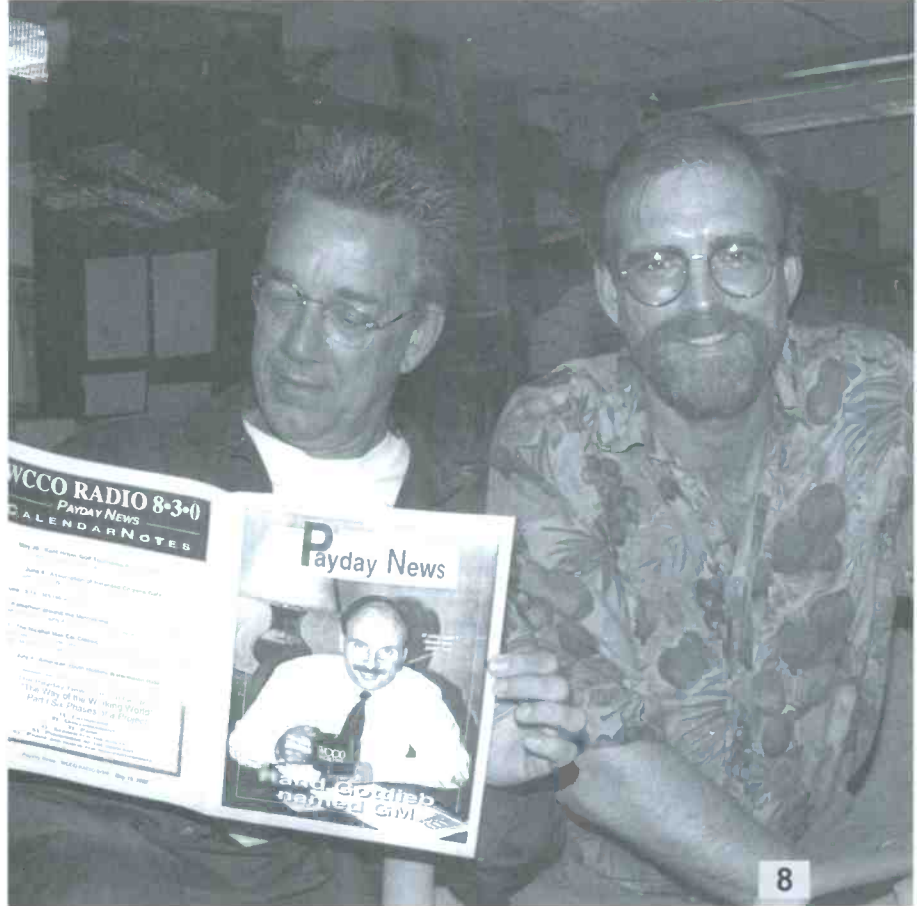
Award!!!!

Russell:

"Read my lip-synch: 'I am not a crook'."

Committee says Tim lip-synched "Tim Russell Show" jingle

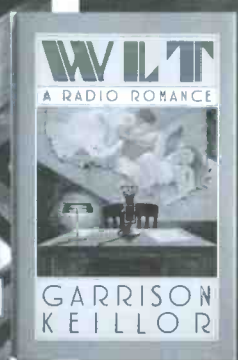
7



8



9



GARRISON KEILLOR



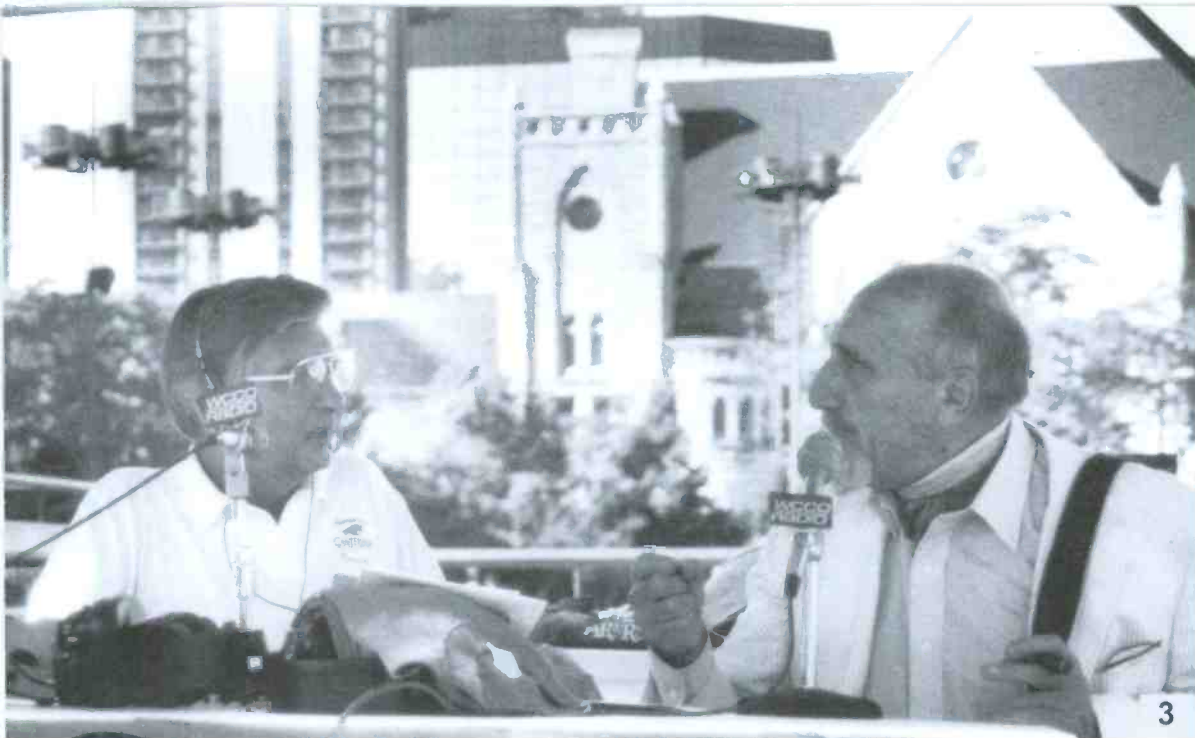
10



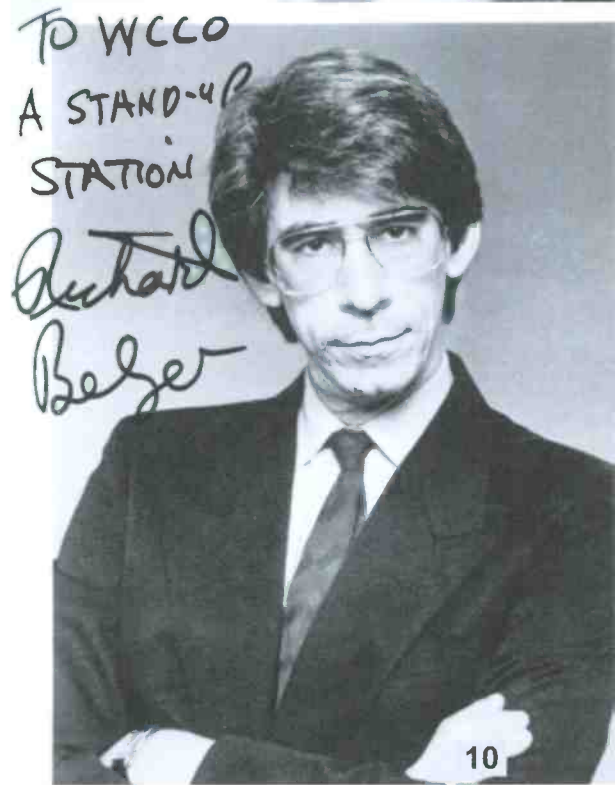


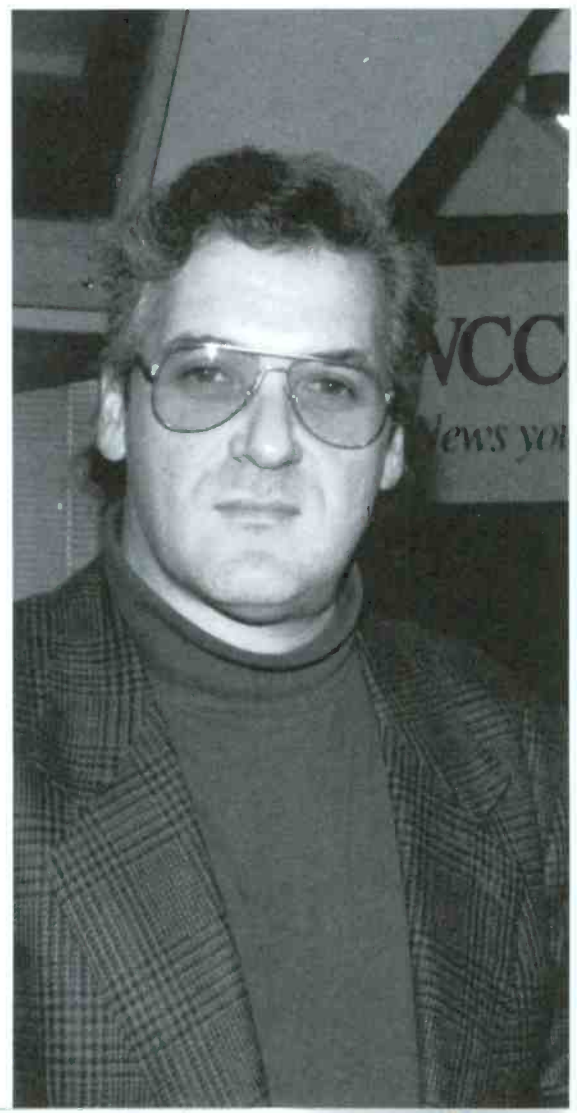
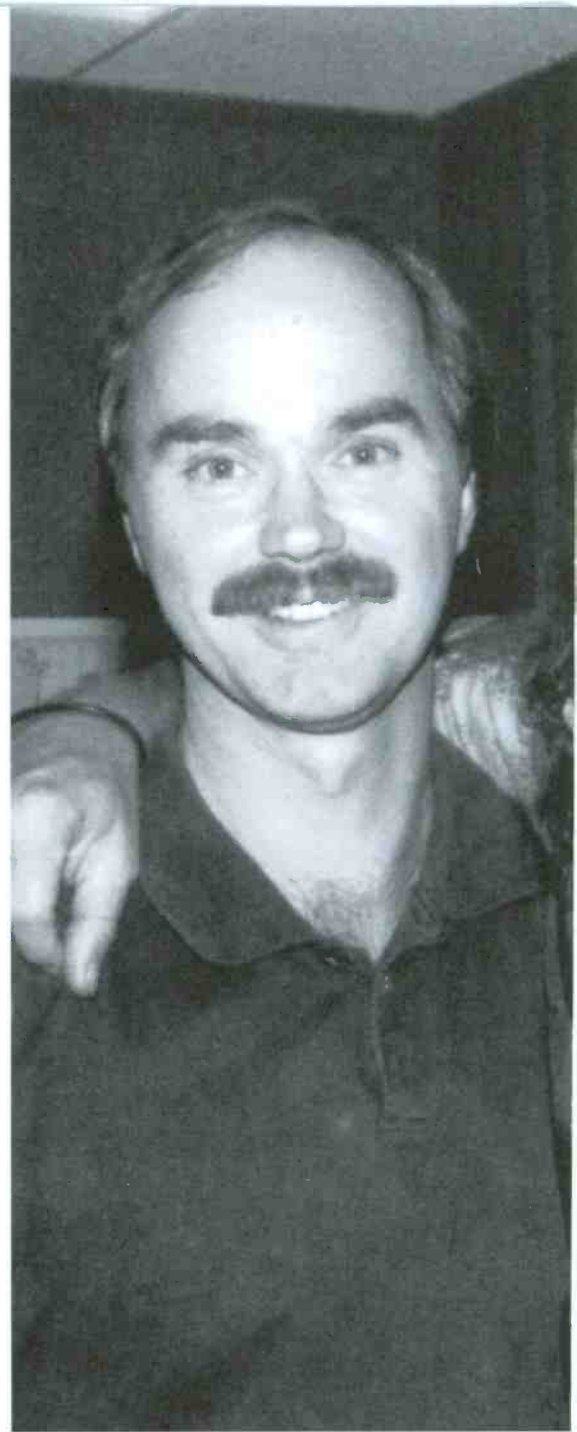
1) Bicyclists and educators **Steve Buettner**, **Volodya Kavalenko**, **Dan Buettner**, **Alexander Razumenko**, **Charlie Boone**, November 1990; 2) **Allen Gray**, two unknown ladies, an autographed box of detergent and a very bored child, 1960s; 3) **Charlie Boone**, Olympic Gold Medalist, swimmer, **Mark Spitz**, June 1984; 4) **Charlie Boone**, singer **Chubby Checker**, 1990s; 5) Humorist **Dave Barry**, June 1989; 6) Activist **Gloria Steinem**, June 1990; 7) Syndicated Hollywood reporter **James St. James**, mid-1980s; 8) Teamster leader **Jimmy Hoffa**, 1960s; 9) Actor **Ed O'Neill**, (*Al Bundy* on *Married... With Children*), **Ruth Koscielak**, September 1988; 10) Actor **George Takei**, (*Mr. Sulu* from *Star Trek*), June 1989; 11) *The Odd Couple* actors **Jack Klugman** and **Tony Randall** with **Ruth Koscielak**, 1990s; 12) Actress and singer **Debbie Reynolds**, October 1985

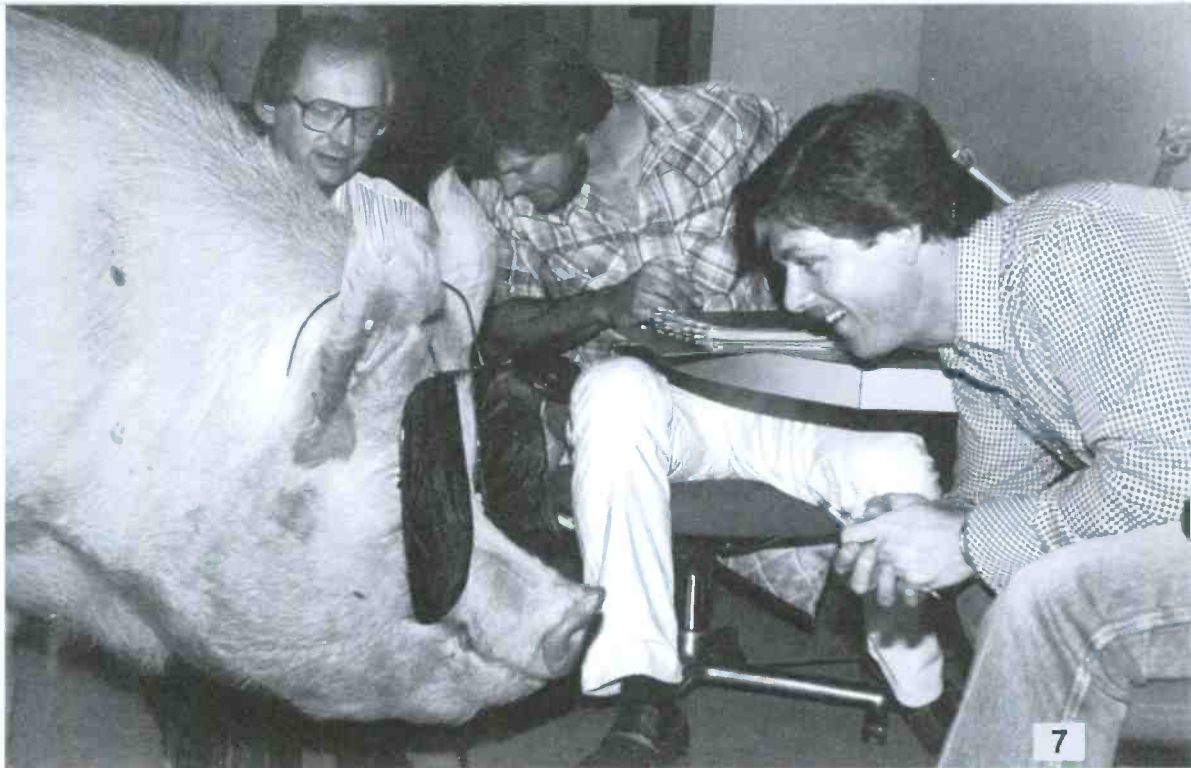
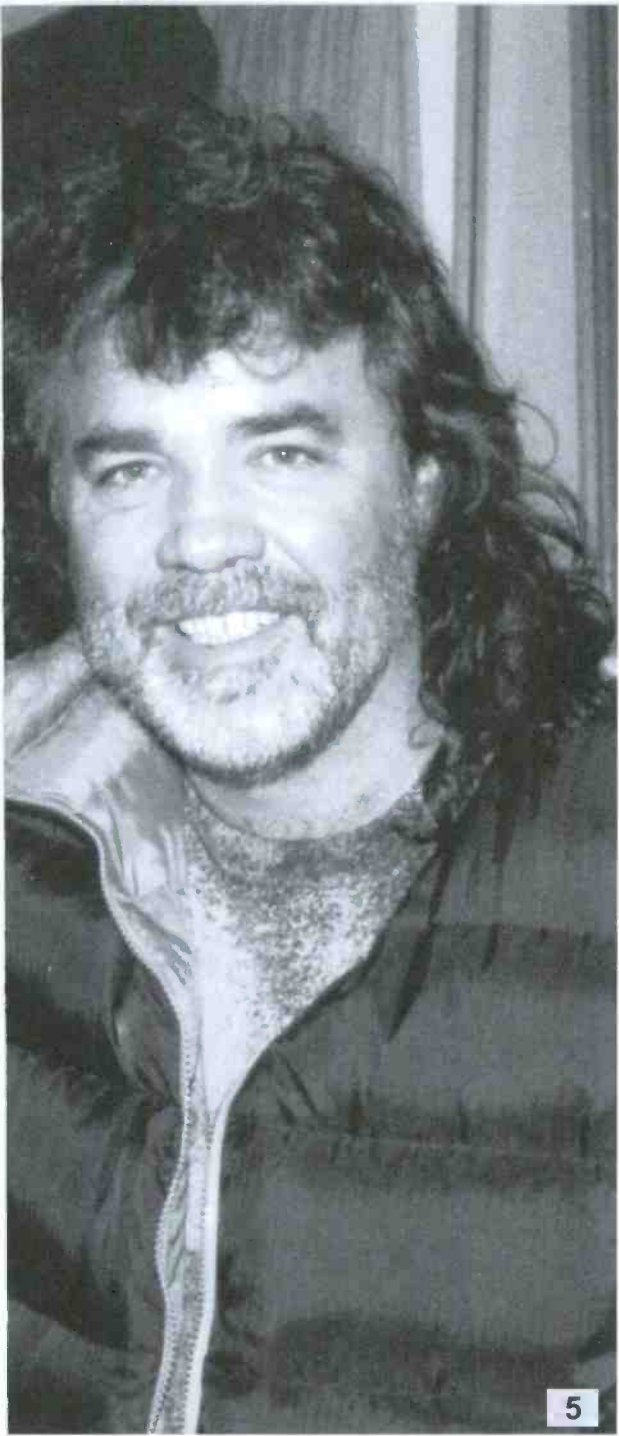




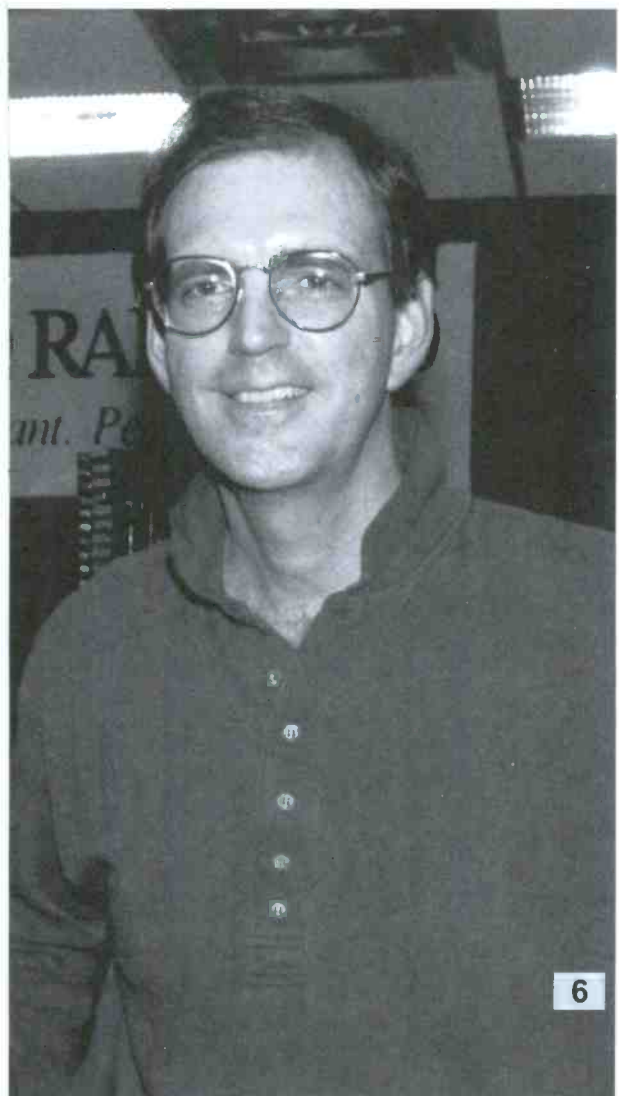
1) Mitch Miller, 1950s; 2) Allen Gray, Joyce Lamont and Mitch Miller, 1960s; 3) Broadcasting from Peavey Plaza in Minneapolis, Charlie Boone, Rog Erickson and Mitch Miller, June 1986; 4) Announcer Steve Edstrom, singer Olivia Newton-John, mid-1970s; 5) Rog Erickson, comedian Rich Little, 1980s; 6) CBS correspondent and host Mike Wallace, 1970s; 7) WCCO Sports Director Paul Giel, boxer Muhammed Ali, 1970s; 8) Ruth Koscielak, singer Ute Lemper, conductor Phillip Brunelle, June 1990; 9) Singer Glen Campbell, January 1986; 10) Comedian and actor Richard Belzer, 1988; 11) Tim Russell, jazz pianist Bobby Lyle, January 1992







1) Rog Erickson, Charles Osgood, Charlie Boone, at WCCO Radio's 60th Anniversary Banquet, October 1984; 2) ABC News reporter Hugh Downs, 1980s; 3) Singer Michael Johnson, 1986; 4) St. Paul Chamber Orchestra program annotator Carol Heen (married to Charlie Boone), conductor Sir Neville Marriner, Charlie Boone, May 1986; 5) Dave Lee, singer Gary Morris, mid-1990s; 6) Violinist Pinchas Zukerman, Tim Russell, September 1989; 7) A big pig, WCCO engineer Jerry Miller (with glasses in background), the animal's owner, and announcer Dan Hertsgaard. On the way out of the radio station, the 1,600-pound animal (the one wearing sunglasses, that is) stepped into the elevator and the door closed, taking it on a solo ride to one of the upper floors of the building. Dan and the owner managed to find it upstairs and get it safely out of the building, but not before it scared a few of the building's tenants, 1980s; 8) Tim Russell, photographer Annie Leibovitz, November 1991; 9) Born Francesca Marlene von Gerber, Mitzi Gaynor is best remembered as Ensign Nellie Forbush in the 1958 movie musical, "South Pacific," 1960's; 10) Bemidji, Minn. native and actress Jane Russell, Rog Erickson, Charlie Boone, 1986





1



3



4



March 1990

Better Homes and Crutches

#1 Hit
Record enclosed!
The Talking Heads
"Burnin' Down the House"
"Slip Slide 'n' Away" by
Paul Simon

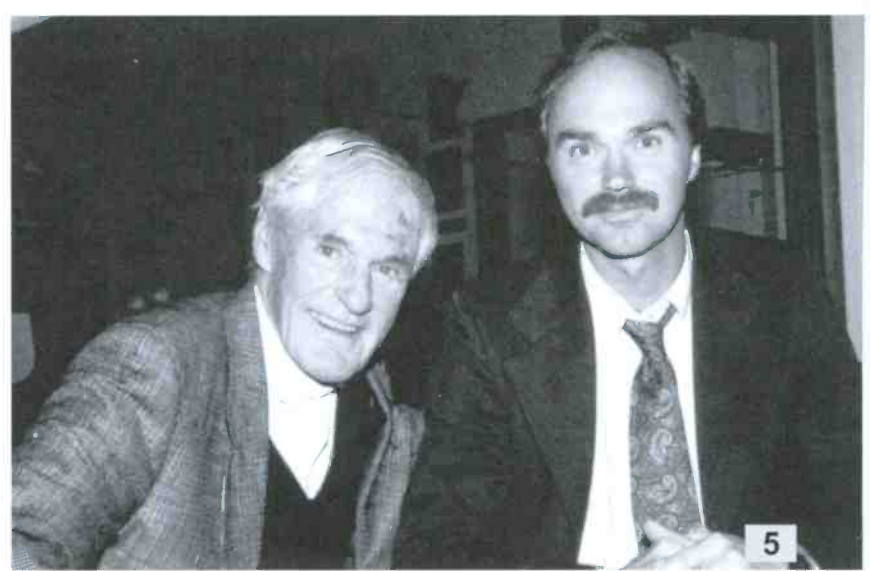
#1313H*****CAR-RT-SORT
hen rec#1JM/istalsimun#1duDe
Joel Henry #1313
c/o WCCO Radio
625 Second Ave. South
Minneapolis, MN 55402

Ruth Koscielak
A Master of Disaster?

Lethal Weapon III
Painful crutch blows
Part 1 of series

"My 10 least favorite
knee jokes" by Ruth Koscielak

2



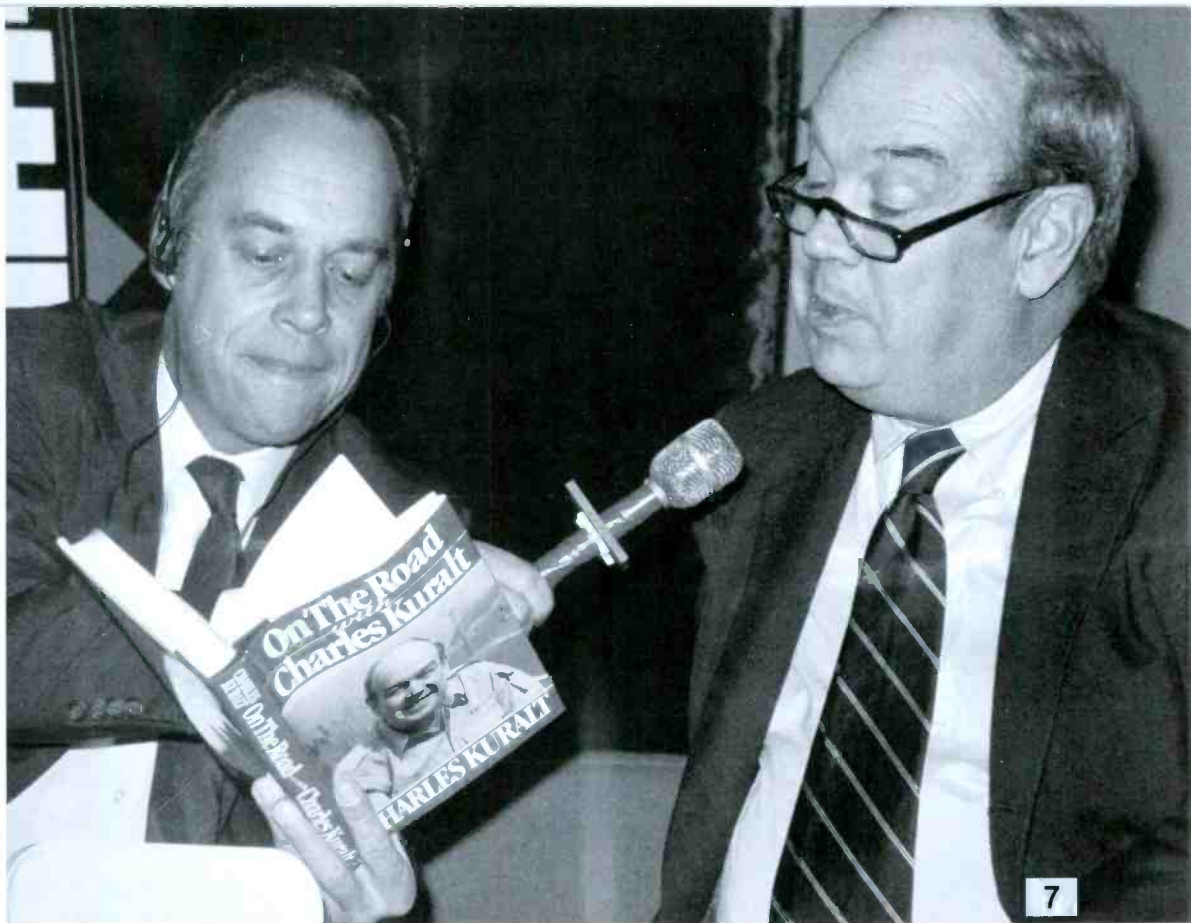
5



6



Charles Kuralt



7

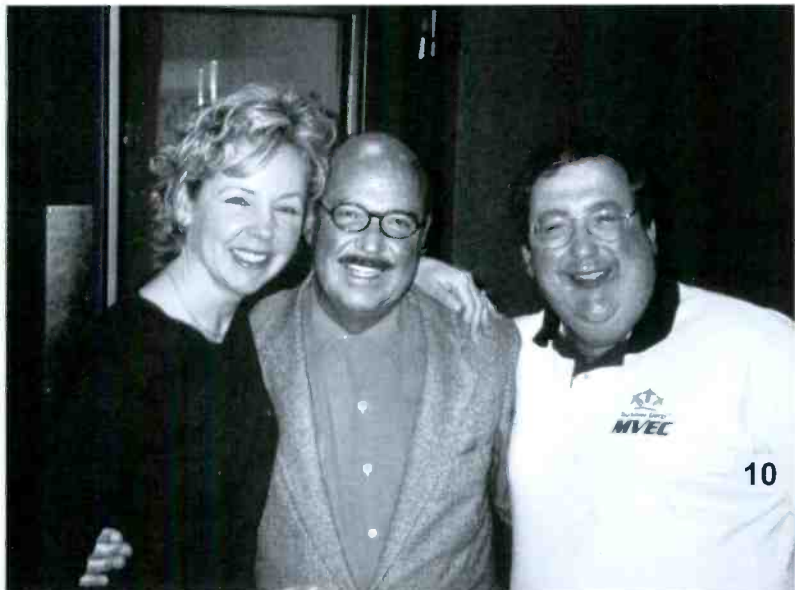
1) Actress **Raquel Welch**, 1986; 2) WCCO employee newsletter parody of **Ruth Koscielak** after she injured her leg, March 1990; 3) **Tim Russell**, "Weird Al" **Yankovic**, August 1992; 4) **Wes Minter**, conservative talk show host mid-1990s; 5) Listeners tuned-in with their radios turned-on while **Timothy Leary** dropped in for a visit with **Dave Lee**, who noted that Dr. Leary was dressed in a very dapper manner... except the tennis shoes. One other unusual item, Dr. Leary was bleeding from the forehead throughout the interview, early 1990s; 6) Can you spot the person who was an usher at WCCO executive Dick Carlson's wedding? No, not **Ruth Koscielak**... but *Wheel of Fortune* host **Pat Sajak**, January 1989; 7) While broadcasting *Friday Night Live* from the Carlton Celebrity Room, WCCO announcer **Paul Stagg** listens to CBS roadtripper **Charles Kuralt** read an excerpt from his book, October 1985; 8) Actor **Gregory Peck**, mid-1970s; 9) The voice of **Carlton the Doorman** on *Rhoda* as well as **Garfield the cat**, **Lorenzo Music** poses for a rare photo, **Tim Russell**, April 1991; 10) **Kim Jeffries**, pro wrestling ringmaster "Mean" **Gene Okerlund**, **Mike Lynch**, January 1999; 11) **Steve Cannon** with "Mr. Baseball," **Joe Garagiola**, April 1989



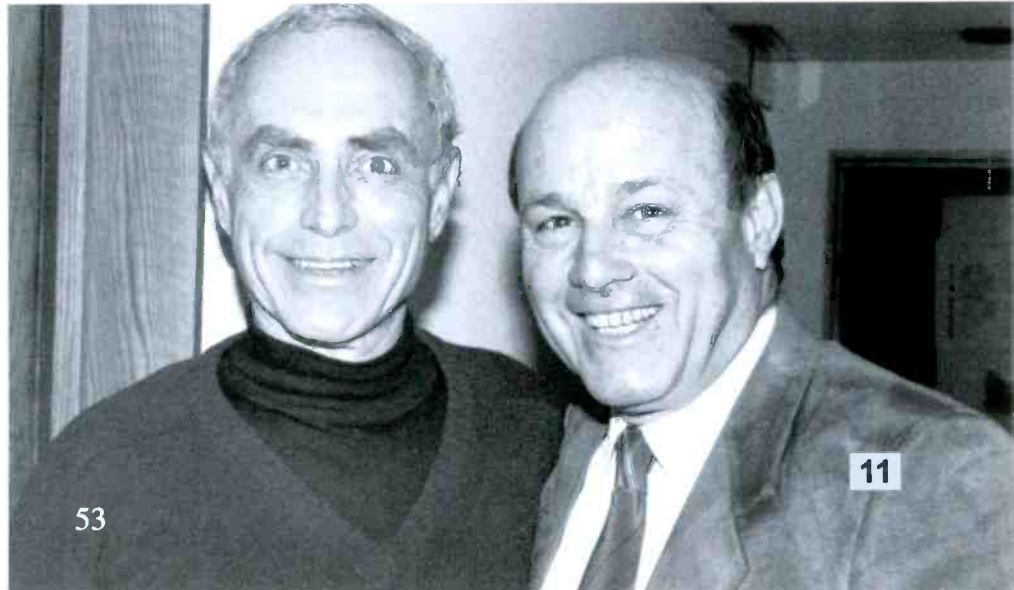
8



9



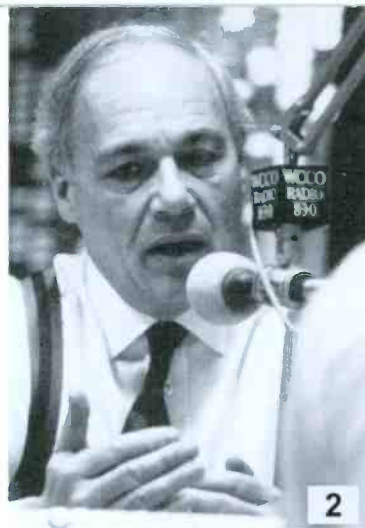
10



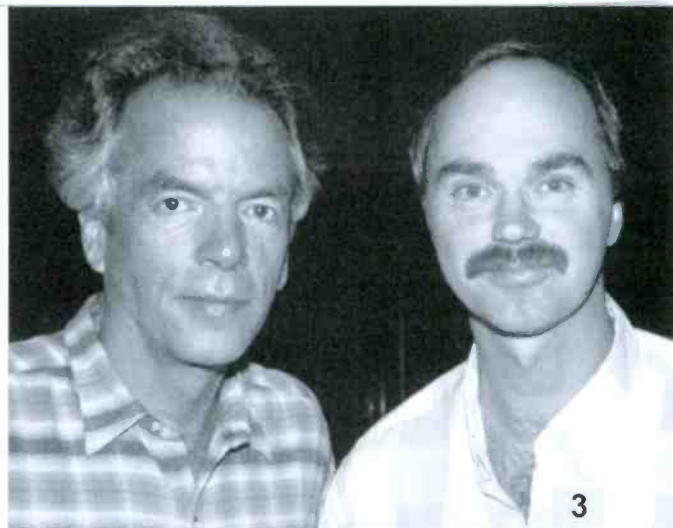
11



1



2



3



4



5



6



7

1) Actor **Sir Ian McKellen** with **Tim Russell**. McKellen was performing *Richard III* at The Ordway Theatre and it was while in St. Paul that he conceived and began to write the screenplay that became the acclaimed 1995 movie *Richard III*, 1992; 2) Soviet political commentator **Vladimir Pozner**, March 1992; 3) Writer and monologue performer **Spalding Gray**, Dave Lee, June 1992; 4) Separated at birth? **Ruth Koscielak** and singer **Donovan**, July 1991; 5) A sharecropper's son, and the grandson of a slave, **Jesse Owens** was the first American in the history of Olympics Track and Field to win four gold medals in a single Olympics (1936), mid-1970s; 6) **Charlie Boone** with CBS Sportscasters **Terry Bradshaw** and **Greg Gumbel**, 1991; 7) **Maureen Reagan**, daughter of President Ronald Reagan, April 1989; 8) **Rog Erickson** with model **Cheryl Tiegs**, November 1980; 9) **Ruth Koscielak**, author **Pat Conroy**, June 1995; 10) Blind since birth, jazz pianist **George Shearing**, **Tim Russell**, November 1990; 11) **Dave Lee**, unknown participant, **Tim Russell** and **Mike Lynch** at the first ever Fruitcake Games, broadcast live from Southdale Shopping Center, December 1989; 12) WCCO Radio Distinguished Good Neighbor **Alan Page**, April 1993; 13) **Tim Russell**, **Larry "Bud" Melman** from *The David Letterman Show*, early-1990s; 14) **Ruth Koscielak**, singer and songwriter **Gordon Lightfoot**, early 1990s; 15) **Tim Russell**, jazz drummer **Max Roach**, February 1991; 16) **Ruth Koscielak** and **Kevyn Burger** (light dress) are joined by *Hart to Hart* television show stars **Stefanie Powers** and **Robert Wagner**, 1992; 17) Actor **Douglas Fairbanks, Jr.**, **Tim Russell**, October 1989; 18) **Steve Cannon**, writer **John Updike**, 1990s; 19) Hearthrobs, **Rog Erickson** and **Charlie Boone**... with actor **Rob Lowe**, September 1988



9

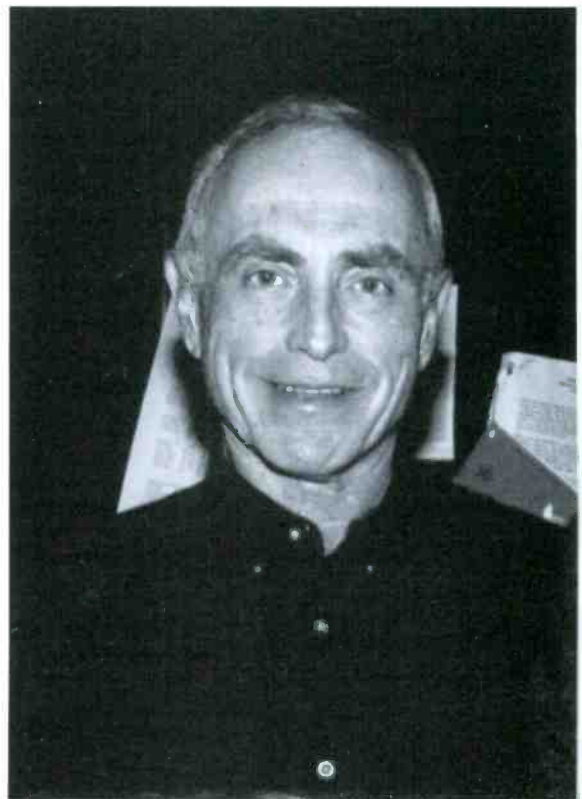


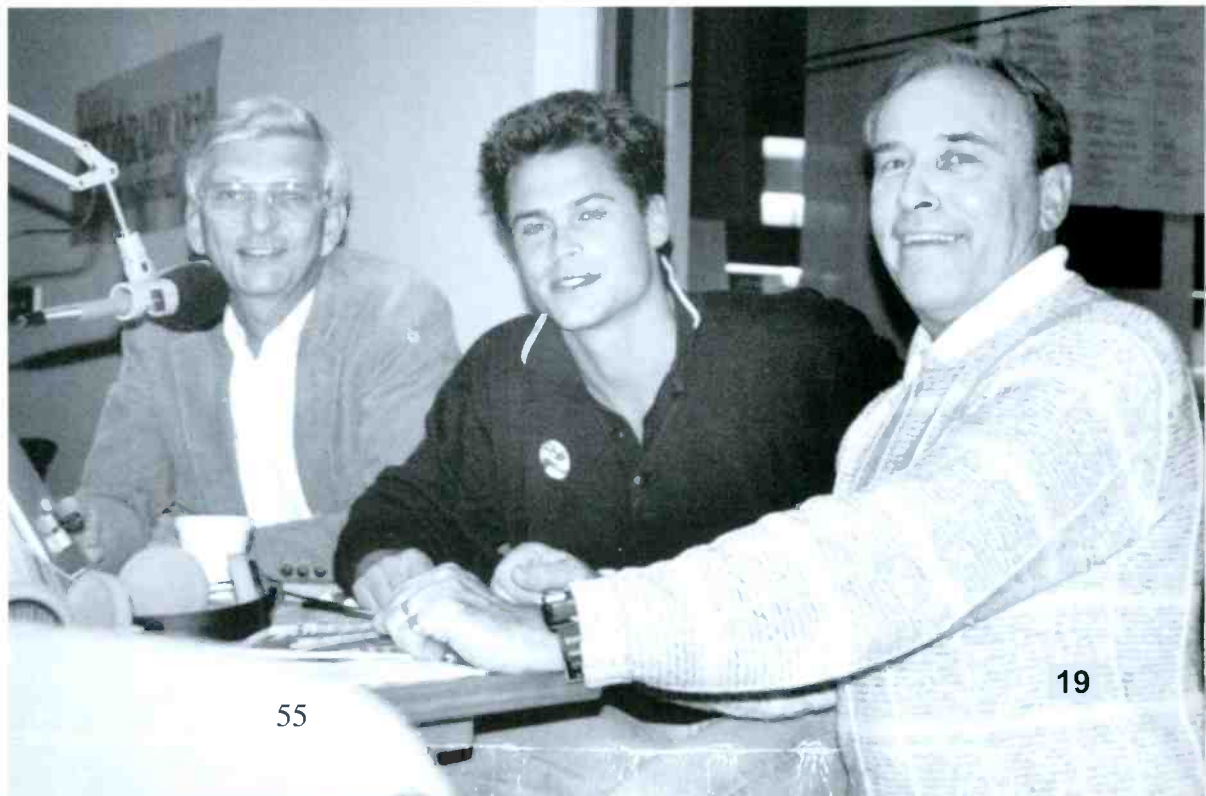
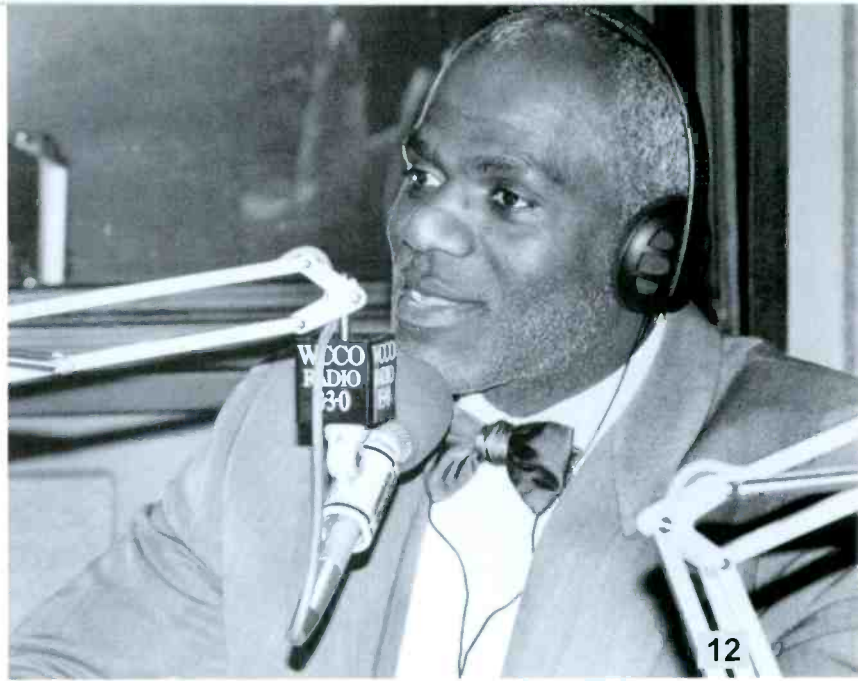
10



54

8









Charlie Boone, Rog Erickson, early-1960s



1) Charlie Boone, Rog Erickson, mid-1970s; 2) Charlie Boone, Rog Erickson and Dean Spratt, Farm City Days broadcast, Jackson, Minn., August 1988; 3) Rog Erickson, 1974; 4) Charlie Boone, 1974; 5) Hubert H. Humphrey, Charlie Boone, Rog Erickson, 1960s; 6) Howard Viken, Charlie Boone, Rog Erickson, at WCCO Radio's 40th Anniversary Broadcast, October 1964; 7) The making of a television commercial for *The Good Morning Show*, Sid Hartman, Mark Rosen, Eric Eskola, Karen Filloon, unnamed actor, Rog Erickson, Charlie Boone, 1991; 8) Pat Miles looks on (far left) as Rog Erickson gets booked for *Jail & Bail* fund-raiser to benefit the March of Dimes, 1980s 9) Charlie Boone, Rog Erickson in their *Minnesota Hospital* scrubs, January 1991; 10) John McEnroe picks up a few tennis tips from Charlie Boone (or was it the other way around?), 1982





Station WCCO has over the years been progressive in its coverage of the news and has been consistent in presenting both sides of the story. It truly is one of the great broadcasting stations in America and all Minnesotans can take pride in the fact that its powerful transmitter and fine studios are located in their state.

Senator Hubert H. Humphrey
 Letter to WCCO Radio General Manager Larry Haeg, 1962



"BOONE IN THE AFTERNOON"
IS TOPS IN TOWN!
1:30—5:30 P.M., WEEKDAYS

KFGO
790

3

1) Charlie Boone, Rog Erickson, 1970s; 2) Charlie Boone, Rog Erickson, 1987; 3) Prior to working at WCCO Radio, Charlie Boone was tops in town in Fargo, North Dakota, 1958; 4) In 1968 singer **Tiny Tim** married Minnesotan Victoria May Budinger ("Miss Vicki") in a ceremony on Johnny Carson's *Tonight Show*, which drew 40,000,000 viewers. Here **Charlie** and **Rog** have him autograph a box of Miracle White detergent, which, indeed, produced miraculous results. It seemed that Chicago-based Miracle White wanted to find a radio team to ad-lib commercials that promoted Miracle White. When they heard Charlie and Rog kibitzing with one another on their separate shows, they thought the sound was right. So, they threw a bunch of money at the station, which suddenly saw the financial benefit of pairing the two, and thus America's longest-running and most-successful radio duo was formed, late-1960s; 5) **Charlie** and **Rog** prepare for one of their many trips to Hawaii with WCCO listeners, 1970s; 6) WCCO employee newsletter. While emceeding an event at Orchestra Hall, Charlie accidentally stepped off the front of the stage, dropped several feet to the floor and broke his arm. No one had to yell, "Is there a doctor in the house?" because it was a convention for heart surgeons! March 1991; 7) **Charlie** and **Rog** in the leading roles of *The Odd Couple* at the Old Log Theater, 1970s; 8) **Charlie Boone**, artist **Les Kouba**, Rog Erickson, January 1990





March 28, 1991

PAYDAY NEWS

THE EMPLOYEE NEWSPAPER OF
WCCO RADIO 8.3.0

It's all here in black & white, dude.

Boone's bionic bum

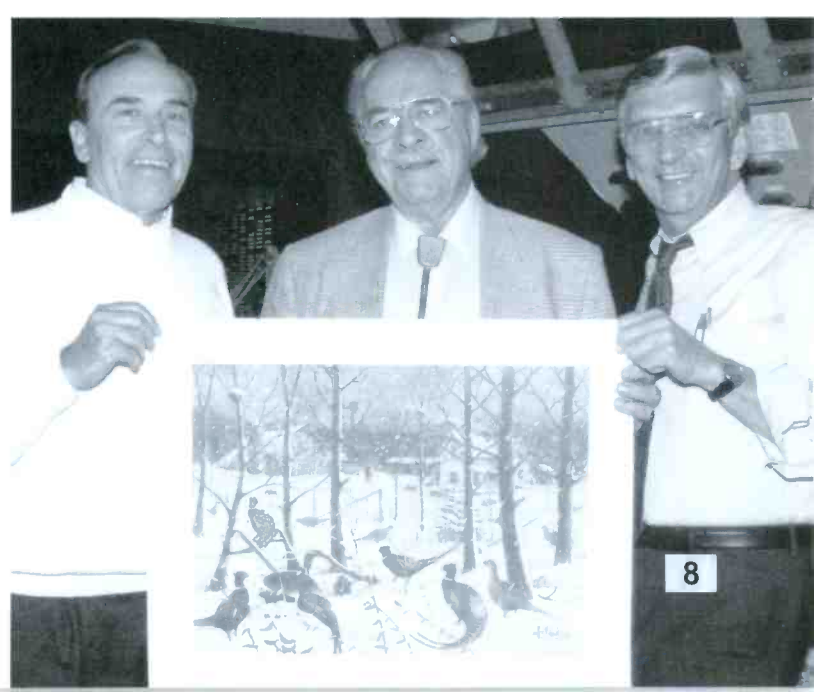
Togal Togal!

Charlie - Break a leg Rog

Drama in real life!
As told by Payday News reporters
might win their first award with this

61

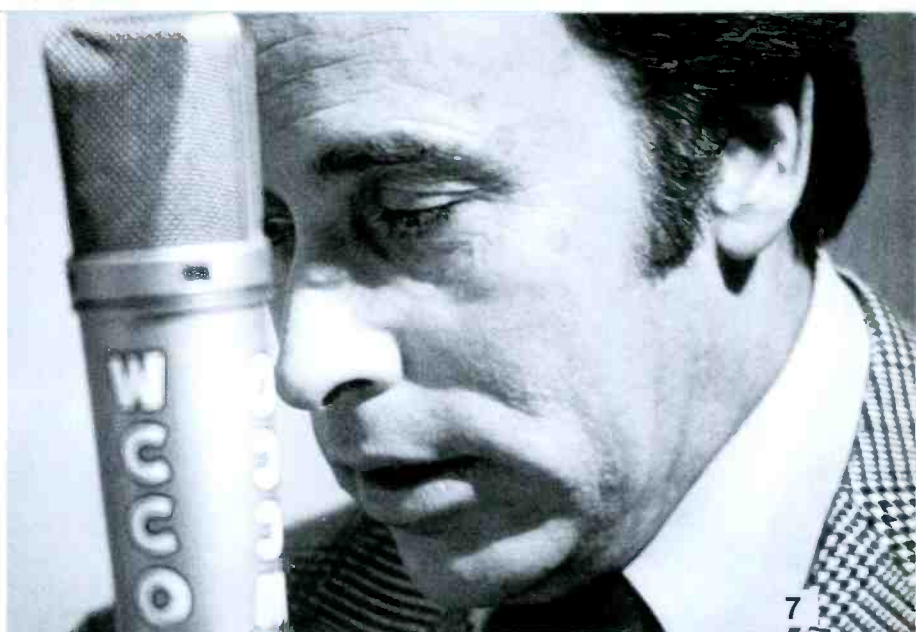
6





1) **Charlie Boone**, singer/songwriter **Bobby McFerrin**, **Dave Lee**, **Rog Erickson**, 1990s; 2) **Charlie Boone**, **Col. Roger Ledding**, frequent guest and head of the Minnesota State Highway Patrol. Not pictured: **Rog "Leadfoot" Erickson**, October 1988; 3) **Charlie Boone** and **Rog Erickson** leading the World's Largest Marching Band, 1982; 4) **Rog Erickson**, 1970s; 5) **Rog Erickson**, actor **Werner Klemperer**, **Charlie Boone**. Far from the character he played on the television show *Hogan's Heroes*, Klemperer was trained as a concert pianist (his father was renowned orchestra conductor **Otto Klemperer**), November 1989; 6) **Charlie Boone** and **Rog Erickson** ham it up for a meat sponsor. Not pictured: ham, 1986; 7) **Charlie Boone**, 1970s; 8) **Charlie Boone**, **Rog Erickson** and **Sen. Rudy Boschwitz**, 1986; 9) **Charlie Boone** emcees the WCCO Teen Dance, which was performed as a public service based upon a request by the Minneapolis Police Department as an activity to occupy teens and keep them off the streets, 1960s; 10) **Charlie** and **Rog** at the corner of Boone and Erickson with arctic explorers **Paul Schurke**, **Will Steger**, **Ann Bancroft** and **Zippity**, May 1986; 11) A very familiar sight for WCCO staff members: **Rog Erickson** in his office typing amidst piles of tapes. Not pictured: a warm can of Coke and a cold hot dog, 1970s







1) **Charlie Boone, Rog Erickson** right at home, whether it's on the farm or...
 2) ... at the orchestra with **Stanislaw Skrowaczewski**, music director of the Minnesota Orchestra, at Northrop Auditorium, late 1960s; 3) **Rog Erickson** reads school closing, March 1989; 4) Early in his career **Rog Erickson** dabbled in television as **Bozo the Clown** on WCCO-TV. This painting of Rog as Bozo was made by Paul Joncas, a floor director, makeup artist and set constructor at WCCO-TV. Paul Joncas is also the father of Joe Joncas, one of WCCO Radio's long-time engineers, 1962; 5) **Charlie Boone, Rog Erickson** at the Vice President's house in Washington, with **Joan Mondale** (seated), an engineer, and producer **Jan Allen** (standing with phone), 1977; 6) Snow sculpture by a WCCO listener, depicting Steve Cannon's characters **Morgan Mundane, Ma Linger** and **Backlash Larue**, part of the 'CCO in the Snow' contest, mid-1980s



3



4



5

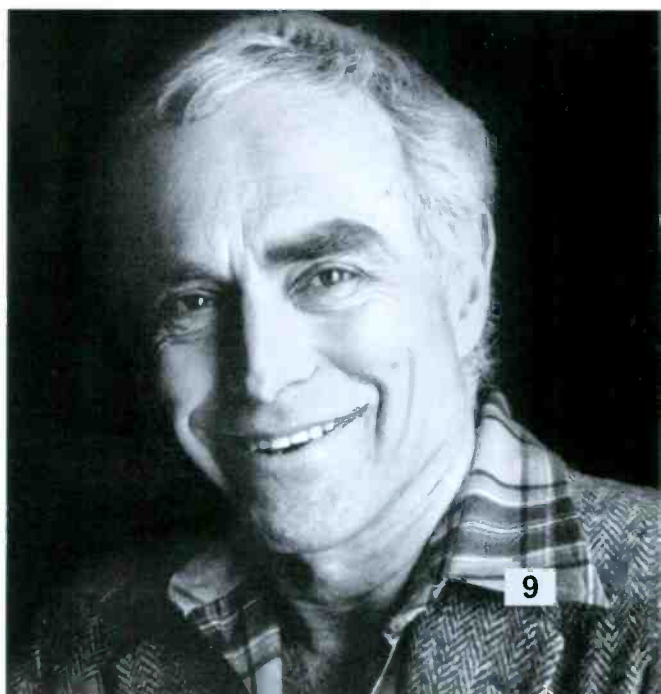
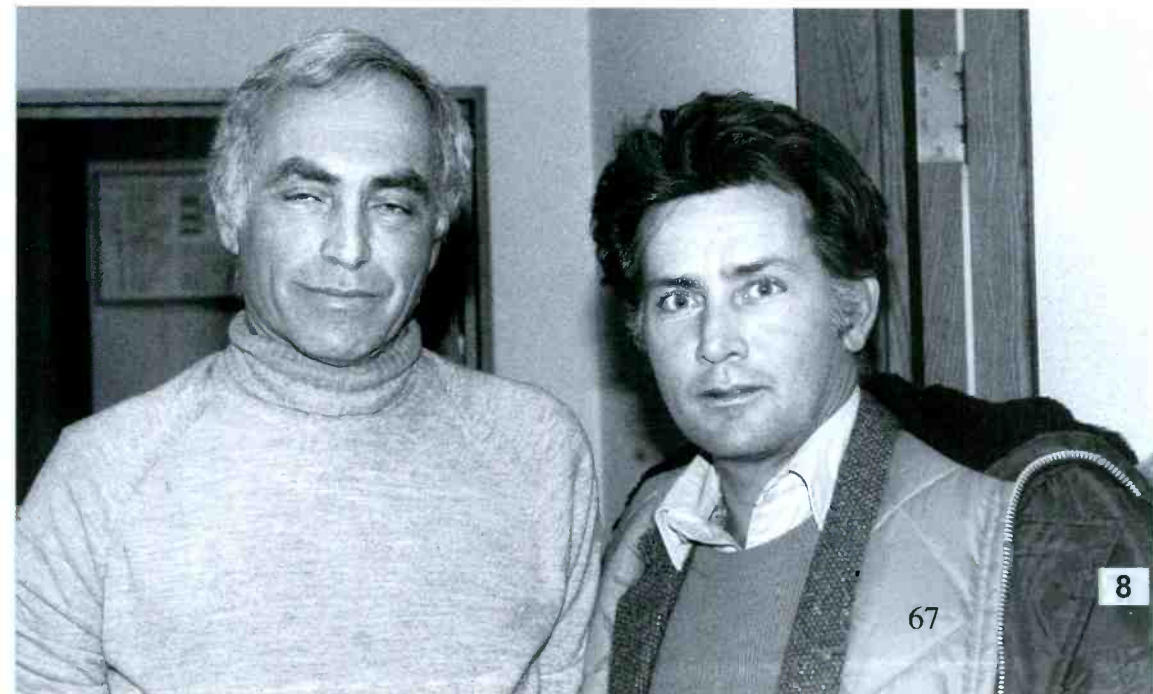
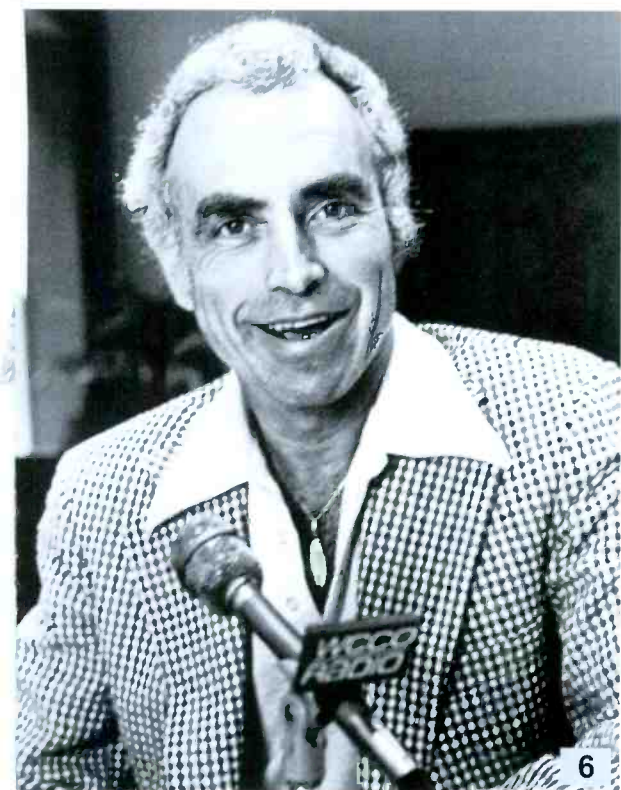


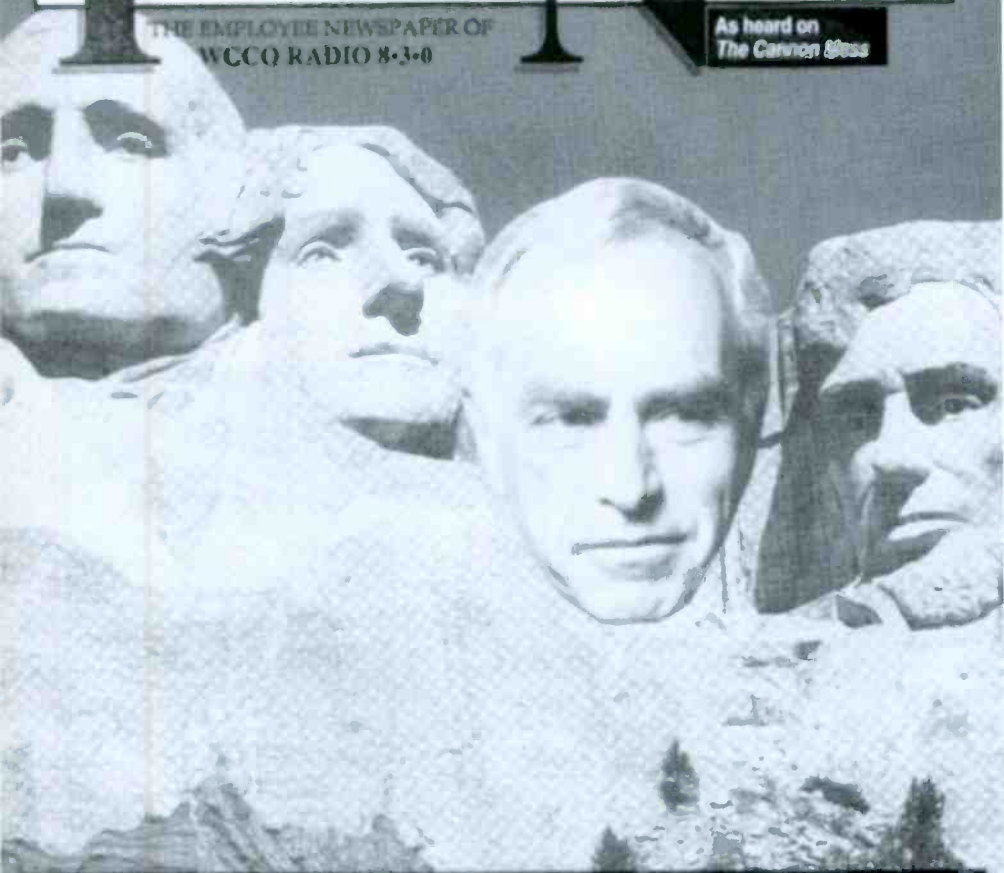
6



WANTED

1) Rootin' tootin' **Steve Cannon** played **Wrangler Steve** on a children's show on Twin Cities TV station WTCN. Wrangler Steve was the host of a children's show, but it seems the old cowboy would throw in a few ineuendos throughout each show, which whizzed over the kids like a stray bullet, but any adult clearly understood, 1952; 2) **Steve Cannon** broadcasting live at the Minneapolis Marriott Hotel as part of the Greater Minneapolis Chamber of Commerce annual meeting. The special guests that year were **Ed Bradley** 3) **Harry Reasoner**, former morning news editor at WCCO 4) **Morley Safer** and 5) **Andy Rooney** of the CBS television show, *60 Minutes*, October 1986; 6) **Steve Cannon**, 1970s; 7) **Steve Cannon** in what may (or may not) be the basement studio, 1984; 8) **Steve Cannon**, actor **Martin Sheen**, 1980s; 9) **Steve Cannon**, 1987





Cannon replaces Roosevelt on Mount Rushmore

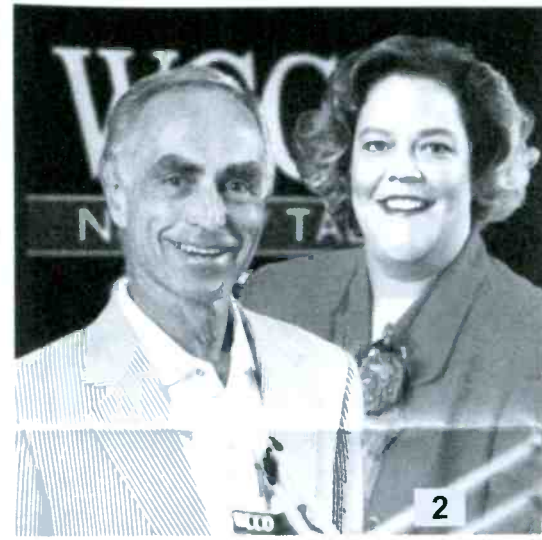
Payday News finances project as kickback for on-air plugs

1

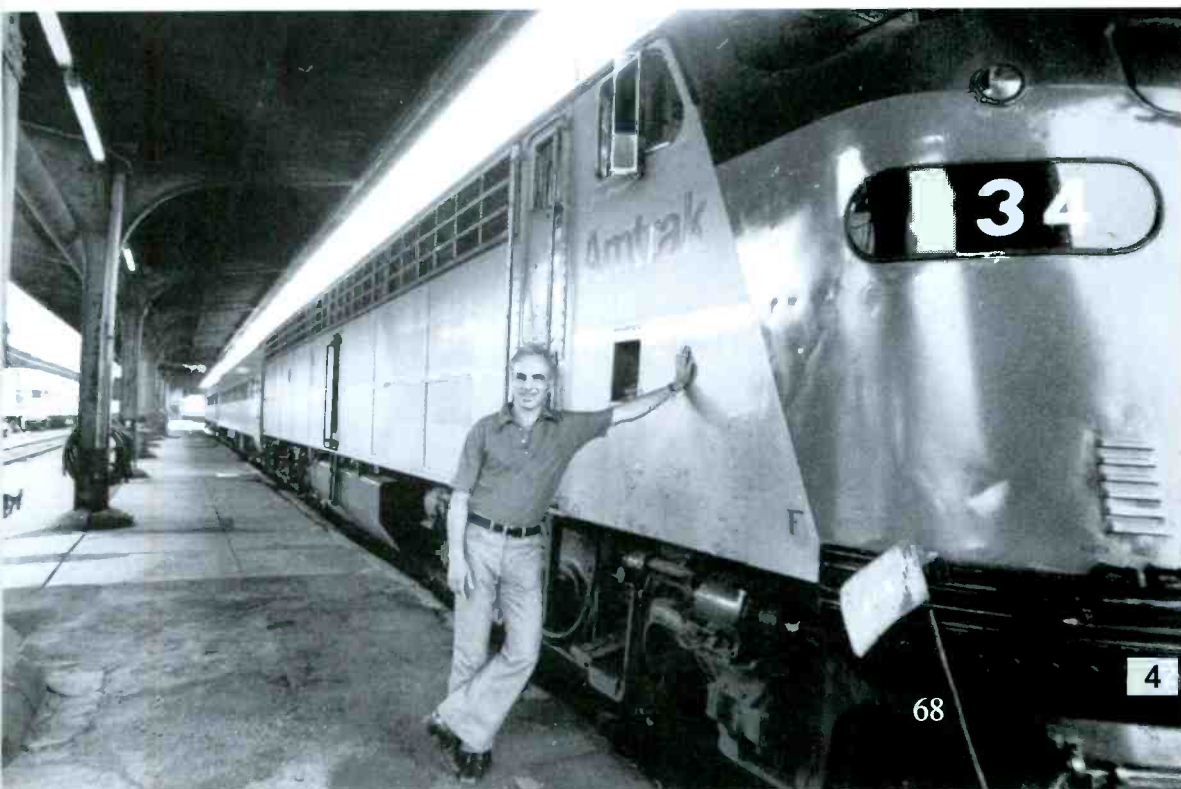
WCCO's Team of "Cannon & Koscielak" to Hit the Airwaves

Steve 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.



1) Steve Cannon parody from WCCO employee newsletter, January 1991; 2) Let us never speak of this again, 1995; 3) Steve Cannon, mid-1980s; 4) Two big machines, one's got the people, the other's got the money, 1970s; and 5) Steve Cannon, early 1950s; 6) A Cannon Cake, presented to Steve on behalf of the Minnesota Baker's Convention, at which Steve was guest speaker, February 1987; 7) Steve Cannon with Doc Severinsen, trumpet player and longtime band leader for *The Tonight Show* starring Johnny Carson, 1990s; 8) Steve Cannon and WCCO Radio meteorologist, "Doctor Lunch," Mike Lynch, 1980s; 9) Steve Cannon, 1984; 10) Steve Cannon broadcasting from the U.S. Open Golf Tournament at Hazeltine National Golf Club, May 1991

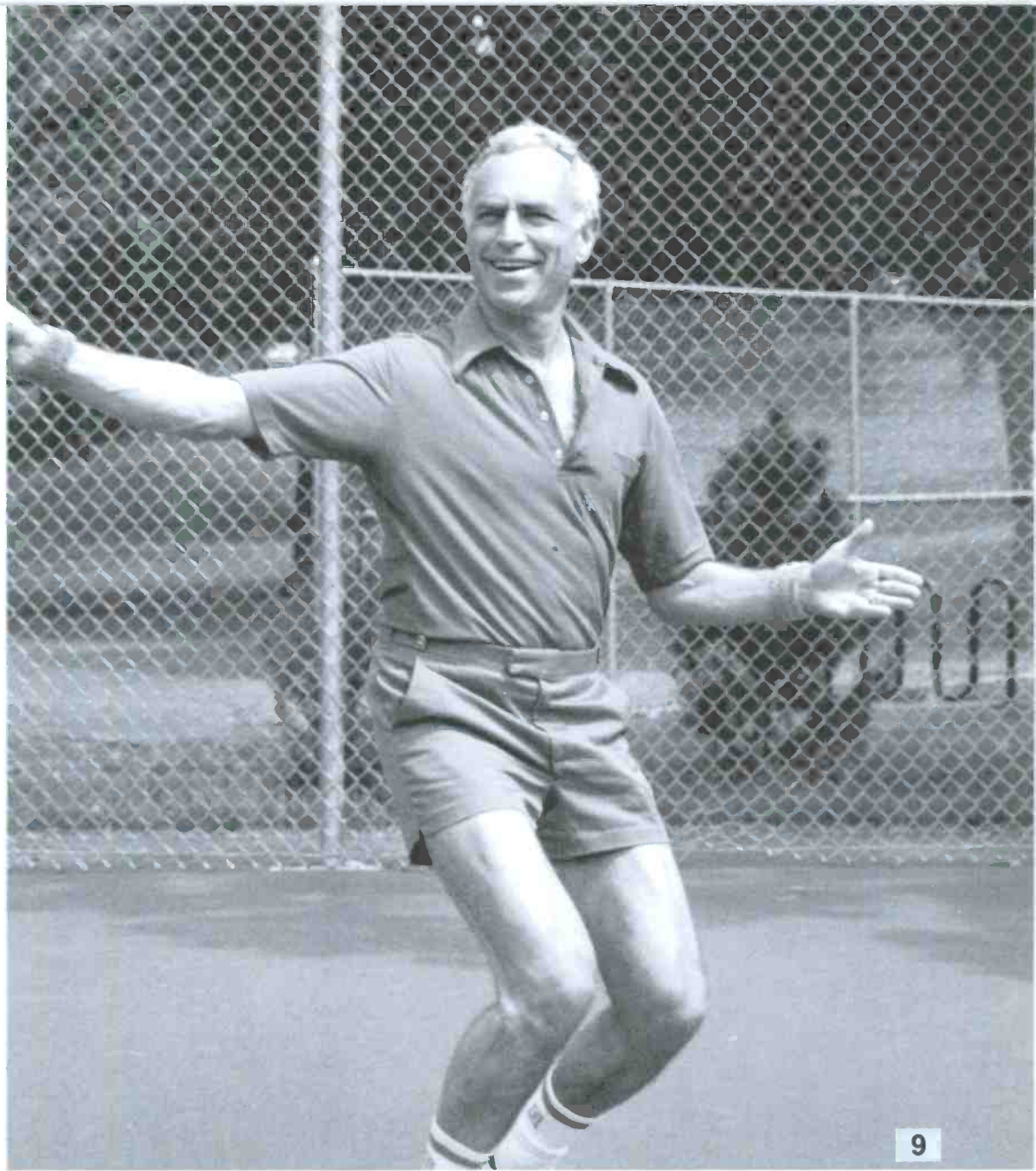




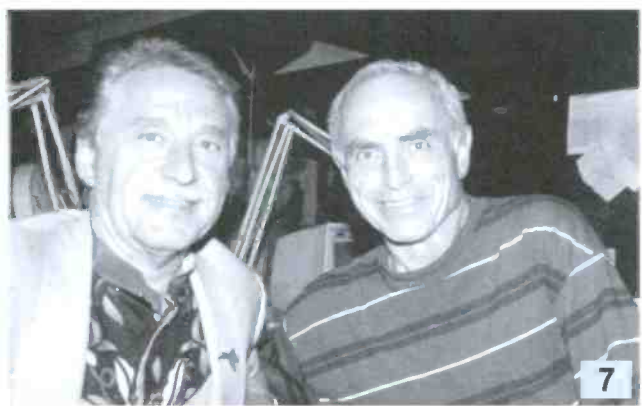
5



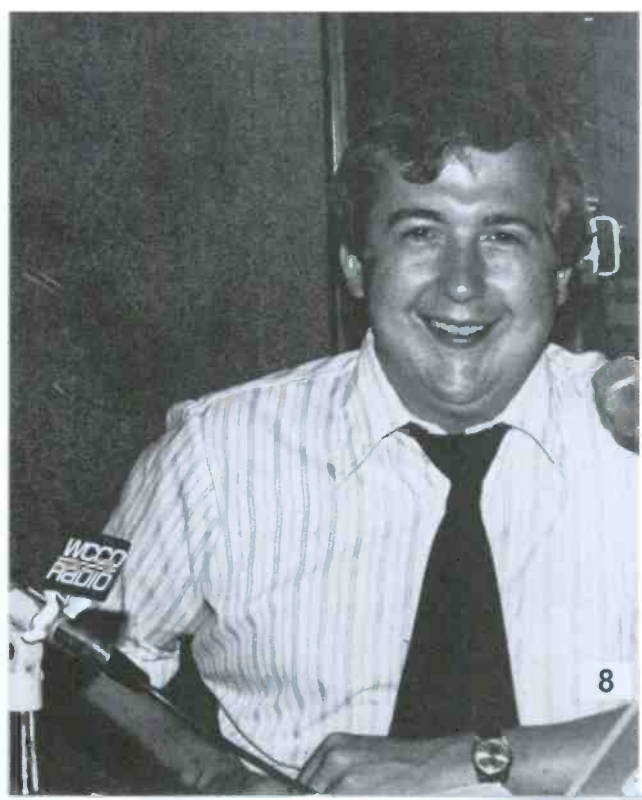
6



9



7



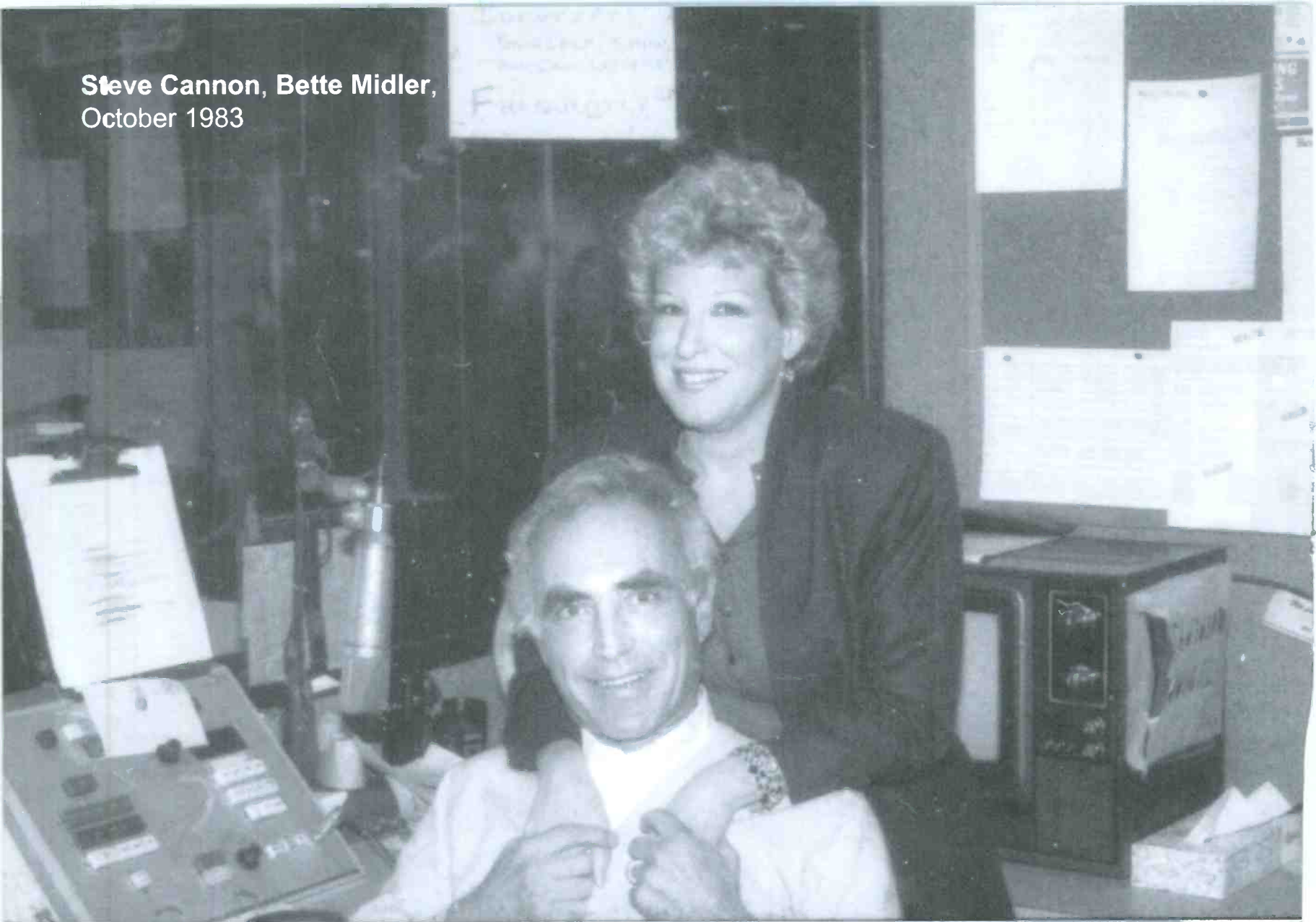
8



69

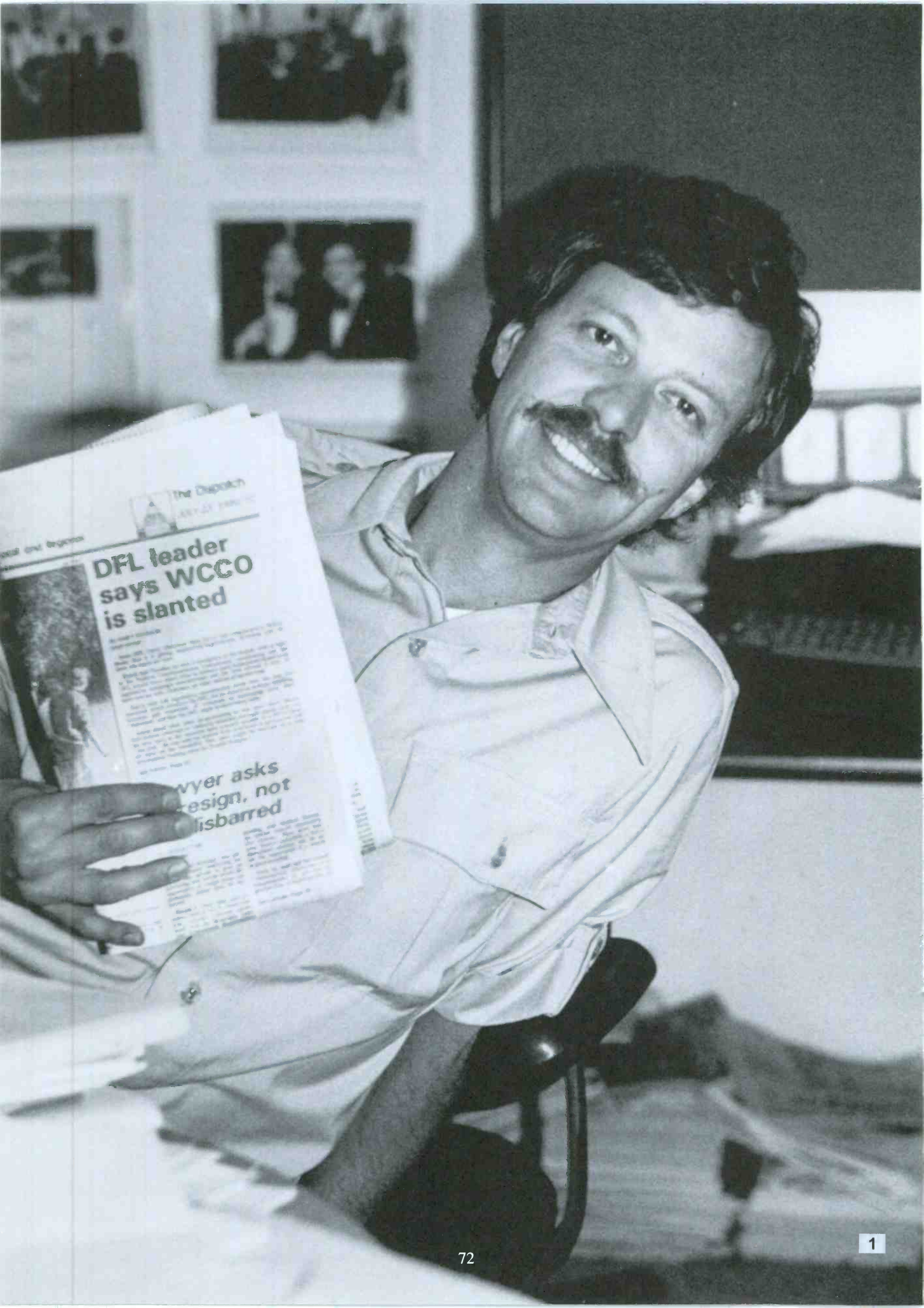
10

Steve Cannon, Bette Midler,
October 1983





Steve Cannon, Minnesota State Fair, August 1990



The Dispatch
MAY 27 1968

DFL leader says WCCO is slanted

Lawyer asks resign, not disbarred

830 WCCO News

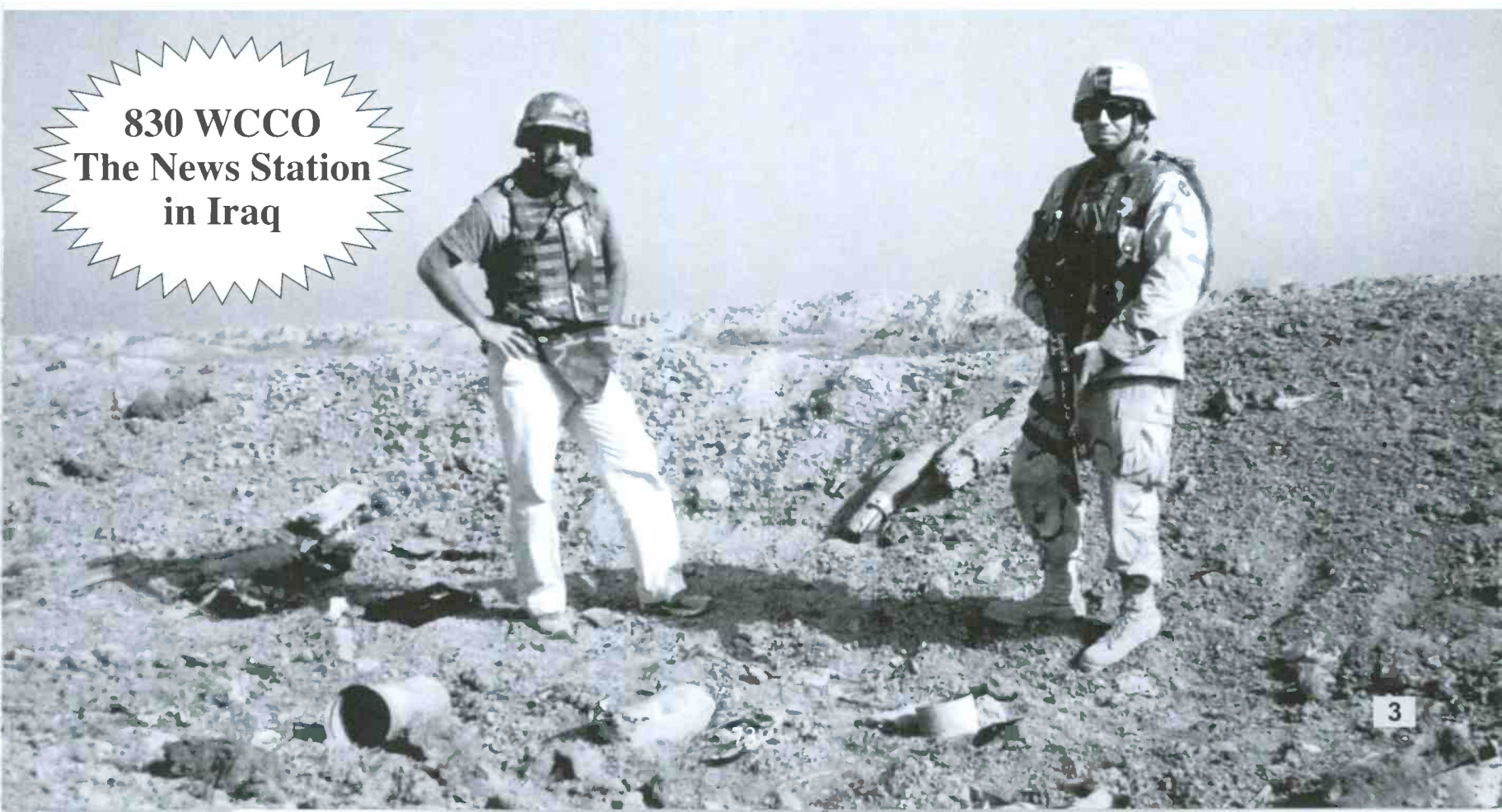
Although typically we think of “news” as that stuff that occurs during a “newscast,” news at WCCO is really a part of the fabric of all programming. Weather is news. Traffic is news. Sports is news. WCCO's guests inevitably bring a continuing flow of news to listeners, and so it's not at all unusual for WCCO's guests to make national news while on WCCO. (And let us now acknowledge Walter Mondale for his willingness to contact and escort many notable newsmakers to the station!)

One of WCCO's core strengths has always been its news department and its crew of veteran news reporters, news editors, and news directors. And thanks to them, when news happens, you hear about it first on 830 WCCO!

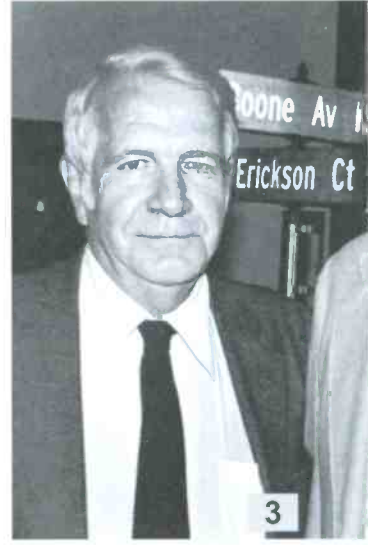
1) WCCO news director **Curt Beckmann** provides appropriate body language to match the headline, July 1980; 2) Reporter **Jeff McKinney** in Baghdad with Minnesota National Guard troops, May, 2004; 3) **Jeff McKinney** with a member of the Minnesota National Guard near unexploded ordinance in a battlefield on the outskirts of Baghdad, May 2004



830 WCCO
The News Station
in Iraq



1) News staff: Rich Holter, Dean Spratt, Bruce Hagevik, Jan Falstad, Eric Eskola, Curt Beckmann, Jan Jirak, Judy Hutterer, Steve Murphy, 1984; 2) News reporters Laura Aka, mid-1980's 3) Harry Reasoner, former morning news editor at WCCO, 1980's; 4) Minnesota Governor Karl Rolvaag during civil unrest, 1966; 5) In 1966 WCCO Radio earned the three highest honors in broadcasting — the George Foster Peabody, Alfred I. duPont and Sigma Delta Chi Awards—which WCCO received for its life-saving public service broadcasts during the tornadoes, floods and blizzards of 1965. WCCO Radio is the only station to win all three awards in the same year. Staff members were presented with engraved silver bowls to commemorate the awards. Standing: Jean Hebeisen, Lolly Vaughn, Carol Holmbeck, Bill Zils, Wally Herron, Bob West, Rog Erickson, Rob Brown, Bill Fuhrmann, Mary Guldin, Rollie Williams, Clara Hanson, Bob Woodbury, Barbara Kolesar, Charlie Boone, Buck Buchanan, Maynard Speece, John Jowe, Al Loehlein, Gordon Mikkelson, Jim Bormann, Wally Wilbur, Dick Chapman, Phil Lewis, Val Linder, Howard Viken, Bob Tibbitts, Ernie Garvin, Ray Christensen, Harry Peterson, Jergen Nash. Seated: F. Van Konynenburg, Larry Haeg, Jim Hill, Larry Jagoe, Mary Doherty, Jim Paul, Judy Lebedoff, Lucy Lincoln, Joyce Lamont, Donna Pate, Gwen Oylo, Diane Rasmussen, Cyla Moffatt, Darlene Burke, Anne Ribnick, Martha Olson, Ginny Bolkcom, Joyce Mills, Maureen Nelles. Kneeling: Art Johnson, Bob Wallinder, Jim Erickson, Jerry Miller, Bert Johnson, Paul Giel, Chuck Kunze, Clayt Kaufman. Others: Bill Arp, Bill Balch, Irma Baldwin, Barbara Beerhalter, Paul Buelow, George Collier, Bob DeHaven, Dick Enroth, Russell Evans, Harland Gabrielson, Sid Hartman, Fred Hermann, Franklin Hobbs, Larry Lenson, Arv Johnson, Bob Johnson, Chuck Lillgren, Randy Merriman, Cheryl Person, Bill Schockweiler, Andrew Tweedt, E.W. Ziebarth, Pat Zuccaro.





4



5



It has been my own experience that WCCO Radio has always been extremely attentive in providing responsible reporting of political news involving the Minnesota delegation in the House of Representatives and also in the Senate. This kind of responsible coverage of significant news is evidence of the high standard of public service which has always characterized WCCO Radio.

Senator Eugene McCarthy, 1962

1) News staff: News Director **Curt Beckmann**, **Bob Thornberg**, **Rich Holter**, **Bruce Hagevik**, **Stephanie Borden**, **Eric Eskola**, 1980's; 2) WCCO news staff member **Walter Cronkite**; approximately 1960; 3) **Dick Chapman**, 1974; 4) News staff: **Larry Haeg, Jr.**, **Rich Holter**, **Hugh Strawn**, **Bob Thornberg**, **Curt Beckmann**, **Arv Johnson**, **Bruce Hagevik**, 1974; 5) Presidential election coverage, **Ron Handberg** (at typewriter), **Arv Johnson** (standing), News Director **Jim Bormann** (on phone), **Gary Bennyhoff** (leaning, with nametag), **Clayt Kaufman** (far right). In later years, Ron Handberg went on to become General Manager of WCCO-TV, while Clayt Kaufman went on to become General Manager of WCCO Radio, 1960





Your policy of fairness toward all shades of opinion, even toward unpopular causes or movements with which most of us utterly disagree, is most helpful in preserving our precious freedoms.

Arthur J. Suel
President, Minnesota Newspaper Association, 1962



1) How we gather and disseminate the news certainly has changed through the years. This image was not taken at WCCO, but probably at a news service such as the Associated Press in 1972. That white paper tape trailing from the front is, basically, a prehistoric hard drive... in fact, you might say this whole contraption is the prehistoric Internet! 2) Election night coverage, unidentified man standing, **Dean Montgomery, Larry Haeg, Sr., Jergen Nash, E.W. Ziebarth**, 1956; 3) News reporter **Larry Haeg, Jr.**, 1974; 4) WCCO staff with awards for *Crisis in the Gulf* news and programming coverage: WCCO general manager **Steve Goldstein**, Rog Erickson, producer **Nancy Walker**, morning news editor **Steve Murphy**, news director **Jerilyn Miller**, evening news editor **Rich Holter**, **Walter Mondale**, Mondale's assistant **Ross Corson**, news assistant **Sara Anderson**, 1991; 5) News staff, **Rich Holter, Telly Mamayek, Steve Murphy, Dick Chapman, Bruce Hagevik, Brooke Aulvin**, 1991



Ask Dr. Elephant Ears

Between his big ears and your big mouth, together we're able to spread some of the region's biggest rumors and gossip. If you've got a question for the doc drop it off in Paul Bergly's mailbox. He'll pass it along to our secretive resident snoop.

Dear Dr. Elephant Ears, After listening to the excellent coverage of WCCO Radio the thought occurred to me . . . which political party does Eric Eskola belong to?

A number of WCCO employees were polled on the issue and here are their answers:

Ray Christensen: "If I had my say I'd think he belonged to the Bull Moose Party, with the emphasis on the Bull. But no, seriously, he must be Independent by nature of his profession."

Mike Skillrud: "Most would predict a Democrat. But I think he's a Republican . . . or, as far to the Left as Rich Holter."

Steve Cannon: "What business is it of yours?"

Rich Holter: "'Well, he'd better not be in a political party. But, if he was, I'd say he belonged to 'The Grassroots Socialist Party.'"

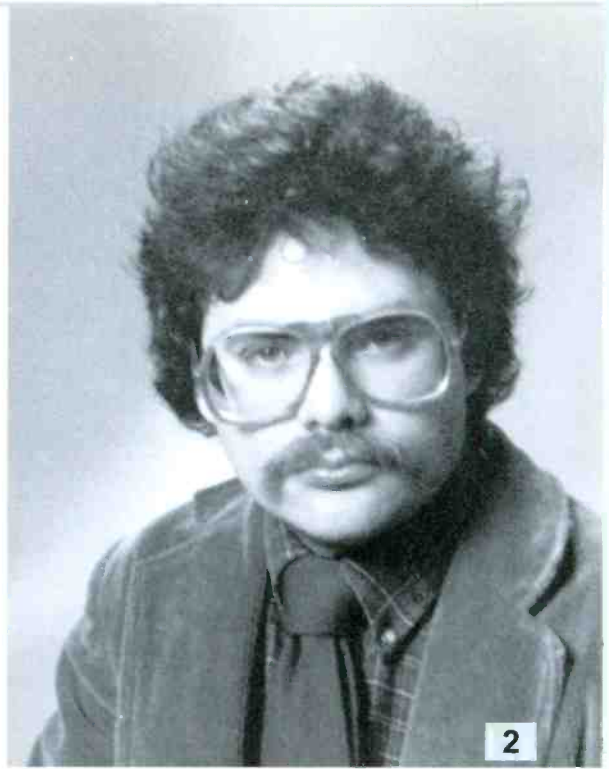
Steve Enck: "He is an Independent. I listen critically all the time to Eric and he does not lean to a party. If a gun was to my head, what would I say? He leans

DFL but with so many IR contacts it's hard to say. On a more intellectual level I really feel Eric, in his heart of hearts, would cast his vote with the Grassroots Party. But I don't think he could make grass grow if he had a lawn out front of his condo."

Mike Lynch: "Well I had insomnia Election Night on WCCO and I was listening when Eric was at the Wellstone H.Q. And the way he said 'Senator Elect Wellstone!!!!!!!!!!!!!!' with such enthusiasm in his voice he must be a Democrat. He's from that Duluth clan up north, and there's a lot of Democrats up there. If they find a Republican up there they put them in one of those toxic barrels they found on the bottom of Superior, pack 'em in, ship 'em out, and throw them back in the lake."

Sara Anderson: "I think he's a Perpich person. Wasn't it Eric who led the clapping at the final Perpich press conference?"

There you have it. The best Dr. E. could collect on the political nature of one Eric Eskola. When Mr. Eskola was polled on the matter he fell asleep before he could answer. He mumbled something about Tamara Taylor as he drifted off into the ozone.



2

1) Ask Dr. Elephant Ears column (written by WCCO producer **Rob Pendleton**) from WCCO employee newsletter, November 8, 1990; 2) We could not confirm any information about this photograph, including the subject, the year, or what he may have been thinking. All we can figure is that where ever he was, it was really cold; 3) **Rog Erickson, Eric Eskola, Sid Hartman** at Farm City Days, 1990s; 4) **Eric Eskola, Sen. Paul Wellstone** at the Minnesota State Fair, 1995; 5) **Eric Eskola**, early-1980s; 6) **Eric Eskola** at Democratic National Convention; 1992



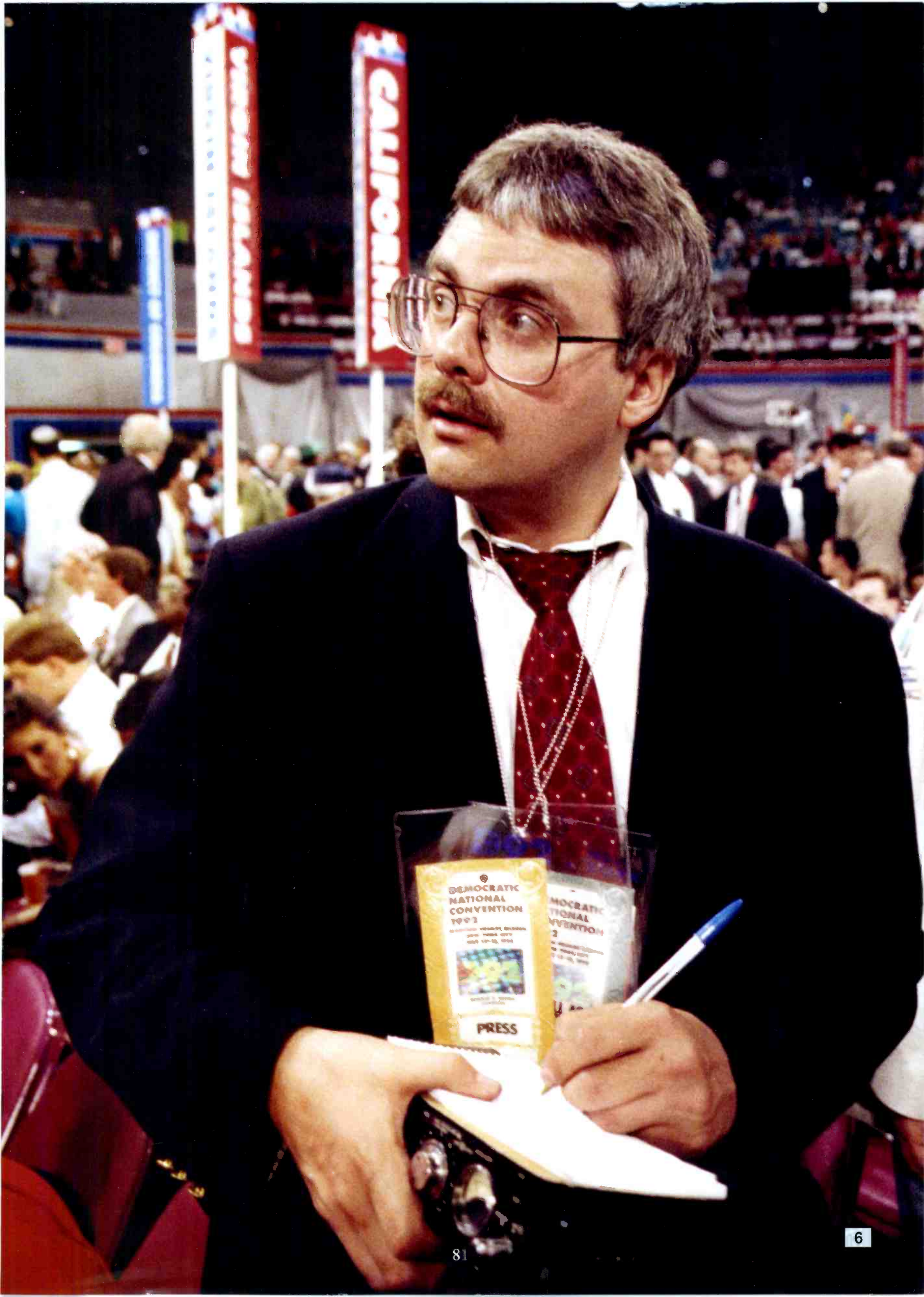
3

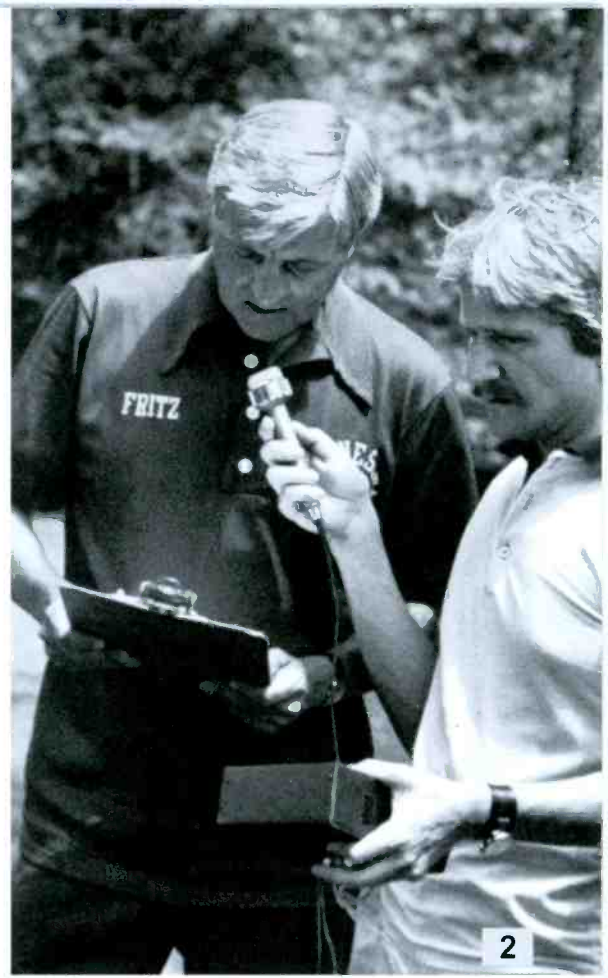


4



5





Through the years with Walter Mondale
 1) Sporting a shiny new LBJ pin, **Walter Mondale** with **Charlie Boone** and WCCO Promotions Director **Rob Brown**, November 3, 1964; 2) "Fritz" with WCCO Promotions Director **Jon Quick**, 1980s; 3) **Dave Lee**, **Anita Hill**, **Walter Mondale**, 1991. Hill, a law professor at the University of Oklahoma is credited with raising public awareness of sexual harassment issues despite the existing social stigma surrounding the issue. Her accusations of sexual harassment against Supreme Court nominee Clarence Thomas—and his subsequent denial—caused a media frenzy. 4) **Walter Mondale** with **Charlie Boone** on *The Charlie Boone Show*, 1985



WCCO Radio Advertising Heralds Royal Sales for Chesterfield King

“When will you stop smoking?”

“As soon as I can, sir!”



WCCO-LAND
SPOT-POURRI

A STEPPED-UP summertime advertising campaign is now underway on WCCO Radio for Kent Filter Cigarettes.

Twelve times a week, listeners are hearing this message: “You’ll feel better about smoking with the taste of Kent! Kent with the ‘Micronite’ filter refines away harsh flavor... refines away hot taste... makes the taste of a cigarette mild! Kent’s the best for the flavor you like!” WCCO-Land retailers can share in the sales benefits of the campaign by displaying all three sizes of Kent—King size, regular and crush-proof box.

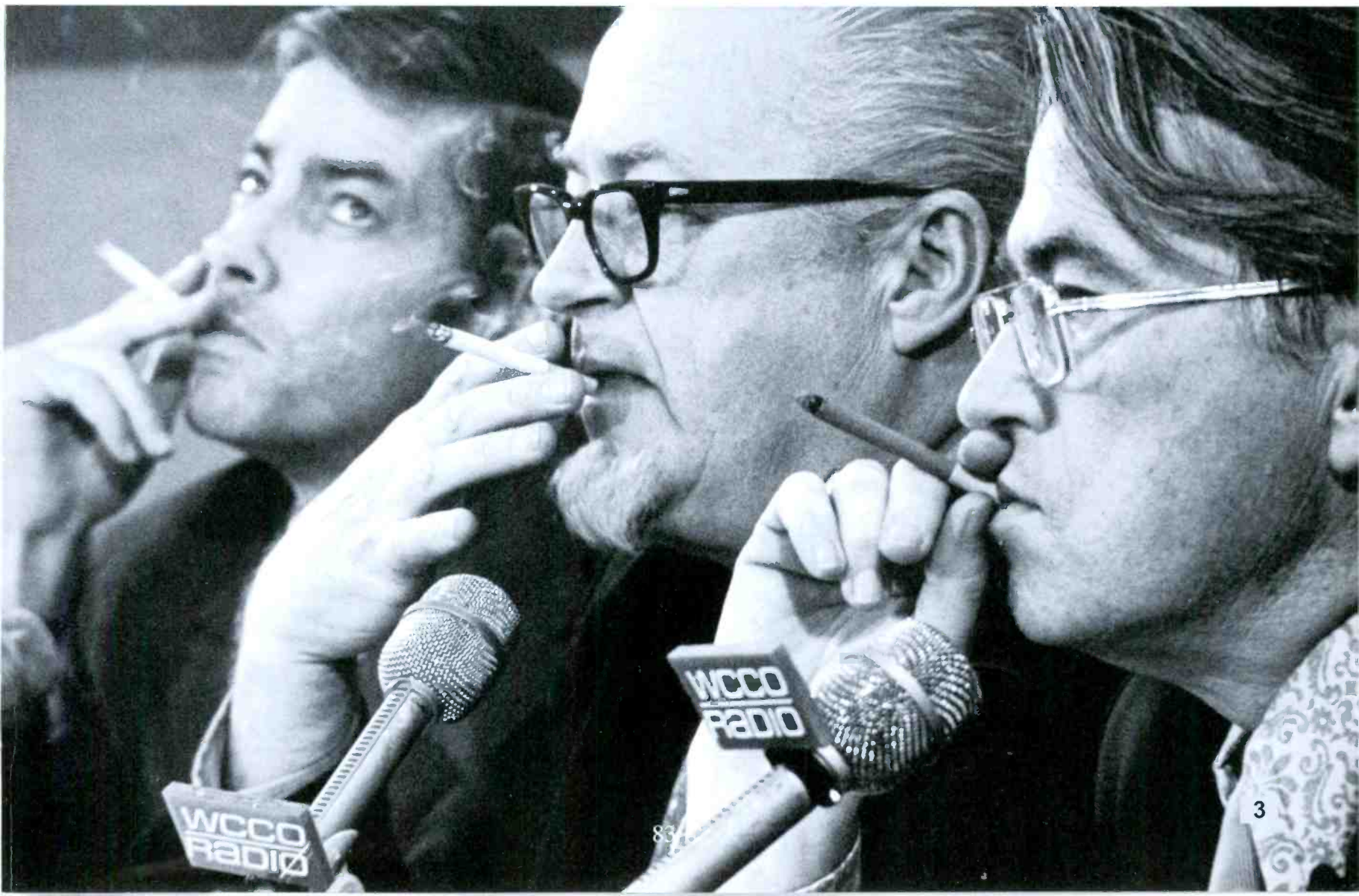
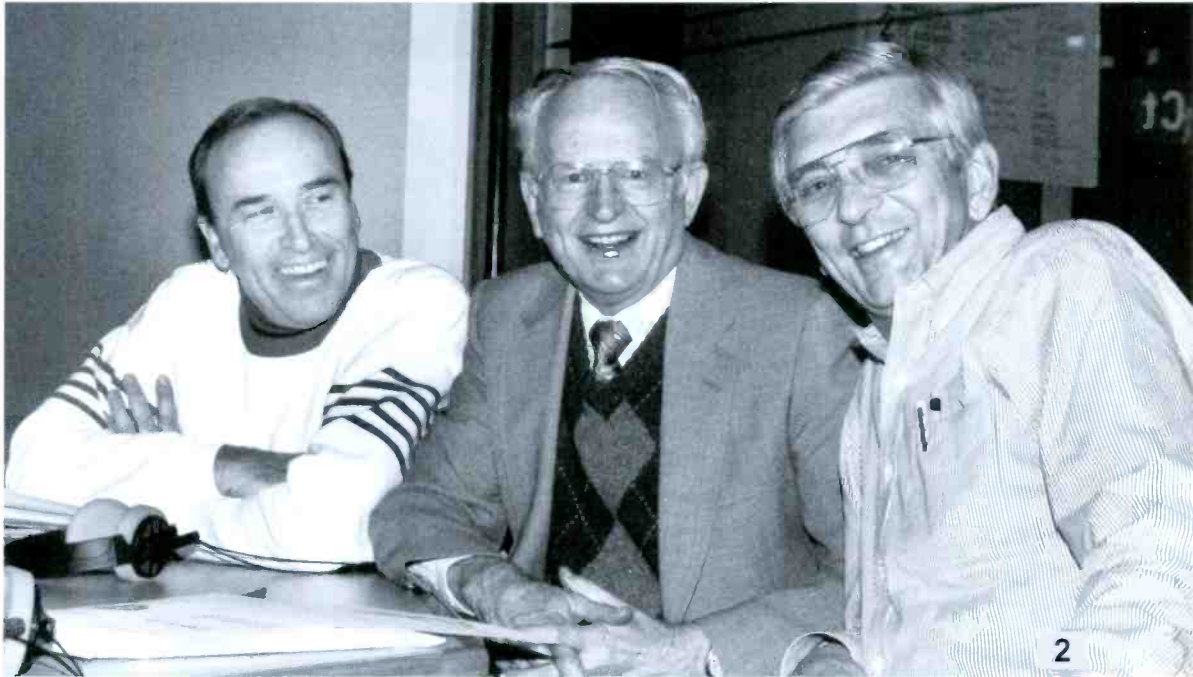


ENDORSED BY AMA



“DOCTOR’S HOUSE CALL,” the medical advice program presented twice daily on WCCO Radio by Dr. James Rogers Fox, has received an official endorsement from the American Medical Association. It includes authorization of use the phrase, “produced in cooperation with the AMA.”

1) Tobacco was once a very profitable product for radio and television stations. This newsletter article was from some-time before January 2, 1971, when Congress banned tobacco advertising on radio and television, which are licensed to serve in the public interest. The placement of the article right next to the Spot-Pourri article was probably unintentional; late-1950s; 2) **Charlie Boone** and **Rog Erickson** are joined by **Lynn Smith**, the retired publisher of the Monticello Times, organized the first D-Day in Minnesota in 1974. He saw it as a means to encourage people to quit smoking, even if for only one day. The D-Day program has contributed to the elimination of sights like... 3) Pictured is WCCO State Capital Reporter **Arv Johnson**, who is flanked by UPI Reporter **Bill Fox** and newspaper reporter **Ted Farrington** (glasses), 1970s.



1

2

3



RTNDA
The Edward R. Murrow Awards
2004 Regional

WCCO-AM
Spot News Coverage
"Ricori High School Shooting"
Radio - Large Market



Minnesota Associated Press Broadcasters
2003

WCCO, Minneapolis
First Place

Sports Play-By-Play
Radio Division, Class Three

"Sun Bowl"



ERIC SEVAREID
AWARD

Presented by
NORTHWEST BROADCAST NEWS ASSOCIATION

WCCO RADIO
AWARD OF MERIT

Series
Large Market Radio

"JUGGLING ACT"

2003

James J. Paulson *Christine Paige Davis*

President

Executive Secretary



Be it known that the
GEORGE FOSTER PEABODY RADIO AWARD

is hereby presented to

WCCO RADIO, MINNEAPOLIS • ST. PAUL
For Outstanding Local Radio Public Service, 1959

with this Citation

In its series on international understanding, WCCO made it possible for 12 scholars and two women journalists to study in Russia, and for its Farm Service Director to travel in seven European countries, all of whom shared with the WCCO listening audience their findings and impressions.

Upon recommendation of the Henry W. Grady School of Journalism, University of Georgia, and the Peabody Advisory Board, by authority of the Regents of the University System of Georgia.

Henry W. Grady
 Chairman of Peabody Board

John Z. Wenzel
 Dean of School of Journalism

Greatest Acceptance in the nation!

WCCO RADIO
in 1966 wins
George Foster Peabody Award!

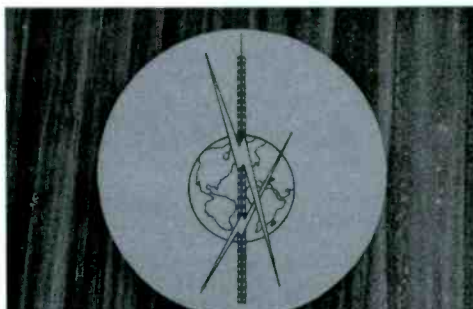


For life-saving public service in Minnesota's destructive blizzards, floods and tornadoes in 1965. "Through broadcast, survival instructions and continuous efforts, hundreds of lives were saved." The third Peabody Award for WCCO Radio.

WCCO RADIO Minneapolis
 REPRESENTED ONLY BY CBS ST. PAUL
 ST. PAUL
 REPRESENTED BY **CBS** ST. PAUL

Greatest Acceptance in the nation!

WCCO RADIO
in 1966 wins
Alfred I. duPont Award!



Winner of broadcasting's highest honors for WCCO Radio. "In recognition of outstanding and meritorious service to its community and the nation." For greatest acceptance, responsibility and audience leadership go hand-in-hand.

WCCO RADIO Minneapolis
 REPRESENTED ONLY BY CBS ST. PAUL
 ST. PAUL
 REPRESENTED BY **CBS** ST. PAUL

Greatest Acceptance in the nation!

WCCO RADIO
in 1966 wins
Sigma Delta Chi Award!



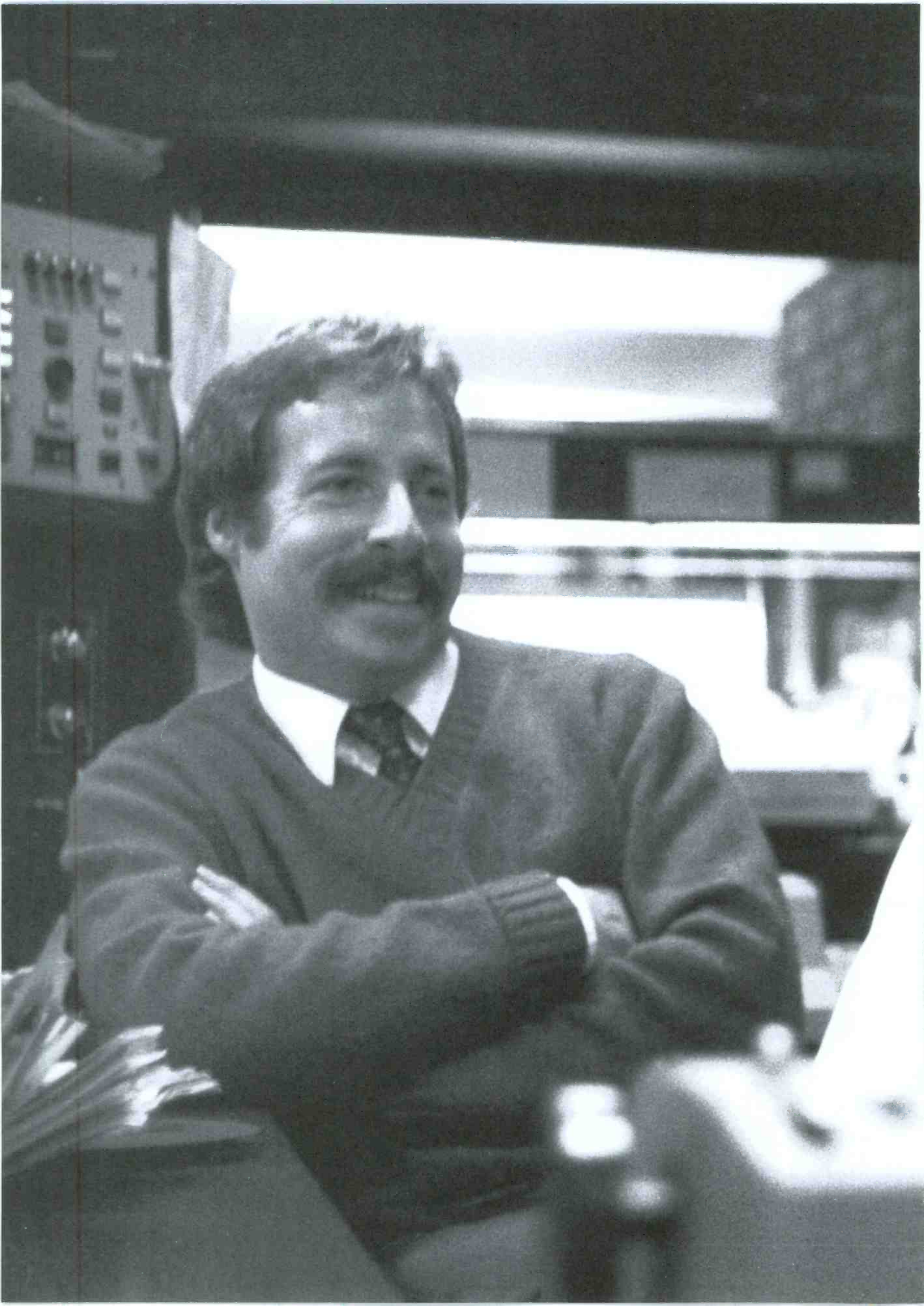
Distinguished Service to Journalism. For providing "a prime source of information that needed by the public for its protection against disaster." WCCO Radio is the only station to ever win Peabody, duPont and Sigma Delta Chi Awards in the same year.

WCCO RADIO Minneapolis
 REPRESENTED ONLY BY CBS ST. PAUL
 ST. PAUL
 REPRESENTED BY **CBS** ST. PAUL



WCCO has been honored to receive numerous news, programming and public affairs awards, including three Marconi Awards for Major Market Station of the Year, presented by the National Association of Broadcasters. In 1984 WCCO News Reporter **Steve Murphy** won radio's top honor, the George Foster Peabody Award for his news series, *Debbie Peilow: Waiting for a Heart That Never Came*. The story followed a heart transplant patient in what was assumed would be a happy ending, but it ended tragically when she died before receiving a donor heart. The award marked the fifth Peabody Award for WCCO, which tied it for the most received by any one radio station. Below, WCCO News Director **Curt Beckmann** (left) congratulates Steve, March 1984







In the WCCO newsroom, **Steve Murphy**, **Bruce Hagevik**, 1986



1) Approaching tornado, 1965; 2) **Dick Chapman, Rob Brown, Bob Tibbits and Charlie Boone** in a reconstruction of the scene in May 5, 1965. The station put two callers on at the same time and each described the same tornado from different vantage points. With that information, Chapman used a map to calculate the path of the storm and warn listeners to take cover. Officials credit WCCO with saving 2,000 lives during that storm. 3) **Denny Long, Dick Chapman, Rich Holter** during tornado coverage, July 1986; 4) Newsroom, 1965; 5) Preparing to survey the tornado damage, May 6, 1965; 6) Supplies donated from WCCO listeners from its "Operation Good Neighbor" tornado and flood relief initiative, Colfax, Wisc., June 1958

Out here, 150 miles from the Twin Cities, WCCO is the station to which the great majority of the people listen. That comes from years of dependability as I stated above. I could mention many more areas in which WCCO Radio has served the people such as your tornado warning system, for instance.

George F. Etzell, National Committeeman, Republican National Committee, 1962



red by WCCO

The 1962 tornado warning for this area is now being tested on WCCO broadcasts.

horn sound is repeated three times on regular WCCO broadcast, 830 kc

TC

- 1 Listen to your radio for official tornado warnings and take them seriously. You usually will first hear a forecast that tornadoes may occur. The alert is broadcast when a twister actually appears.
- 2 Stay indoors. Flying wreckage creates great danger.
- 3 Go to a storm cellar or basement if you can. The southwest corner usually is the safest. Take your radio with you for latest information.
- 4 If you must remain above ground, stay away from windows. Open the windows a small amount.

Official information adapted from American Red Cross

Individual radio sets are not involved in the special alarm arrangements. You can get all the warnings on your regular radio set at 830 kc

The Star 62 Tornado

BY WCCO RADIO The 1962 tornado warning for this area is now being tested on WCCO broadcasts.

Official information adapted from American Red Cross



1962 Tornado Warning Tests Now Aired By WCCO Radio

The 1962 tornado warning for this area is now being tested on WCCO radio broadcasts.

As a special service, WCCO has prepared a special official tornado warning for posting on school boards. It is being repeated for one week to schools all over the Northwest.

The Howard Lake I publish the safety information this season so that you can clip it and keep it.

As a special service, WCCO has prepared a special official tornado warning for posting on school boards. It is being repeated for one week to schools all over the Northwest.

The Howard Lake I publish the safety information this season so that you can clip it and keep it.

Official information adapted from American Red Cross



"I would have to say that the WCCO Radio moment that changed my life came in May 1965. I was huddled with my parents in our unfinished basement on Quincy Street as a tornado tore a path through neighboring Fridley. The tornado heavily damaged the then FMC where my dad worked as a foreman. He had just gotten home for the day when it hit.

There I was, at age eight, listening in amazement to WCCO as Charlie Boone and Dick Chapman tracked the storm on-the-air. Taking call after call from frightened listeners and encouraging them to seek shelter. I remember asking my mom, "How come Charlie and Dick don't go to the basement?"

"They are in the basement... at WCCO!"

I relaxed.

As I listened, I decided then and there that I wanted to be a radio announcer! Now, years later, it gives me great pride and satisfaction to not only work at WCCO, but to serve as producer of The Charlie Boone Show."

Dan Geiger
WCCO Radio Producer

listen to your radio for official tornado warnings and take them seriously. You usually will first hear a forecast that tornadoes may occur. The alert is broadcast when a twister actually appears.

1962 Tornado

- 5 If you are in a car, drive away from the path of the tornado. Go to low, dry shelter from wind-driven objects. Stay away from power and telephone lines.
- 6 If you are caught flat on the ground, a driver should lie flat on the ground. A driver should lie flat on the ground.

1962 Tornado Warning Tests

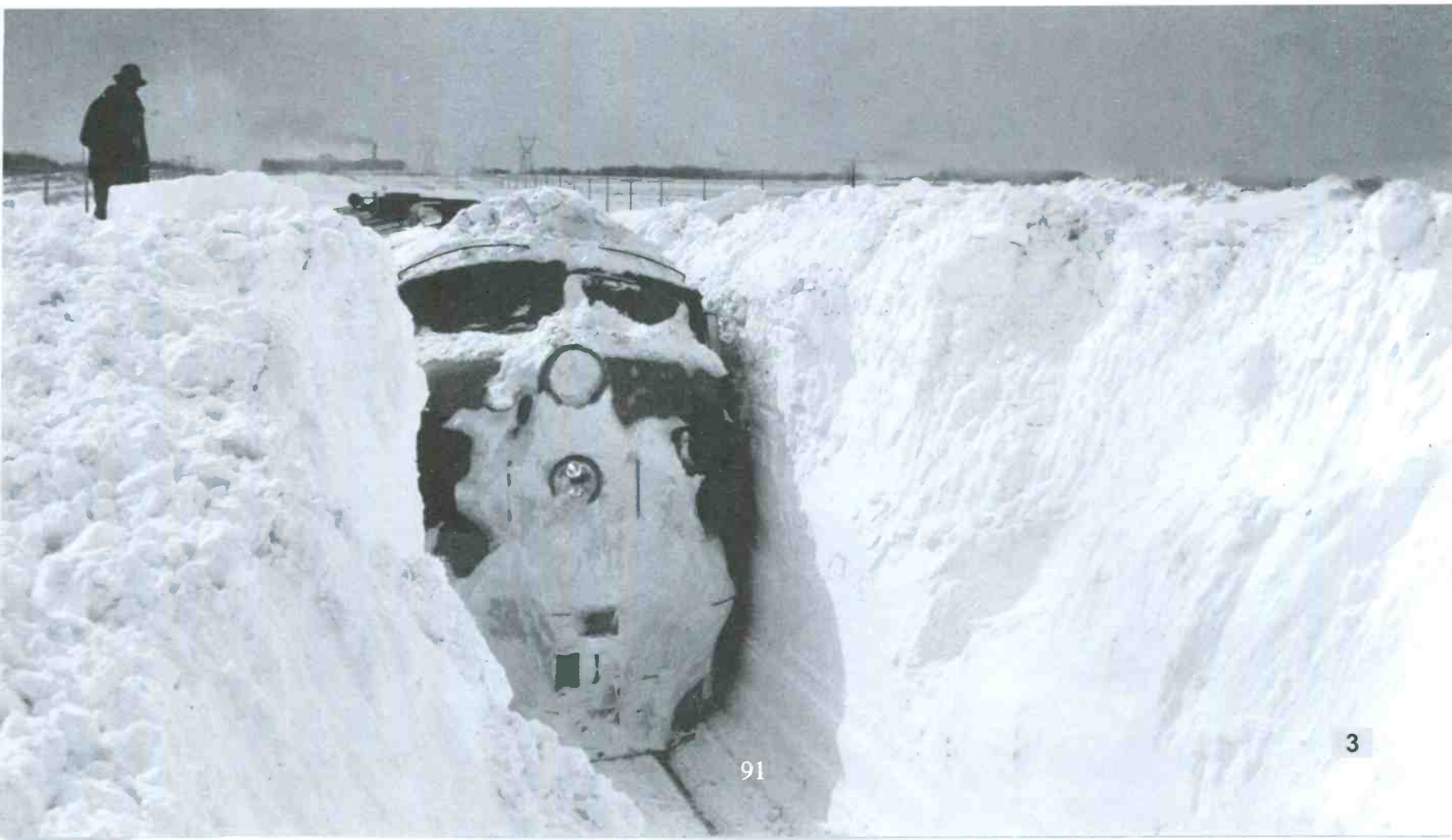


1

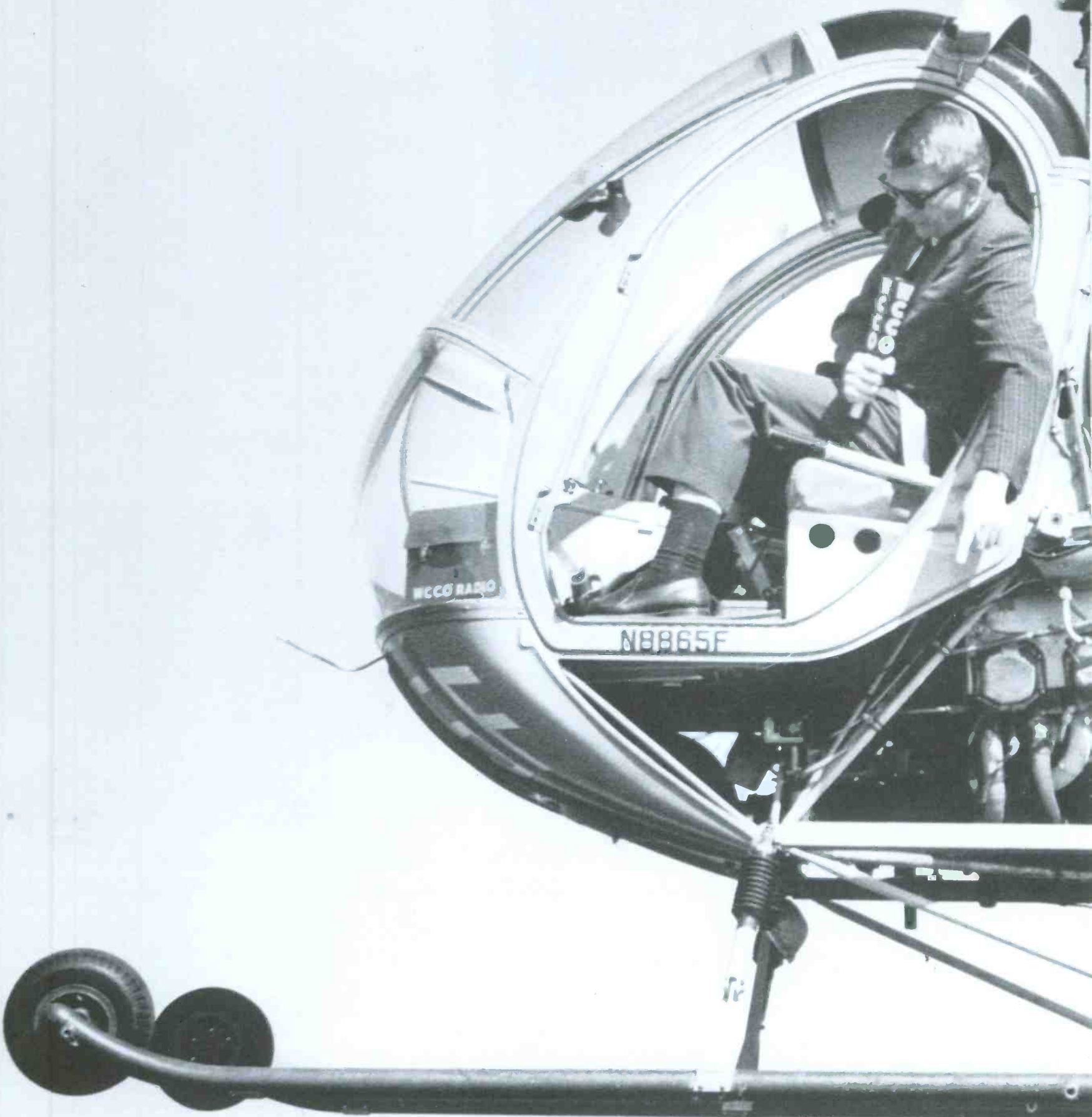
1) A view from a window in the WCCO Radio building, possibly during the great blizzard of 1975; 2) Farm near Granite Falls, Minn., March 1965; 3) Train stuck for three days near Granite Falls, Minn., March 1965



2



3



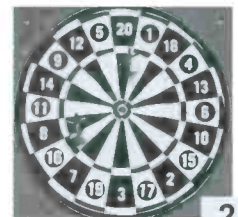


Rog Erickson surveys tornado damage, May 6, 1965



1

1) **Mike Lynch** at the St. Paul Winter Carnival. Mysteriously, as Mike began to talk, the balloon began to rise! Mid-1980s; 2) Let's face it: Whenever we hear about all the fancy weather forecasting machines, this is what comes to mind; 3) **Mike Lynch** at Apple II computer, early 1980s; 4) Severe weather and national emergency hierarchy and procedure chart for engineers and announcing staff, late-1980s



2



3

WCCO RADIO 8.3.0

**All KEC 65 Tone Alerts
Involve Twin Cities Metro Area
and Western Wisconsin
and/or State Wide.**

Weather Service KEC 65 Talk-Up Messages * Strobe is on * Radio is on	Response!! Newroom Studios Master Control * Play Joiner Cart at :30 Mark In Talk-Up Messages	Programming Response!!
---	--	-----------------------------------

AUTOMATIC PROGRAM INTERRUPT!!

1. TORNADO WARNING	* TORNADO Metropolitan Area Warning Join KEC 65 Play TORNADO Survival Instructions Cue Up For Repeated Use	SUSPEND PROGRAMMING • Repeat • Update • Repeat
2. VERY SEVERE T. S. WARNING	* VERY SEVERE Metropolitan Area Warning Join KEC 65 Play VERY SEVERE Survival Instructions Cue Up For Repeated Use	SUSPEND PROGRAMMING • Repeat • Update • Repeat
3. SEVERE T. S. WARNING and FLASH FLOOD	* SEVERE Metropolitan Area Warning KEC 65 Joiner :30	RESUME NORMAL PROGRAMMING Anncr. Note & Repeat
4. TORNADO WATCH	DO NOT simulcast	None
5. SEVERE T. S. WATCH	DO NOT simulcast	None
6. REPEAT & UPDATE	Consult Announcer/News	Simulcast If Possible
7. ALL CLEAR	Consult Announcer/News	Simulcast If Possible

E.B.S. EMERGENCY BROADCAST SYSTEM E.B.S. FOR METRO/STATE

SPECIAL EMERGENCY STATEMENT FROM KEC 65	INTERRUPT PROGRAMMING • Notify Technician • Master Control Sends E. B. S. Alert	Broadcast Emergency Statements and Messages From Division of Emergency Management Center At The State Capitol SOURCE: Marty Receiver 161 64 or KEC 65
--	--	--

CBS NET ALERT

• 9 BULLETIN (under two minutes) • 11 SPECIAL REPORT • 13 EXTRAORDINARY REPORT • 15 NATIONAL EMERGENCY	INTERRUPT PROGRAMMING INTERRUPT PROGRAMMING INTERRUPT PROGRAMMING AUTHENTICATE Notify Technician - Send E. B. S	Feed CBS to WCCO Feed CBS to WCCO Feed CBS to WCCO Feed CBS to WCCO Read Orange EBS Folder
---	---	--



Play it by ear



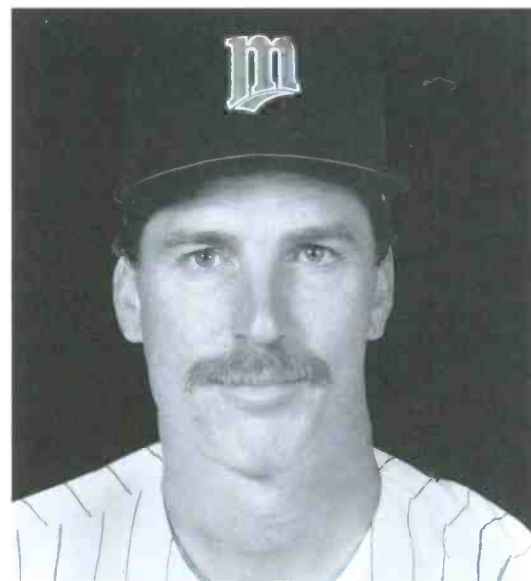
WCCO RADIO brings you every inning of every game. Plus a full line-up of special programs before and after each broadcast.

PLAY-BY-PLAY SPONSORS: *Midwest Federal • Hamm's Beer • Twin City Oldsmobile Dealers • Northwest Heating Oil Council • Western Airlines • Minnesota Blue Shield-MI*

WCCO
RADIO 8-3-0
and 102.9FM, too.

3

1) Herb Carneal, Tom Kelly, Minnesota Twins rally outside Pillsbury Center, Minneapolis, 1990; 2) Billy Martin, 1969; 3) WCCO Radio (and WCCO-FM) Twins broadcast advertisement, 1970; 4) John Williams interviews John Gordon outside the State Theater for the premiere of the film "Little Big League." John Gordon, Tim Russell and WCCO engineer John Harding all had on-screen roles in the film, 1994; 5) Minnesota Twins Broadcasters John Gordon, Dan Gladden, Herb Carneal, July 2004; 6) & 7) Metropolitan Stadium, Bloomington, 1970s; 8) WCCO Radio building during the Minnesota Twins World Series ticker tape parade, 1987; 9) Kim Jeffries, Herb Carneal and Dave Lee at Ft. Myers, Florida, Spring Training broadcast, 1990s;



WCCO welcomes Jack Morris to the broadcast booth in 2004!





EXCLUSIVELY ON WCCO RADIO... ALL THE GAMES DIAL 8-3-0

BOB WOLFF RAY SCOTT HALSEY HALL

EVERY INNING
EVERY GAME
HOME & AWAY

WCCO RADIO



Minnesota Twins 1961 Board of Directors

JOSEPH W. HAYNES EUGENE V. YOUNG CALVIN R. GRIFFITH OSWALD L. BLUEGE MRS. THELMA GRIFFITH HAYNES
Executive Vice President Treasurer President Secretary Vice President and Assistant Treasurer

WCCO RADIO

DIAL 8-3-0 "Good neighbor to the Northwest"

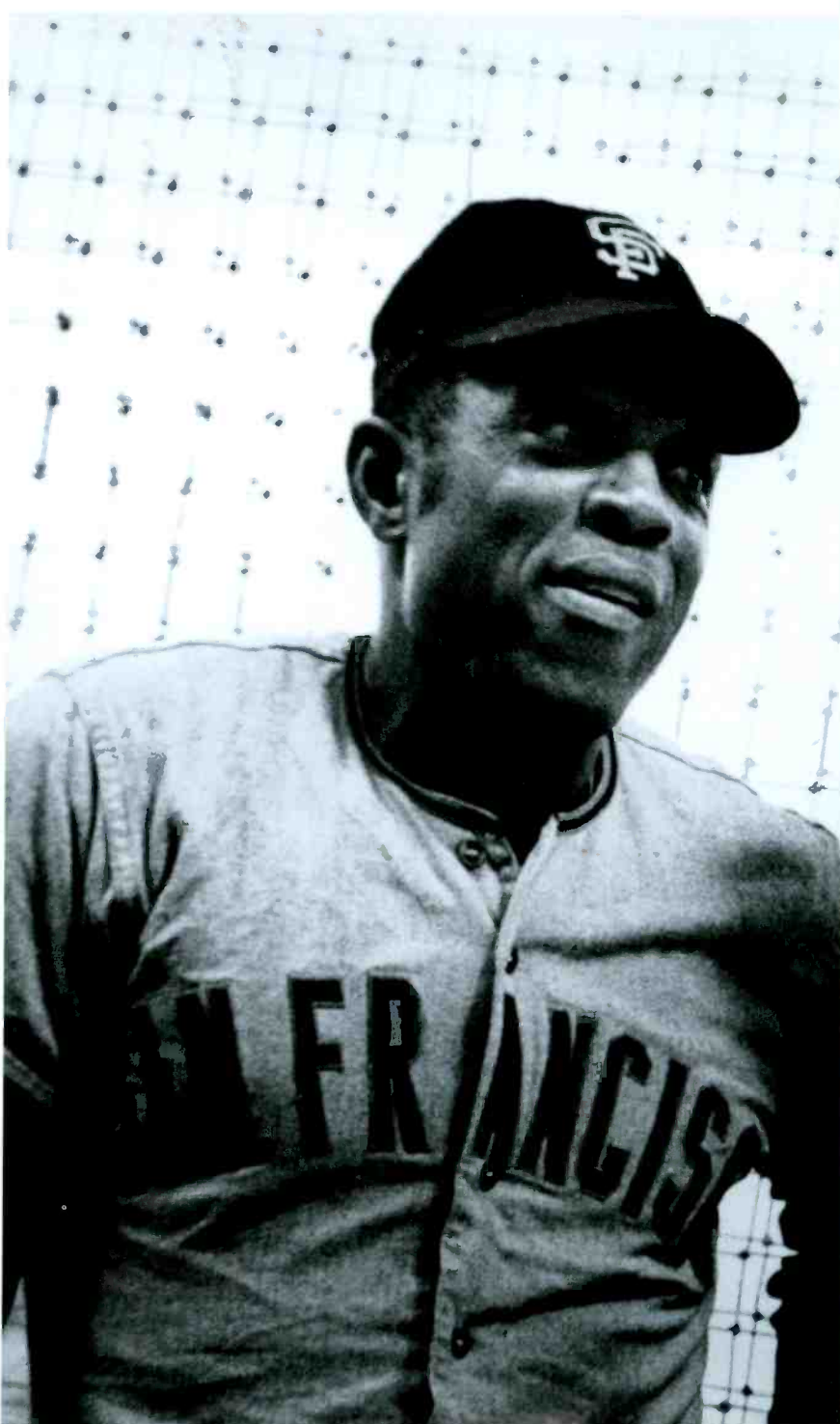
EVERY INNING
EVERY GAME
HOME & AWAY

SAM MELE SHOW
Tagstee Bread

PLAY BY PLAY
Hamm's Beer
Hills Bros. Coffee
Twin City Federal

post-game
SCOREBOARD
Stephens Buick Co.

2



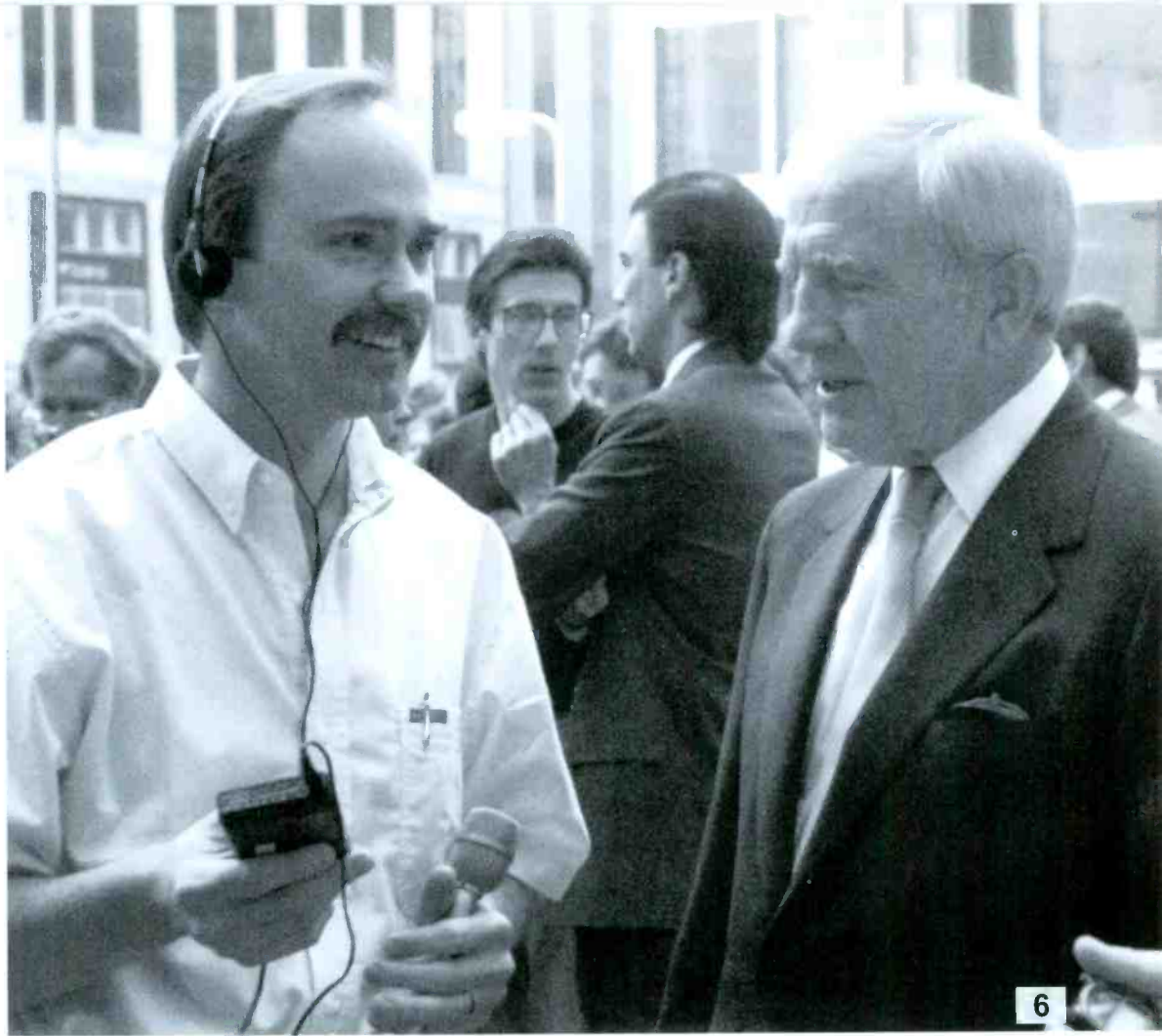
MINNEAPOLIS BASEBALL CLUB 1936

BYRUM SAAM
WCCO

FIRST ROW... HENRY, GEORGE, OLSON, THOMPSON, BROWNE, MCKAIN.
MIDDLE ROW... GAFFKE, HARRIS, COHEN, BURWELL, BUSH, HARGRAVE, PFLIEGER, HAUSER.
BACK ROW... ARLETT, DICKEY, BAKER, BEAN, MILNAR, TAUSCHER, GRABOWSKI, J. RYAN.

3

1) Halsey Hall and Bob Wolff in broadcast booth at Metropolitan Stadium, 1961; 2) WCCO advertisement, 1961; 3) Minneapolis Millers, Byrum Saam, WCCO announcer, 1936; 4) Howard Viken interviews Jim Kaat in the Twins locker room, 1960s; 5) Rog Erickson, Harmon Killebrew, Charlie Boone at Spring training, 1969; 6) Dave Lee, at Home Opener Rally outside Pillsbury Center with Twins owner Carl Pohlad, 1990; 7) WCCO Radio sales folder, 1986; 8) Willie Mays, Paul Geil, Harmon Killebrew, at a Twins-Giants exhibition game homerun-hitting contest at Metropolitan Stadium, 1971; 9) Two hot dogs (and a Mike Lynch-sized napkin), 1980s



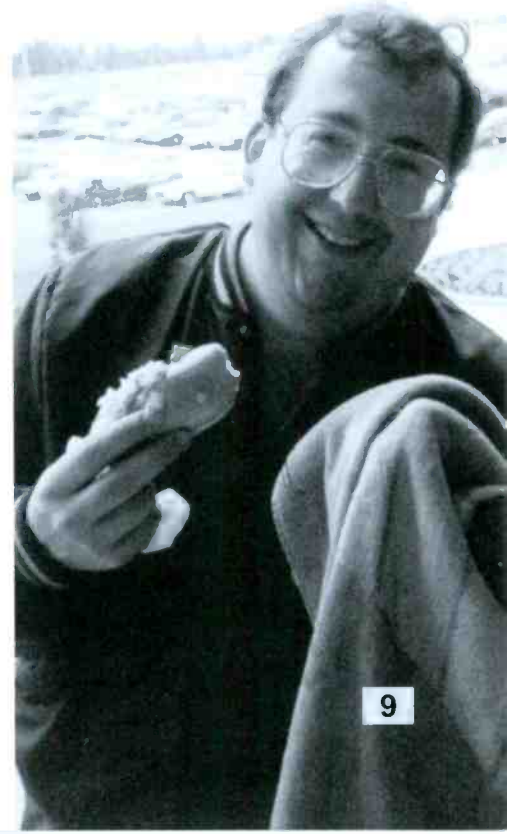
6



8



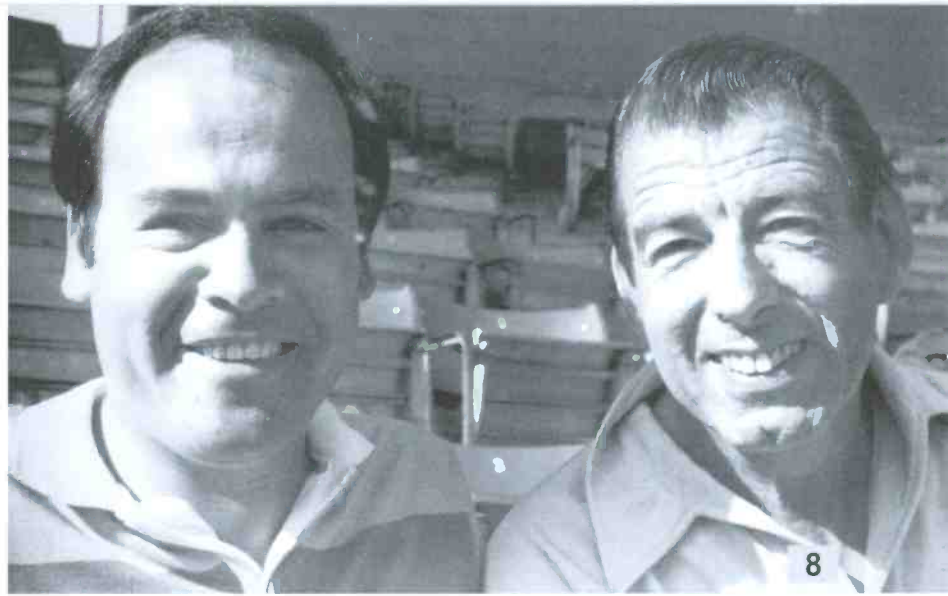
7

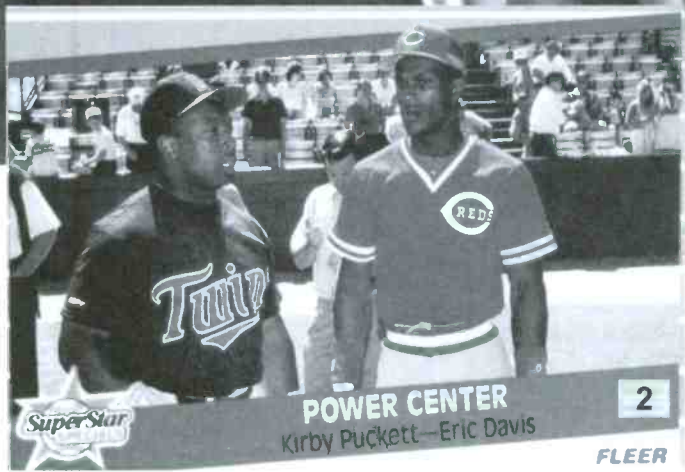
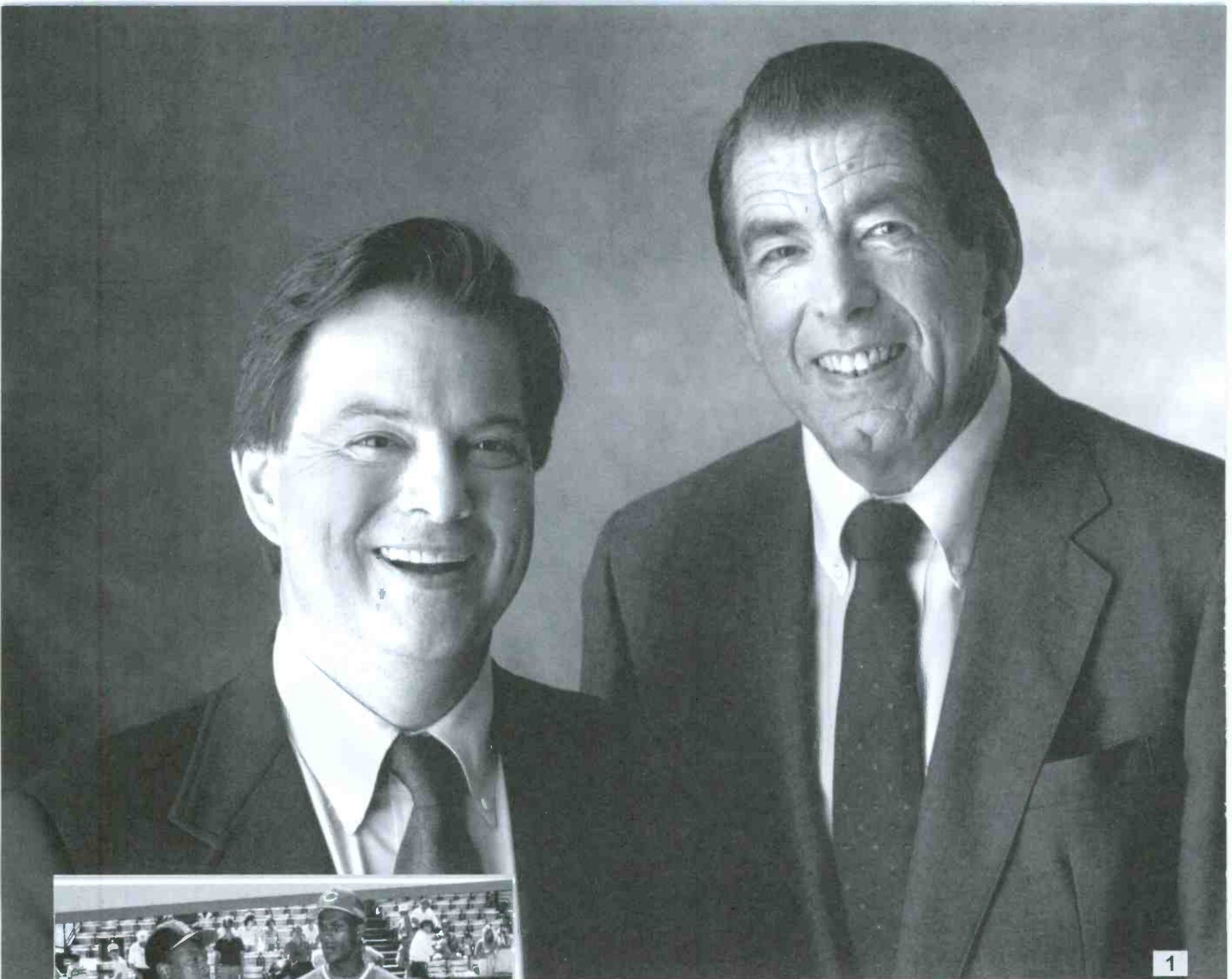


9

1) Ray Scott, Halsey Hall, Bob Wolff, 1961; 2) Herb Carneal, Merle Harmon, Halsey Hall, mid-1960s; 3) Ray Scott, Halsey Hall, late-1960s; 4) Herb Carneal, John Gordon, Spring Training, 1991; 5) & 6) Metropolitan Stadium, 1960s; 7) Frank Quilicy, Herb Carneal at Metropolitan Stadium, 1970s; 8) Joe Angel, Herb Carneal, mid-1980s; 9) John Rooney, John Gordon, Harmon Killebrew, Herb Carneal, 1987; 10) Herb Carneal, Tim Moreland, 1984; 11) WCCO Listener, Dave Grupa, winner of a contest that allowed him to call an inning of Twins baseball on the Twins Radio Network, 1990s; 12) Ted Robinson, 1990s; 13) Dick Bremer, late 1980s



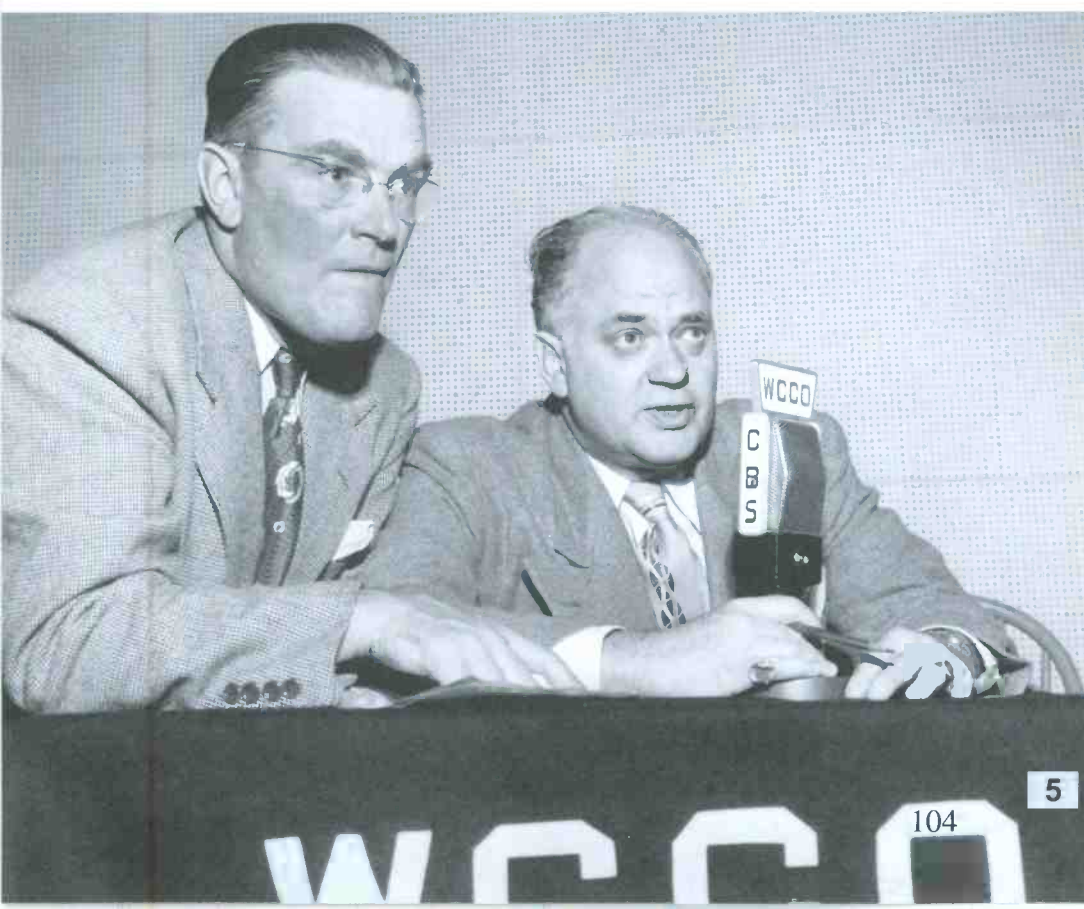
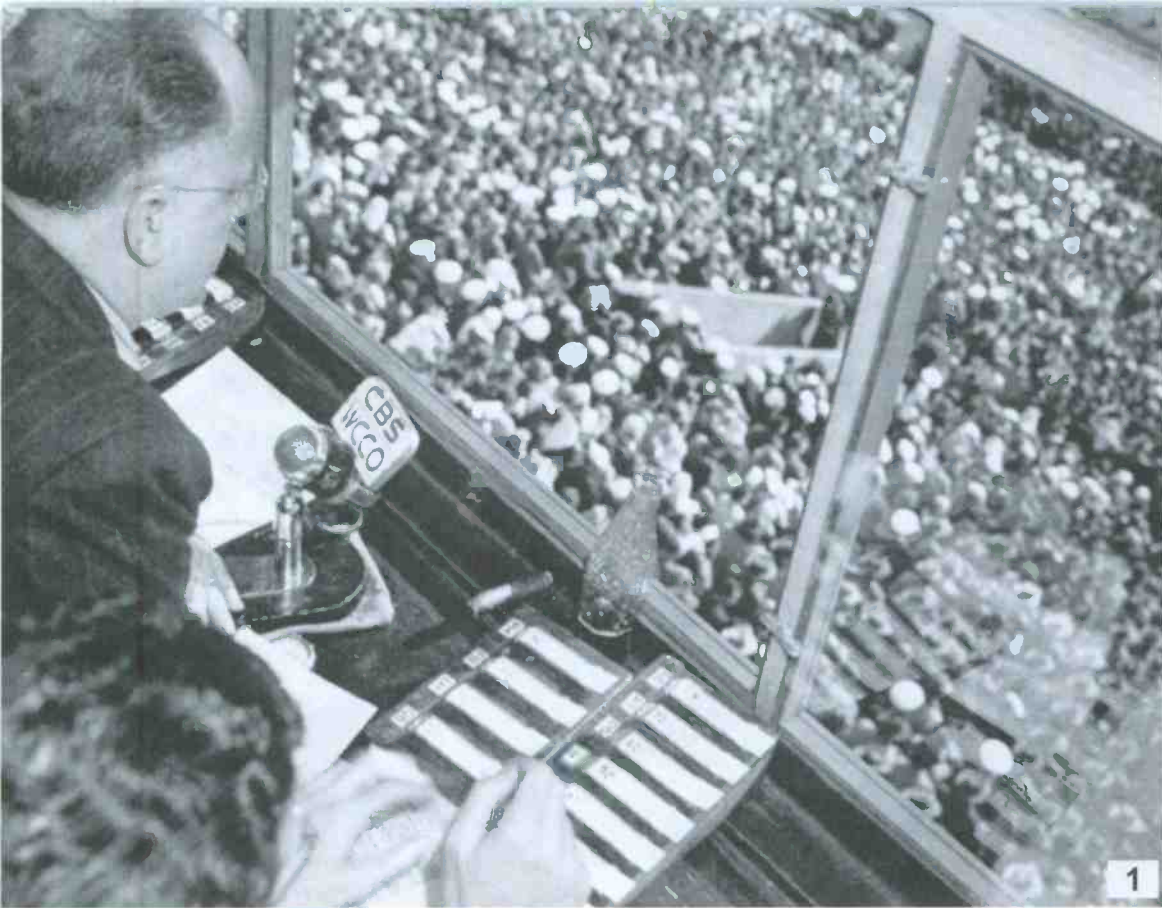




1) John Gordon, Herb Carneal, 1990s; 2) Look carefully between Kirby Puckett and Eric Davis and you'll see John Gordon hard at work during Spring Training, 1989; 3) Dan Gladden, Mike Max and Paul Molitor, 2003; 4) One of the "Hall" portraits, so named, not because of Halsey Hall, but because the portraits of WCCO announcers hung in the main hallway at WCCO, 1960s









7



8



9

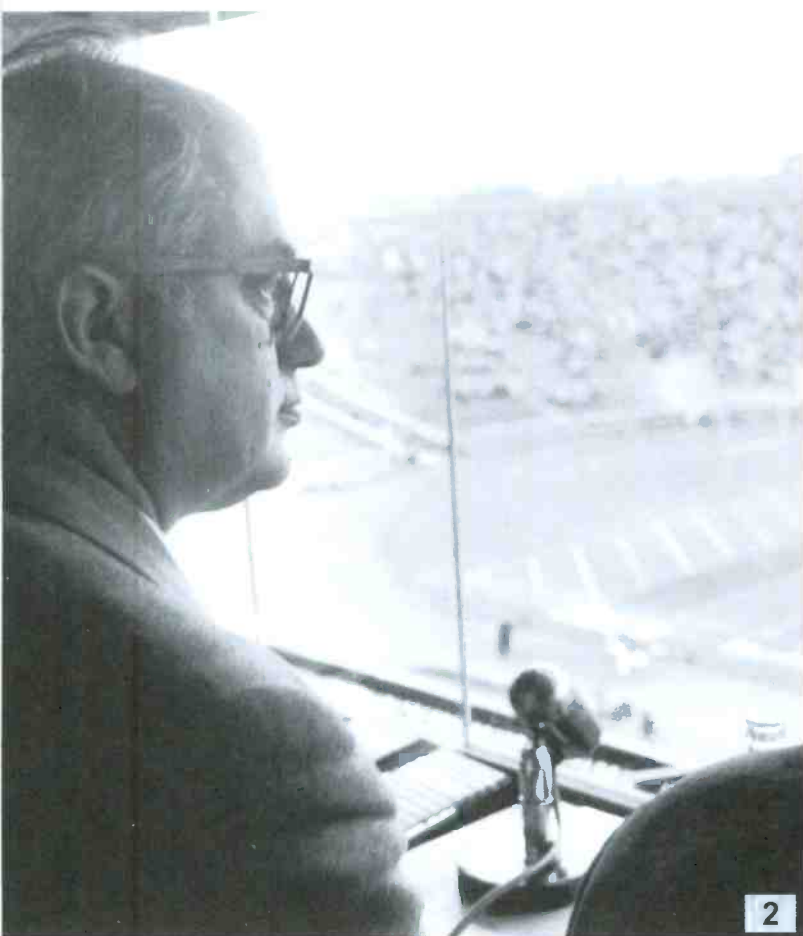


10



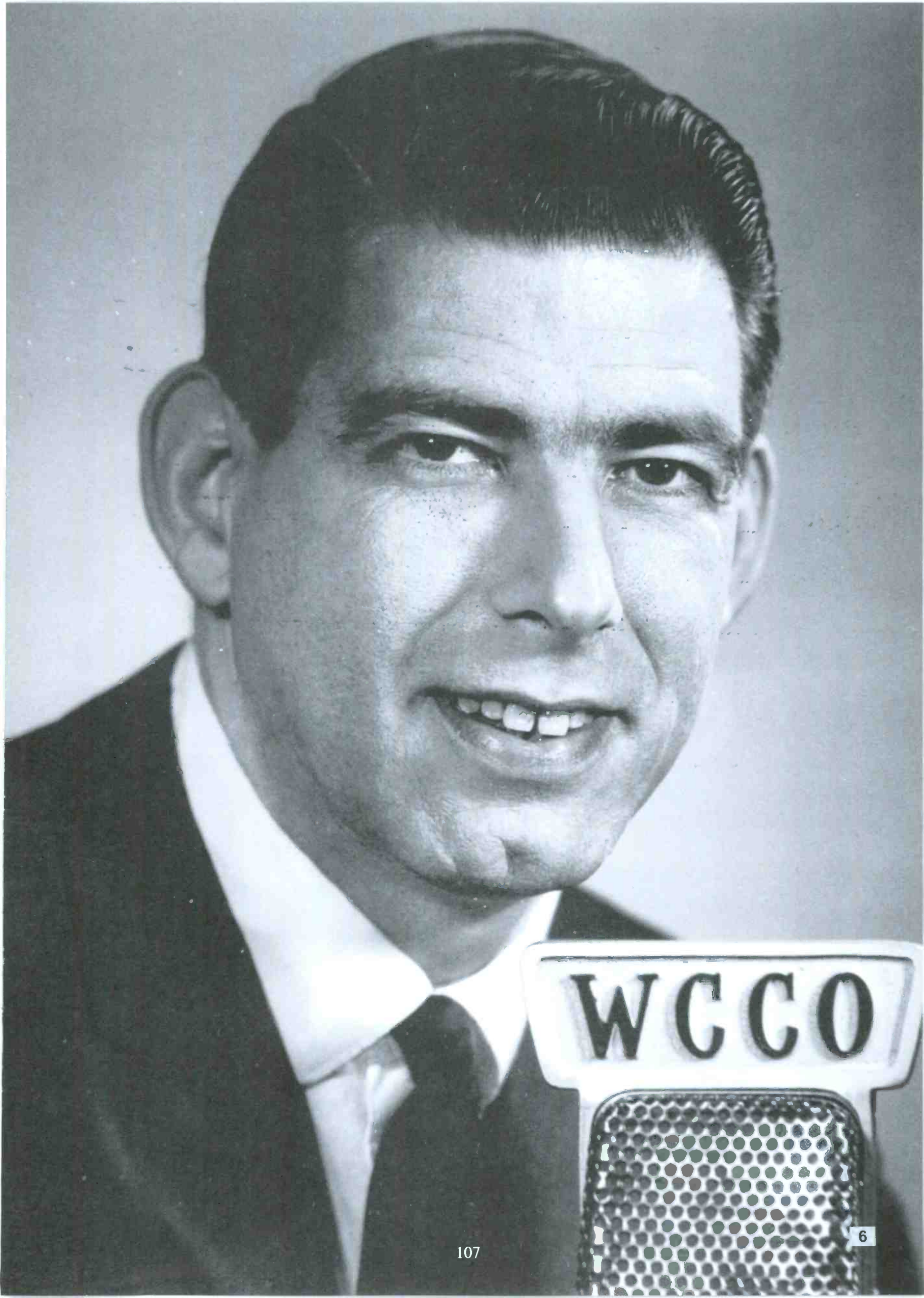
11

1) Halsey Hall at Memorial Stadium, approximately 1940s; 2), 3) and 4) Halsey Hall through the years. Halsey began broadcasting play-by-play on WCCO Radio in 1933; 5) WCCO announcer and sportscaster **Stu MacPherson**, Halsey Hall, 1960s; 6) Twins owner **Calvin Griffith** and Halsey Hall, 1961; 7) Santa visits the WCCO children's Christmas party, 1956; 8) **Bob Wolff**, **Ray Scott** and Halsey Hall... a three-pack pitching for a 12-pack, 1961; 9), 10) & 11) "Sit down, my boy," Halsey told Vice President **Hubert H. Humphrey**. Also pictured are **Herb Carneal** and **Merle Harmon** (standing); 1960s



1) **Halsey Hall**, tipping his hat and sitting in the lap of an unidentified man, is looking far too much like a politician for his own good, year unknown; 2) **Halsey Hall** at Memorial Stadium, 1940s or 1950s; 3) **Halsey** poses with a mop, for some reason, on *Parade of Sports* as **Paul Wann** (WCCO announcer) and **Charles Johnson** look on, 1946; 4) Unknown man with **Halsey**, year unknown; 5) **Halsey** pours an in-flight drink for himself... and **Herb Carneal**; 1960s; 6) **Herb Carneal**, early 1960s

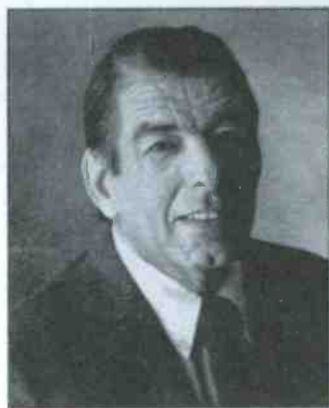






Let's put Herb in the Hall of Fame!

It's Herb Carneal's 30th anniversary broadcasting exciting Minnesota Twins baseball play-by-play on WCCO Radio 8•3•0.



Herb Carneal

Herb is one of the few sports broadcasters in the U.S. to serve with the same team for 30 seasons, so the Minnesota Twins and WCCO Radio are asking you to help nominate Herb to the American Sports-casters Hall of Fame!

3

1) Herb Carneal, 1960s; 2) Herb Carneal, Joe McConnell, 1970s. Not pictured: Pete, Linc and Julie from *The Mod Squad*; 3) WCCO led Twins fans in nominating **Herb Carneal** to the American Sports-casters Hall of Fame... and he was later inducted! Herb is also being inducted into the Pavek Museum Minnesota Broad-caster's Hall of Fame in 2004; 4) In the 1950s **Herb** began his career calling games in Springfield, Mass. 5) **Randy Merriman** hosted *Fan in the Stands* for many years prior to every home game; late 1960s; through the years, WCCO Radio has produced three Minnesota Twins highlight LP's and one CD... 6) *Last of the Ninth*, 1965; 7) *Martin's Marauders*, 1969; 8) *Rally to the Top*, 1987; and 9) *Minnesota Twins: The 1991 Championship Season*; 10) As Yogi Berra might say of **Mike Lynch**, "Hot dog! It's deja vu all over again!" 1980s; 11) **Michael Merriman** assists his father, Randy, at a golf remote broadcast, 1960s; 12) Amen.

Hampden Mild Ale

BRING YOU PLAY-BY-PLAY
BROADCASTS OF THE

SPRINGFIELD CUBS GAMES

At home and away

Again
WITH YOUR
POPULAR
HAMPDEN
SPORTSCASTER



4 **Herb Carneal**



5

United States 1965. It's the only year 1965 there is.

"Last of the Ninth..."

TWINS PENNANT DRIVE IN '65

Despite the moments when the historic 1965 Minnesota Twins turned defeat to victory, actual reports of the season's great plays as broadcast on WCCO Radio by Ray Scott, Friday 10/11 and Herb Carnant. Narrated by Ray Scott

MINNESOTA TWINS
1965
"LEAGUE CHAMPIONS"

6

WCCO RADIO presents

"Martin's Marauders"

1969 MINNESOTA TWINS

Highlights of the great baseball games in the Twins pennant drive as narrated by sportscasters Harry Hall, Herb Carnant and Mike Hamann with special interviews with the players and the staff of every game.

7

Minnesota Twins
The 1991 Championship Season Highlights from the 1991 Season as heard on the Twins Radio Network.

WCCO RADIO 830

Holy Cow!
Includes the best of Halsey Hall and other historic Twins highlights.

Rally to the Top

8

Minnesota Twins
The 1991 Championship Season Highlights from the 1991 Season as heard on the Twins Radio Network.

WCCO RADIO 830

Holy Cow!
Includes the best of Halsey Hall and other historic Twins highlights.

9



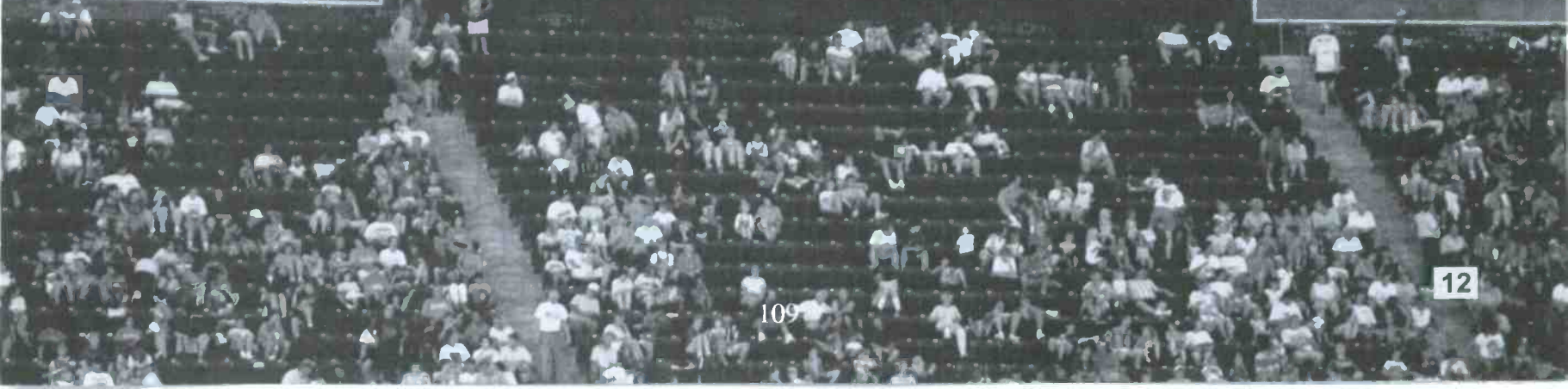
10



11



HEAR ALL OF THE ACTION
WCCO 830



12





Follow the Gophers on WCCO Radio
Tune in half-hour before kickoff for the Football Preview Show

Sep. 24	Washington	1:30 P.M.	Oct. 22	Michigan	1:30 P.M.
Oct. 1	Purdue	1:30 P.M.	Oct. 29	Southern Cal.	1:30 P.M.
Oct. 8	Northwestern	12:30 P.M.	Nov. 5	Iowa	1:30 P.M.
Oct. 15	Illinois	12:30 P.M.	Nov. 12	Mich. State	12:30 P.M.
			Nov. 19	Wisconsin	1:30 P.M.

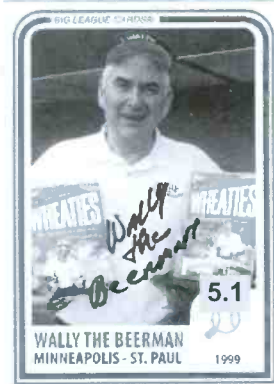
PRESENTED EVERY SATURDAY BY

PRUDENTIAL INSURANCE COMPANY

BONGARDS' CREAMERY ASSOCIATION



1) **Ray Christensen**: He's done it all... the voice of Gophers football... the voice of Gophers basketball... the voice of the Twins... the voice of the Vikings... talk show host... newscaster... classical music buff... master of ceremonies... World traveler... scientist. No, wait. He's not a scientist. But his son is! Early 1990s; 2) Conveniently, the "M" looks like a "W" from Ray's perspective. WCCO, perhaps? Certainly not "Wisconsin!" (No offense to our Wisconsin rivals and friends.) 3) **Ray** broadcasting Minnesota Twins baseball, early 1970s; 4) **Ray Christensen** and Gophers football broadcast partner **Paul Flatley**, 1990s; 5) Promotional piece from 1955 for Gophers football broadcasts with **Dick Enroth**, **Halsey Hall** and **Bernie Bierman** — no relation to 5.1) **Wally the Beerman**, 1999; 6) **Billie Bye** and **Ray Christensen**, 1980s; 7) Spinnin' through classical stacks of wax to the max, it's **Buddy Holly**, er— we mean **Ray Christensen!** 1960s; 8) Oh, **Halsey**. Also pictured at this 1959 Gophers banquet is WCCO Radio general manager **Larry Haeg**, (standing, *not* giving the finger).

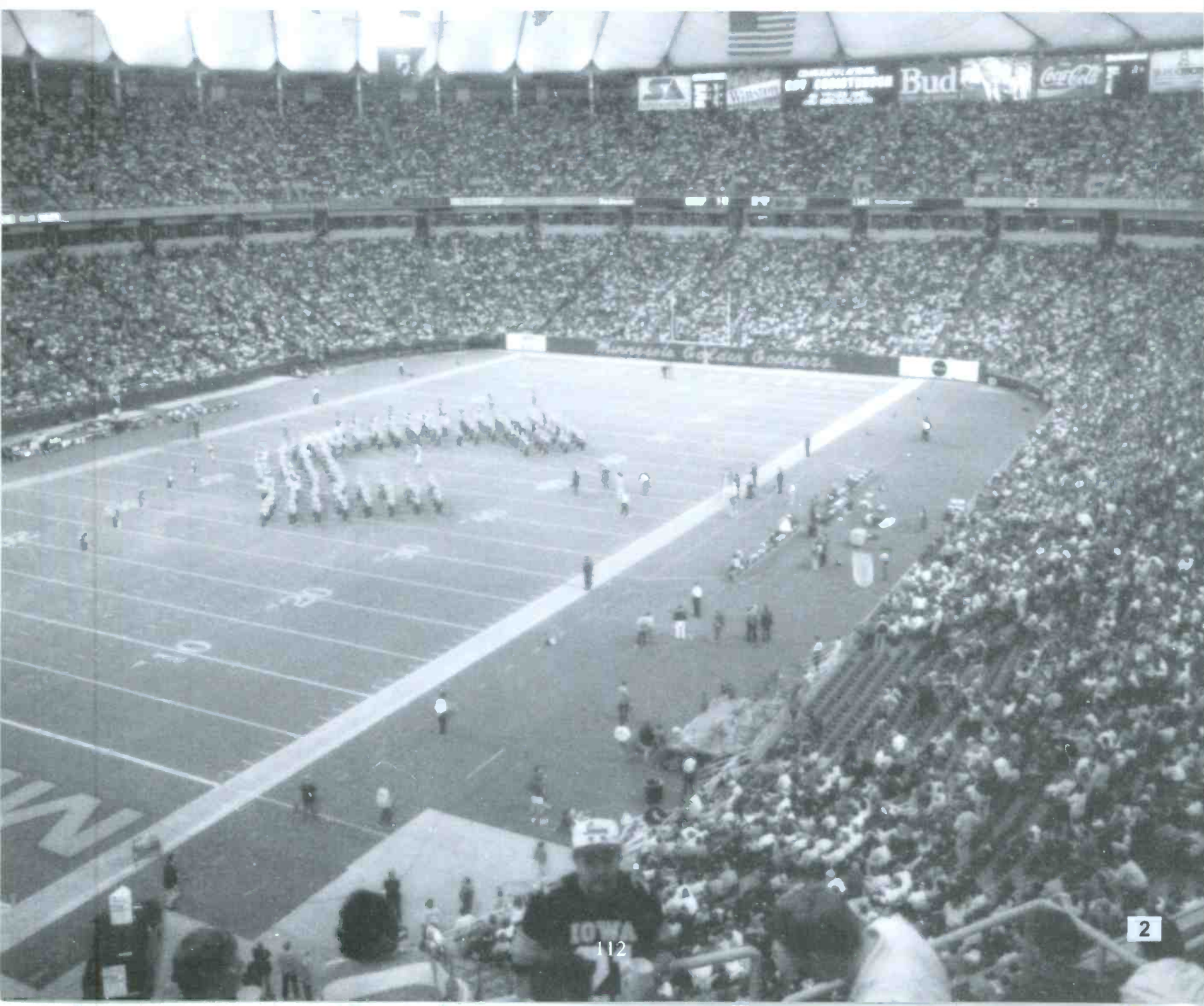
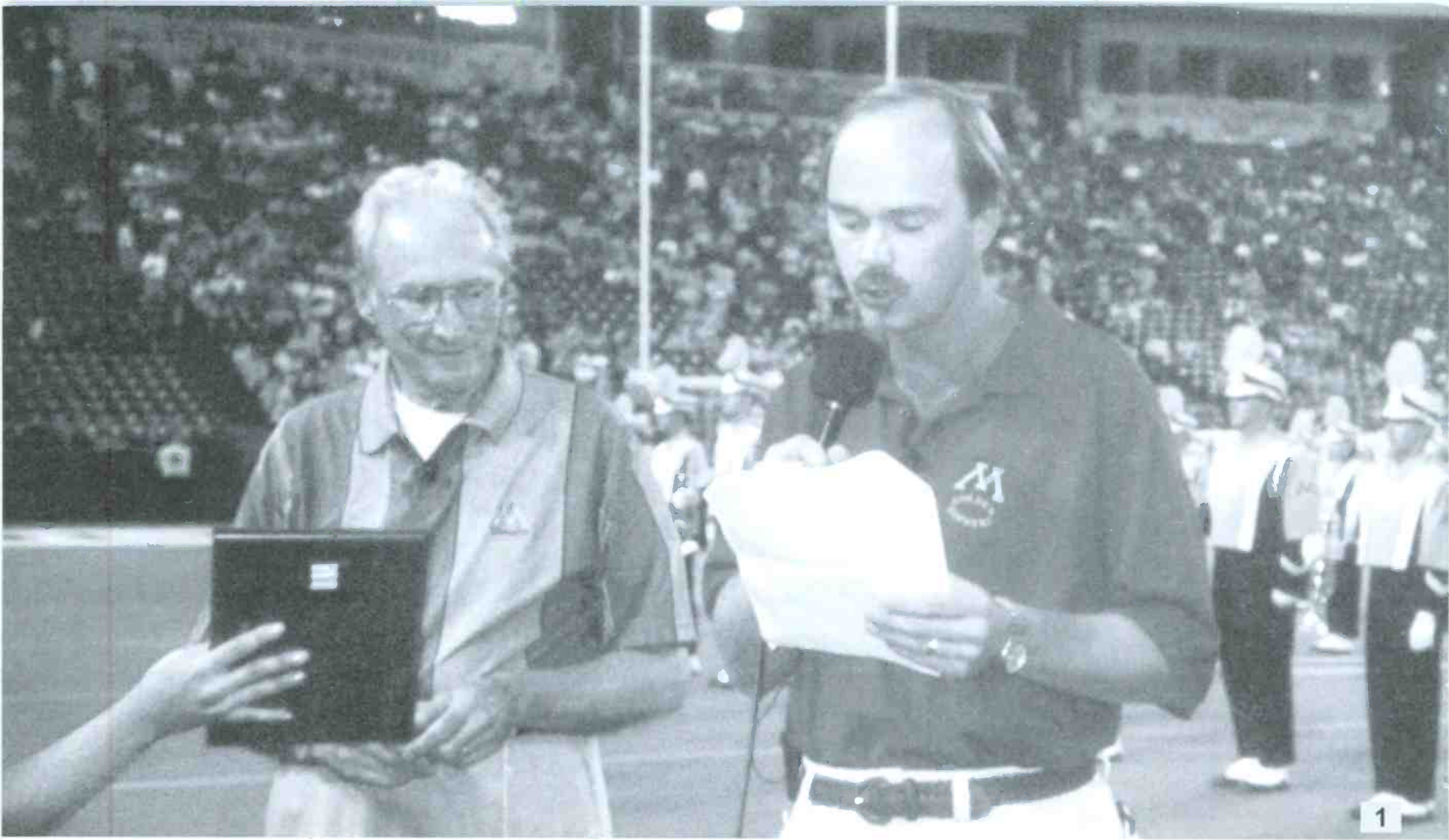


TWENTY-FIFTH ANNIVERSARY REUNION BANQUET
1934 GOLDEN GOPHERS
Presented by
WCCO RADIO TWIN CITY FEDERAL

YOU ARE NOT A MINNESOTA FOOTBALL PLAYER UNTIL YOU HAVE THE FOLLOWING TEN POINTS MASTERED.

1. You must know all plays with their proper assignments.
2. You must know all of your defensive assignments and be able to play them with finesse.
3. You must make proper technique in the execution of the "hail."
4. You must have speed and power for all hard contact plays.
5. You must pay every play from the snap to the whistle.
6. You must have stamina and general good condition.
7. You must know your own personal strengths and weaknesses.
8. You must love to win and hate to lose.
9. You must be a team player.
10. You must be a professional.

MINNESOTA FOOTBALL STANDARDS ARE QUALITY WORKMANSHIP. COP TO THE TOP!





1) & 2) **Ray Christensen** at a halftime ceremony commemorating his 400th Gophers football broadcast. Also pictured are **Dave Lee**, members of the **Gophers Marching Band** and **Thing** from *The Addams Family*, November 1990; 3) Not long after receiving recognition for his 400th football broadcast, Ray was honored for his 1,000th Gophers basketball broadcast, acting athletic director **Dan Meinert** holds the jersey as Gophers star **Richard Coffey** looks on, 1991; 4) **David Williams**, **Paul Flatley**, **Ray Christensen** and **Matt Martinez** at a Spring game in which Paul and Ray served as honorary Gophers football coaches, 1986; 5) **Howard Viken** and members of the **University of Minnesota Marching Band** at the 1961 Rose Bowl



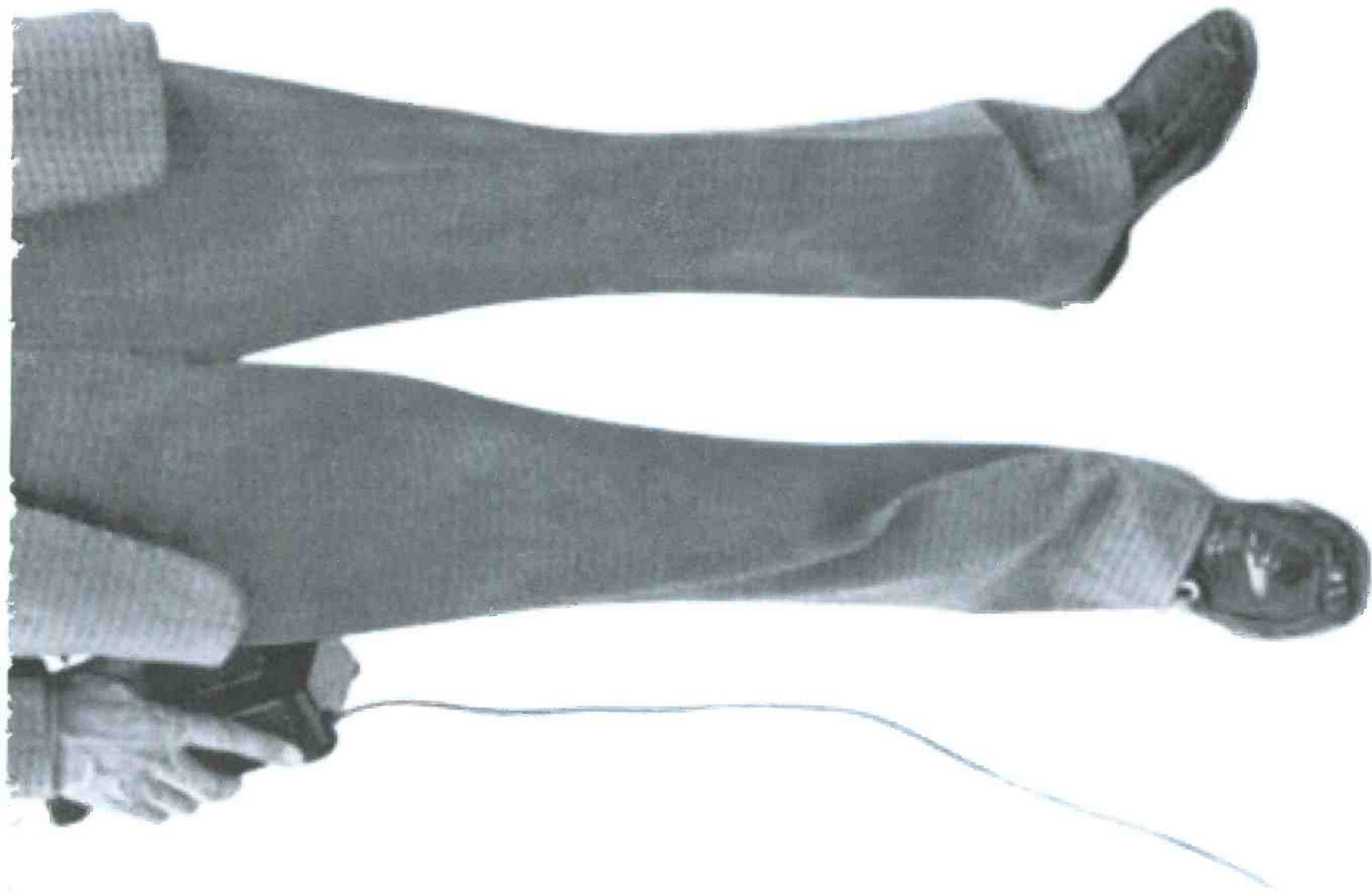


W
C 1



1) This is **Sid Hartman**, mid-1950s; 2) **Sid Hartman** in St. Paul, 1960s; 3) **Roger Marris**, Sid Hartman, 1960s; 4) Film director **Blake Edwards** and his wife, actor **Julie Andrews** with their Close Personal Friend, 1990s; 5) They say imitation is the sincerest form of flattery: **Sid Hartman**, **Eric Eskola** and **Mike Coyne**, a finalist in the *Sid Hartman Sound-Alike Contest* held at Rosen's Bar and Grill in Minneapolis, 1992; 6) Twins Manager **Sam Mele**, **Sid Hartman**, mid-1950s; 7) A slightly different pose than the big picture on the left, but one Sid just isn't enough... or is it?





830 WCCO 80th Anniversary Sid-er-fold



1



2



3

Connect the dots to spell this famous person's name.

A dot-to-dot puzzle grid with numbered dots. The dots are arranged in a pattern that suggests a famous name. The numbers are: 2, 1, 1, 3, 1, 5, 2, 6, 4, 4, 3.

I think it is: _____ 4



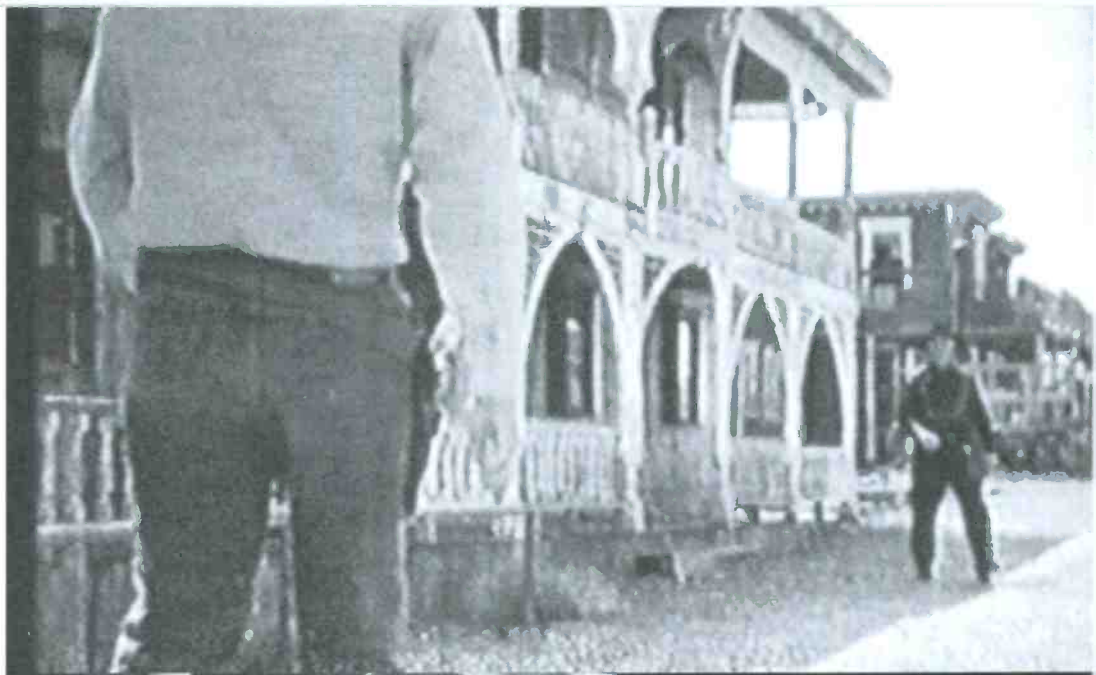
5



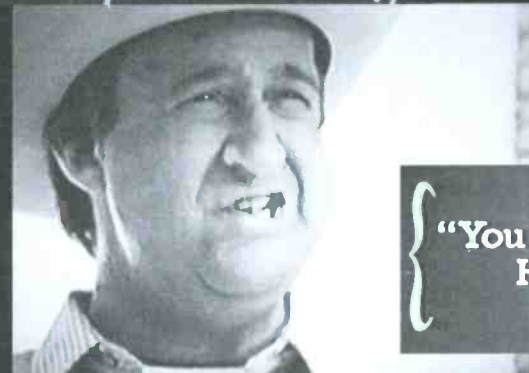
6



1) Dick Enroth, Halsey Hall, Bernie Bierman, Sid Hartman, mid-1950s; 2) Max Winter, Sid Hartman, 1984; 3) Sid Hartman, Dave Mona, 1987; 4) Brain-teaser from WCCO employee newsletter, 1990s; 5) Rod Carew, Sid Hartman at Metropolitan Stadium, and based upon Sid's tie, we'd say this was in the 1970s; 6) Sid Hartman, Bob DeHaven at the St. Paul Open Golf Tournament, 1950s; 7) Bud Grant, Sid Hartman, 1984; 8) Television commercial for WCCO Radio featuring Sid Hartman and Mark Rosen (notice who's hat is light and whose is dark), 1990s; 9) Let this be a lesson to all: Whenever someone hands you a giant hot dog and brandishes a camera, RUN! Sam Mele, an unidentified man, and, according to the WCCO newsletter from which this image was taken, Sid with the only hot dog he ever laid his hands on that he didn't eat... or did he? 1960s



“WCCO Radio ain't big enough for the two of us, Rosen!”

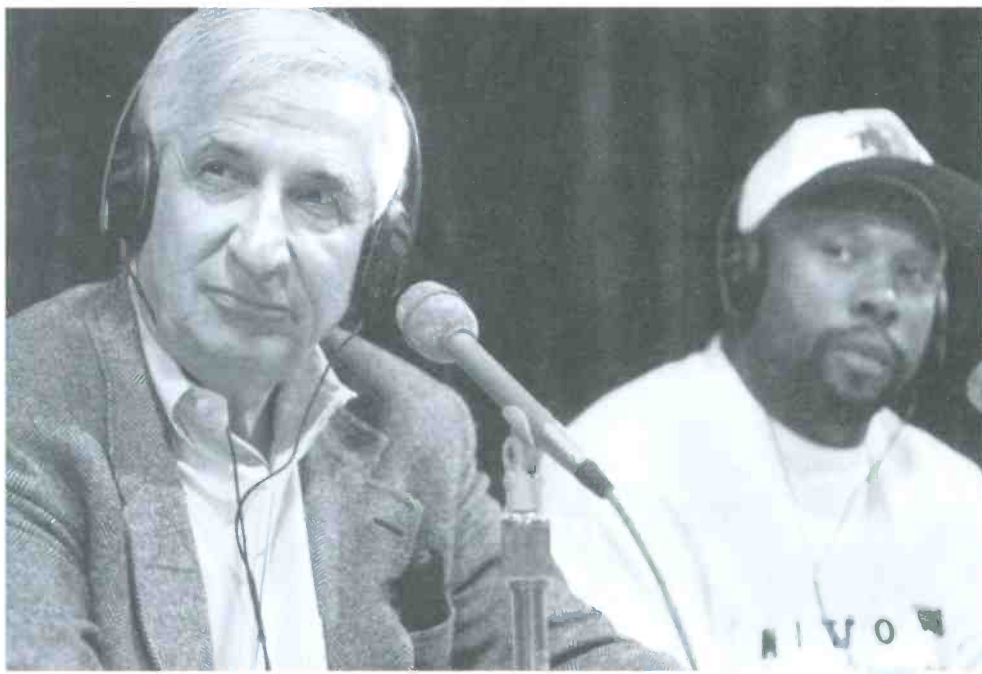


“You talk too much, Hartman.”





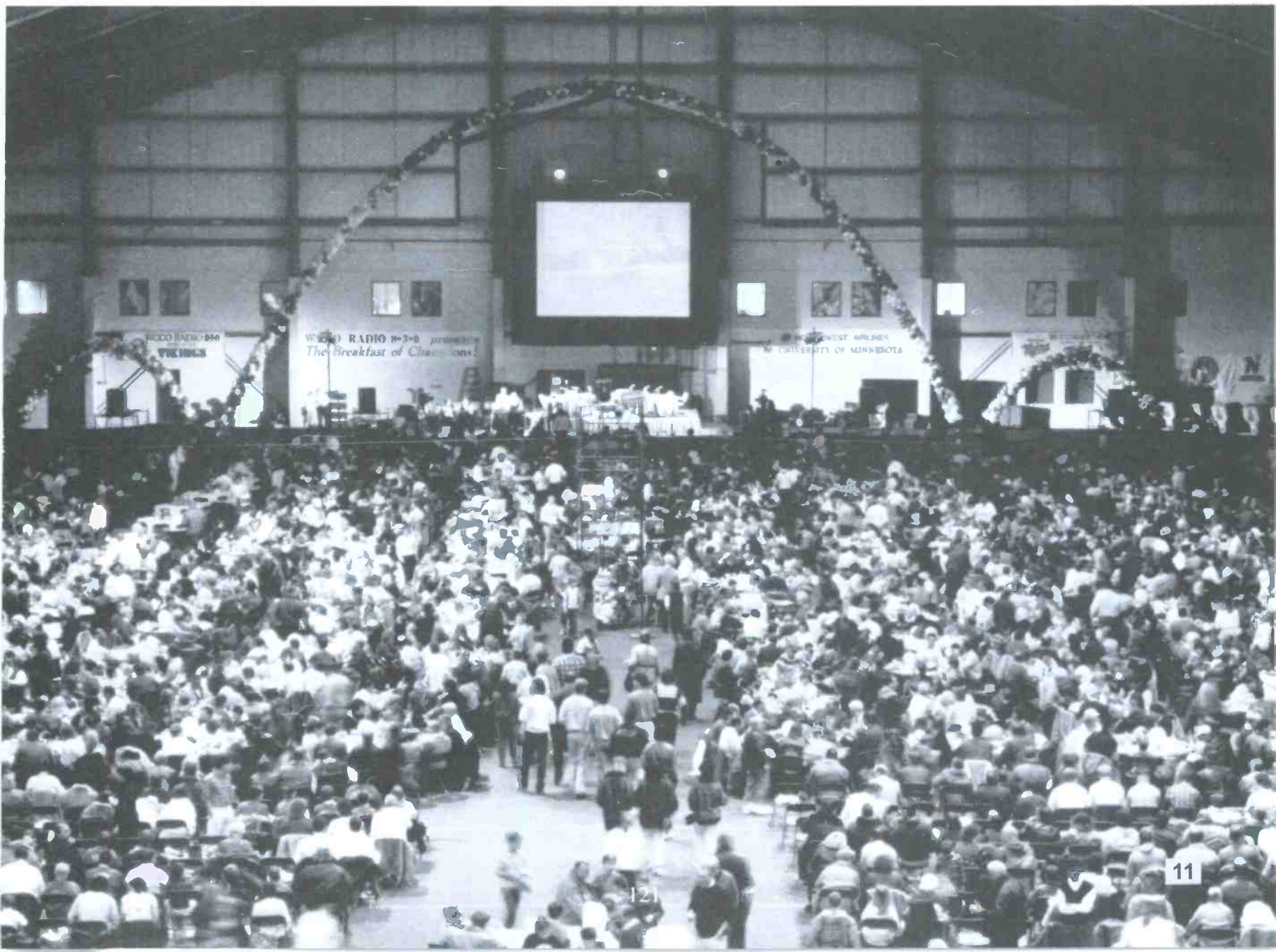
Sid and Friends: 1) Dave Mona, 1980s; 2) Farm City Days, Winthrop, Minn., 1990s; 3) Mike Lynch, 1990s; 4) Bobby Knight, 1990s; 5) George Steinbrenner, 1990s; 6) Dave Lee, Lou Holtz, 2000; 7) & 8) TwinsFest, with Kirby Puckett, 1990s





The Breakfast of Champions: 5,000 WCCO fans gather for a star-studded morning of sports talk and entertainment. Admission was charged, and all proceeds went to charity, January, 1989

8) Twins owner **Carl Pohlad** talks with WCCO volunteer **Sally Sarff**; 9) **Carl Pohlad, Eloise Pohlad, Dave Winfield, Sid Hartman**; 10) **Sid Hartman, Dave Mona** as **Mark Rosen** shows the crowd a Sid Hartman T-shirt; a view of *The Breakfast of Champions* crowd from above at the football practice facility at the University of Minnesota.



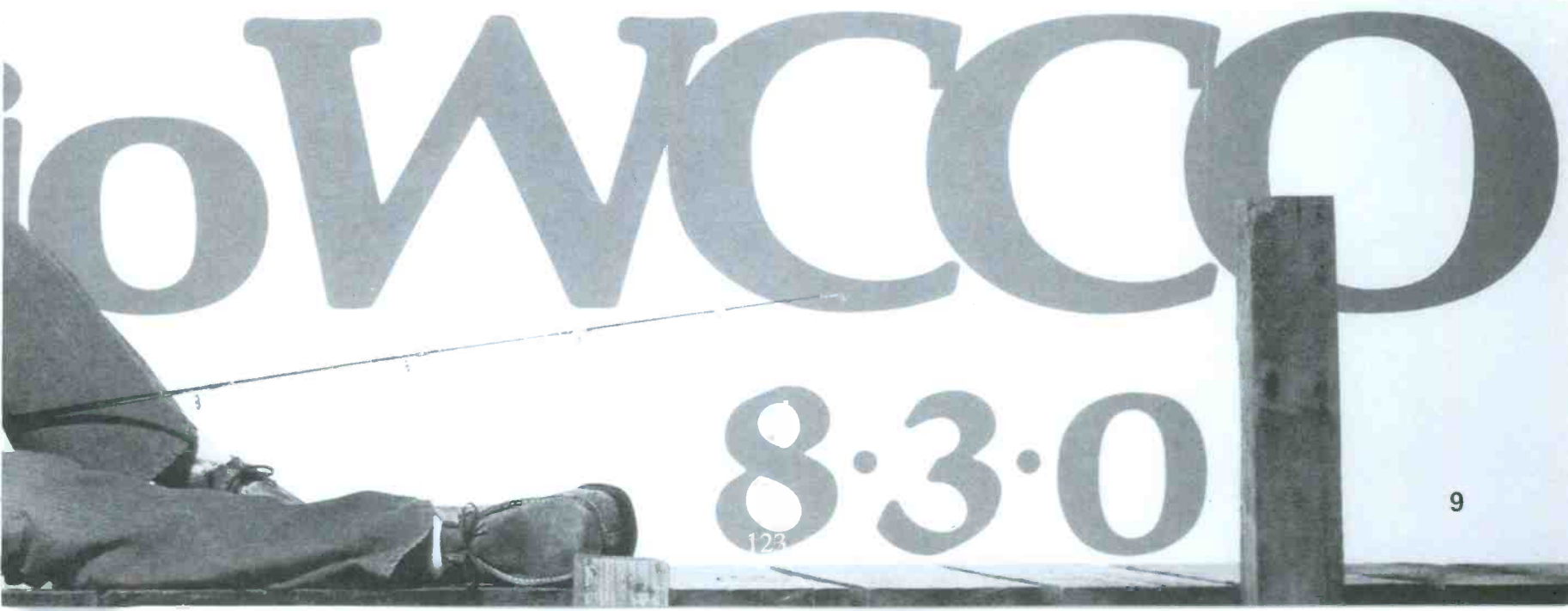
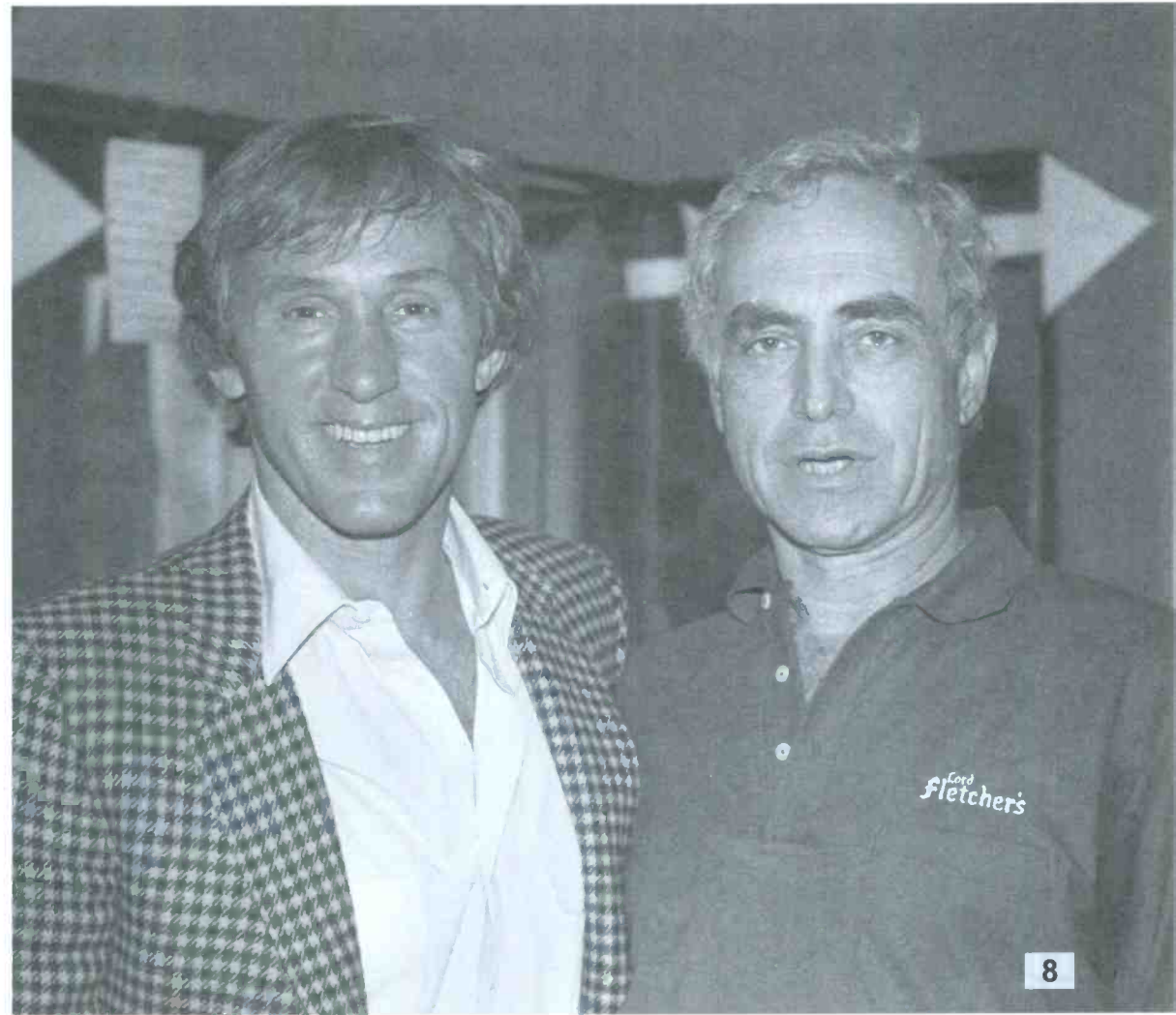
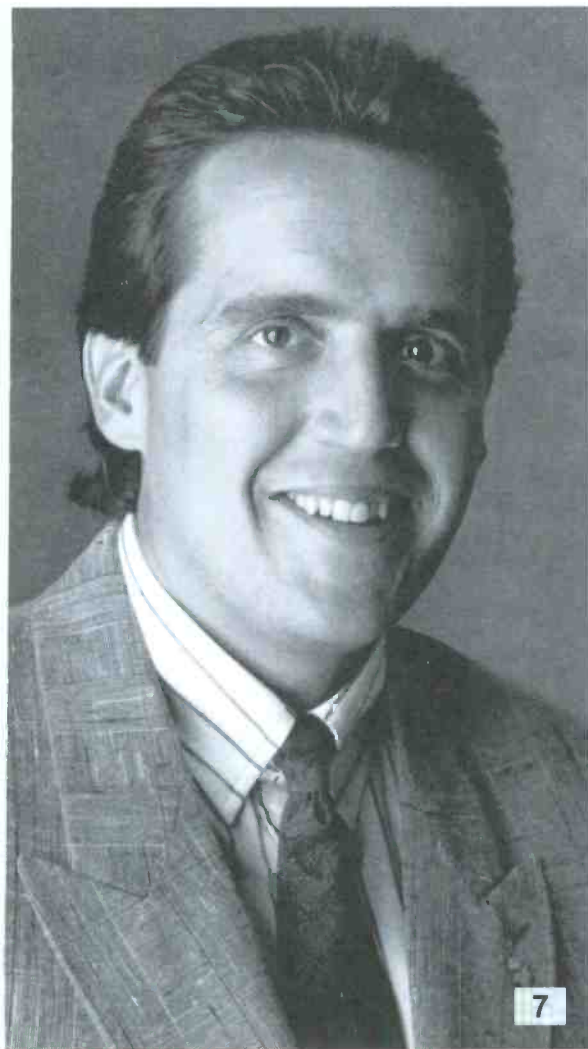
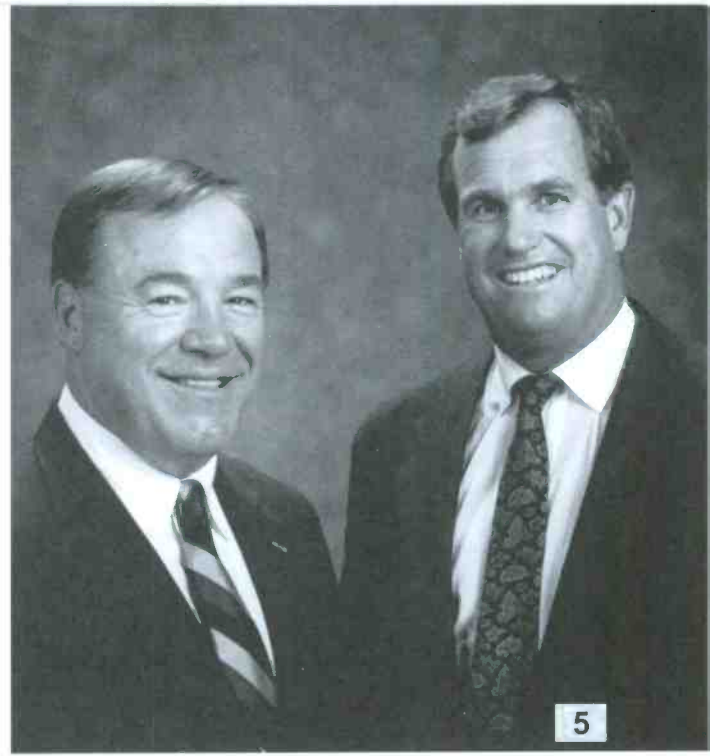


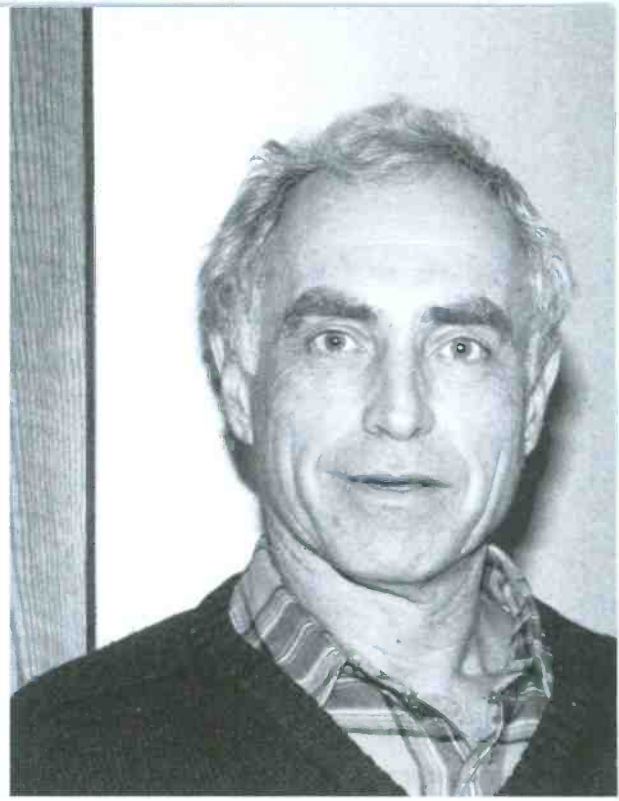
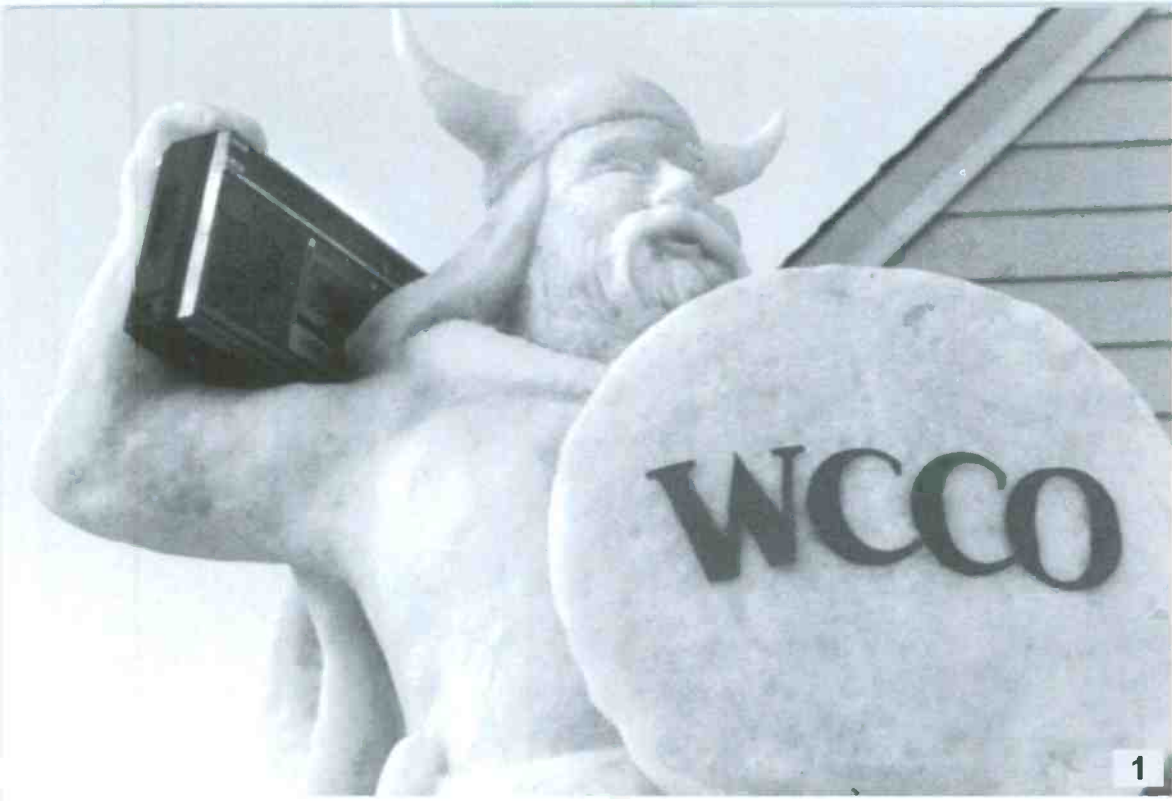
Minnesota Vikings play-by-play on WCCO Radio

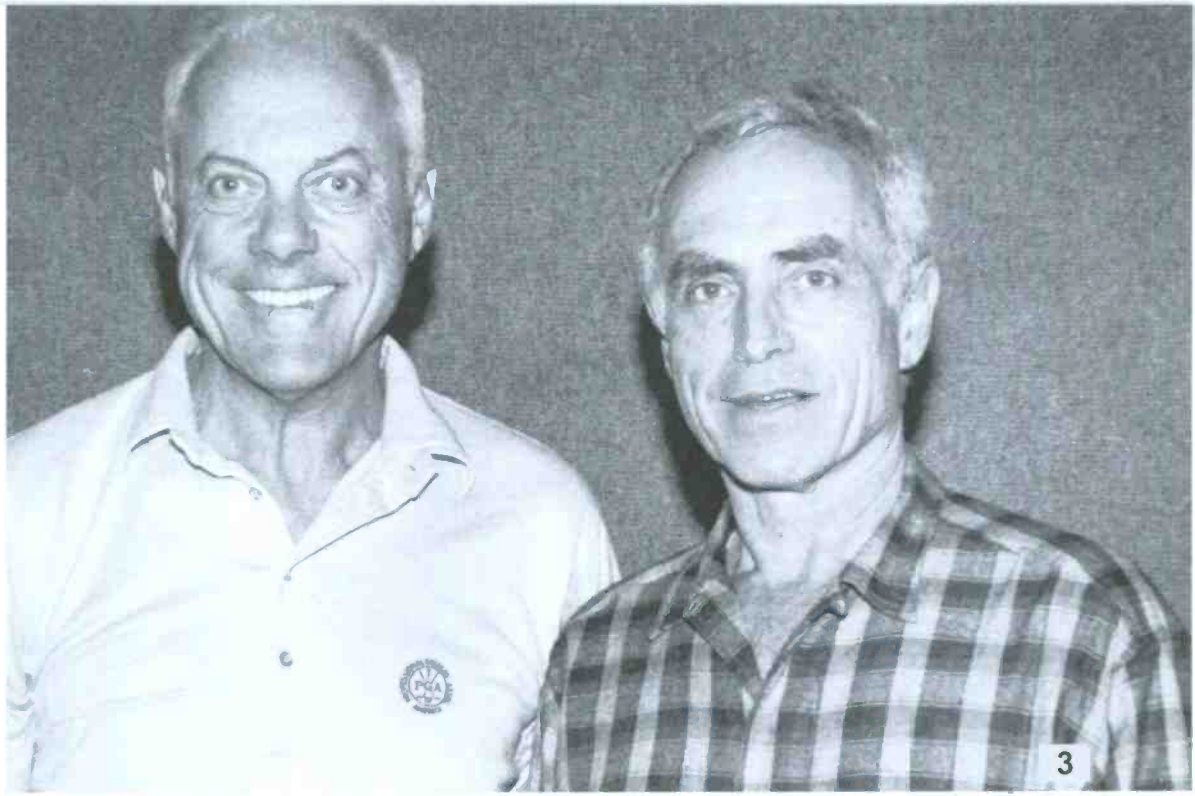
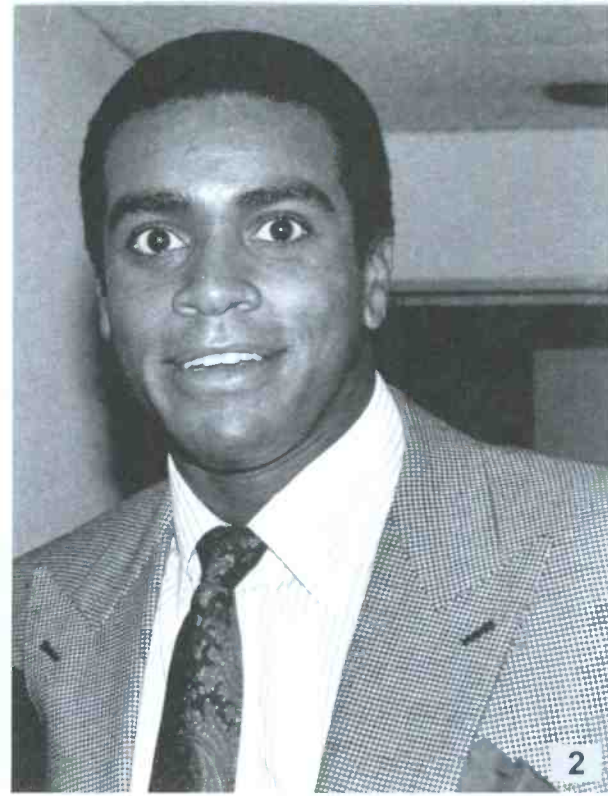
1) Ray Christensen, late 1960s; 2) Ray Scott, 1960s; 3) Ray Scott, 1980s; 4) Joe McConnell, 1970s; 5) John Carlson, Stu Voigt, 1990s; 6) Grady Alderman, Ray Scott, 1974; 7) Brad Nessler, 1988; 8) Fran Tarkenton, Steve Cannon, *The Cannon Mess*. Here, Cannon pulled the old "arrow through the head" trick, 1980s; 9) Bud Grant busboard advertisement, 1980s

Real Radio









1) A chilly snow sculpture that would feel right at home at Met Stadium, constructed as part of the 'CCO In The Snow' contest, 1980s; 2) **Steve Cannon** with former Viking star and Emmy Award-winning sportcaster **Ahmad Rashad** (the former Bobby Moore), November 1988; 3) **Bud Grant, Steve Cannon**, April 1989; 4) **Rog Erickson, Tommy Kramer, Scott Studwell**, 1980s; 5) **Dave Mona, Mark Rosen, Sid Hartman, Darrin Nelson, Brad Nessler**, *The Sports Huddle*, live from Southdale during the NFL Draft, April 1988; 6) **Herschel Walker, Sandy Buttweiler** and children who were part of *The Herschel Walker Kids Call-In Show*, an advice show aimed specifically at children to help them confront and solve their everyday issues and problems, 1990





**MINNESOTA
NORTH STARS**

**N MINNESOTA NORTH STARS
1968-69**

FIRST ROW (FROM LEFT): Danny Grant, Ray Cullen, General Manager-Coach Wren Blair, President Walter Bush, Jr., Special Assistant to the General Manager John Mariucci, Captain Elmer Vasko, Claude Larose.

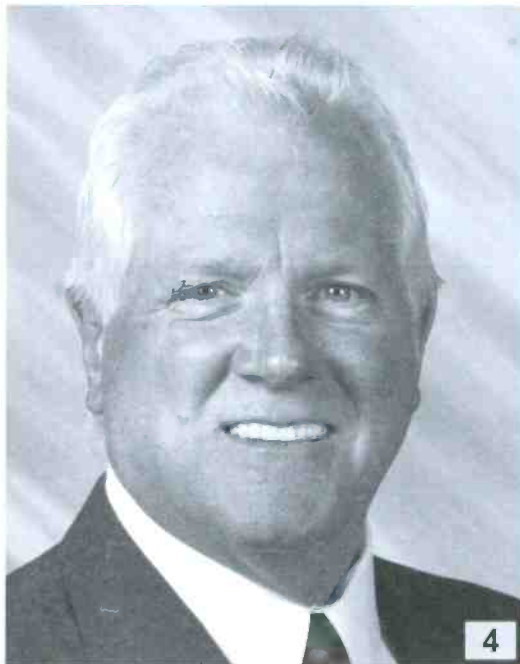
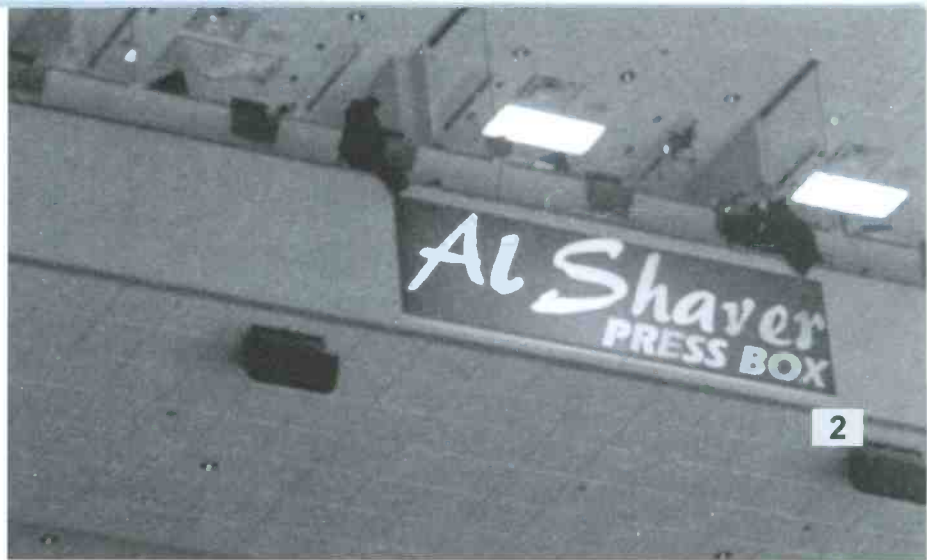
SECOND ROW: Fern Rivard, Leo Boivin, Danny Lawson, Cesare Maniago, Bill Orban, Joey Johnston, J. P. Parise, Garry Bauman.

THIRD ROW: Trainer Stan Waylett, Walt McKechnie, Bob McCord, Wayne Hillman, Tom Reid, Bill Goldsworthy, Bill Collins, Danny O'Shea, Lou Nanne.



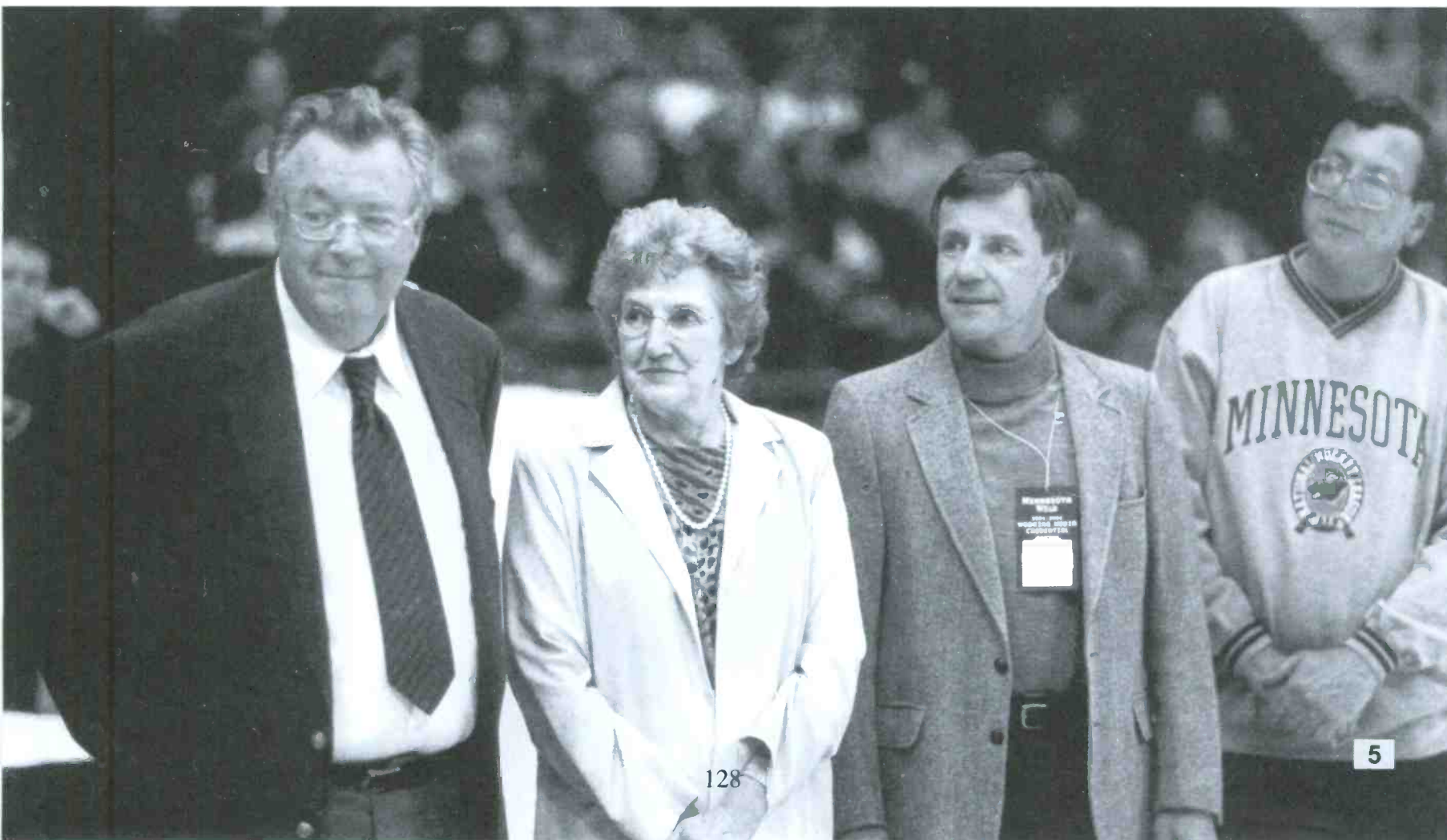
1) He survived 25 seasons as a goalie... and without a face mask! Minnesota North Stars legend **Lorne "Gump" Worsley**, late-1960s; 2) WCCO North Stars producer **Larry Jagoe** with the voice of the North Stars, **Al Shaver**, late 1960s; 3) North Stars team photo, 1967-68 season; 4) **Al Shaver** clowns around in the press box, early-1970s; 5) **Steve Cannon** broadcast North Stars hockey, as well as Gophers hockey for many years, early-1970s; 6) **Al Shaver**, 1967; 7) WCCO Engineer **Jerry Miller** at Met Center, late 1960s; 8) **Al Shaver**, **Larry Jagoe**, late 1960s; 9) **Tom Reid**, who played for the North Stars in the late 1960s and early 1970s, is now the voice of the Minnesota Wild on WCCO





Professional hockey returned to Minnesota, and WCCO, in 2000

1), 2) and 6) **Al Shaver** receives the ultimate honor short of the Stanley Cup itself when the Minnesota Wild name the press box in his honor, 2002; 3) Minnesota Wild play-by-play **Bob Kurtz**, 2004; 4) former North Stars player and Minnesota Wild commentator **Tom Reid**; 5) Gopher Hockey broadcasters **Wally Shaver**—Al's son—and former North Stars coach **Glen Sonmore**, 2004; 6) **Al Shaver**, wife **Shirley Shaver**, **Wally Shaver** and **Glen Shaver**. Al's grandson ("a little Shaver," as Al likes to joke) began broadcasting hockey games in 2003, making him the third generation of Shaver hockey broadcasters.



Paydaye Times

Feb. 14, 1774

News for the '70's.

2
pence

Hear Ye, Hear Ye - Literally! Radio "Boonebox" Cometh

TOWNE CRIER FACETH LAYOFF!

Roger, son of Arik, leaveth
farm, seeketh fame



Royal Artist's conception of Radio Site

Upon approval of ye Formal Con-
traction Committy (FCC) the form-
ation o' ye towne radio site shall begin.
One ears can enjoy daly broadcasts with
the lease or purchase o' a "Boonebox."

"Aye," claimeth young Roger, son of
Arik. "I can no finer work imagine,
except a jester for his highness.

"A question, though," he asketh.
"What in the name of Job is a 'cart'?"

Tis a question askethed by many a
citizen these days. Perchance we
answer thine questions in these very
pages:

Where art thou transmitting from?
Aye, thou asketh a good question. As
architects may inhabit these
treacherous lands, thine broadcasters
seek a fine citizen to invent a house
many leagues tall.

For what good doth thou broadcast?
Our slogan be, "Goode Naybor to thy
colonies." For example, if thee

informeth by courier that thine
apprentice shan't cometh, for the
weather be a fright, we shall gladly
announce thine closing in the wee
hours o' th' morn.

What becometh of ye royal town
crier, Sir Sidney Hardtmann?
Sir Sidney worketh for *Payday Times* as
ye royal local sports booster.

Methinks in me buggy a radio would
good company keep. Wilt radio
portable be?
Thou canst thy sweet biffy bet!
Whence batteries are invented, thou
shalt be able to barter at thy local
Radio Shack® for a "Township
Blaster."



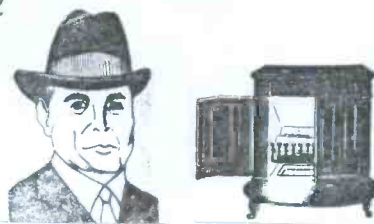
Royal Artist's conception of 'Boone Box.'
(Tunic by Jacques Joncas)

Inside... p. 5

King Elvis to Sir Russell:
"Thou mockest me... thou
arn't but a hound."
Russell: "Be ye not cruel
to one's heart that's true."

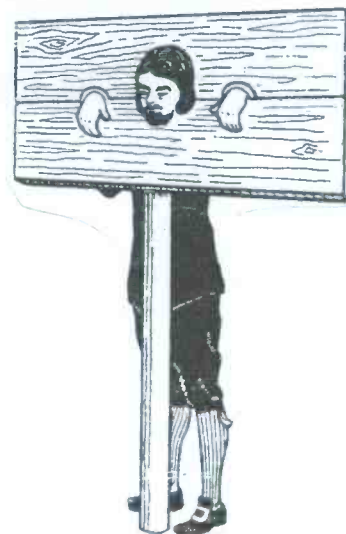
Wrangler Stephen patenteth Iron Range

p.2



Doc Linch chastened for Valley Forge forecast

"'Heatwave cometh,' my arse,"
sayeth a cold Gen. Washington
p. 3



"Oh woe is me," Linch whineth

LISTENIN' IN RADIO NEWS-PROGRAM



WLAG

September 1922 - July 1924

Price Five Cents

FEBRUARY 26, 1923

Vol. I No. 1



The Home of "The Call of the North" Oak Grove Hotel, Minneapolis
WLAG

Postage 50c a Year

Single Copy 5 Cents

LISTENIN' IN

THE OFFICIAL RADIO NEWS-PROGRAM OF WLAG

"The Call of the North"

OAK GROVE HOTEL, MINNEAPOLIS

Operated by

CUTTING AND WASHINGTON RADIO CORPORATION

Vol. I

APRIL 2, 1923

No. 6

WHAT DO YOU KNOW ABOUT THESE?

Some of our Minneapolis friends have not yet grasped the magnitude of WLAG. They don't seem to realize that when we broadcast we are heard from Porto Rico to Hawaii, and from Alaska to Mexico. Keeping this expanse of territory in mind one may easily appreciate how sublimely ridiculous such a request is as when one of our well meaning listeners called us on the telephone to ask us to broadcast the loss of her dog. It was a time in the evening when well behaved dogs should be indoors. She said her dog "didn't exactly run away, but he has a sore paw and may not find his way home." Good!

1

2

At 9 am on September 4, 1922, a 500-watt radio station with the call letters WLAG first went on the air. We don't know the exact content of that first hour of broadcasting, but had they been speaking what was on their mind, no doubt they might have uttered, "What do we do now?" Mrs. Eleanor Poehler, a classical music vocal soloist, was hired to assume programming responsibilities, and she hired one of her young voice students, H. Paul Johnson, who became WLAG's first announcer. Throughout 1922, WLAG was heard only for short intervals and only two or three days per week. The station broadcast weather and market reports and classical music (what else would you expect from a vocal soloist?), which was played into a microphone placed in front of a Victrola or Edison phonograph. But mostly there was silence, often for days at a time.

WLAG

will be on the air every day this summer. Don't miss it. Don't give up Radio on account of the Static bugaboo.

Only six days last summer were unfit for Radio Reception.

NORTHWESTERN EDEN CO.

1591 Selby Ave.

ST. PAUL

Midway 4437

3

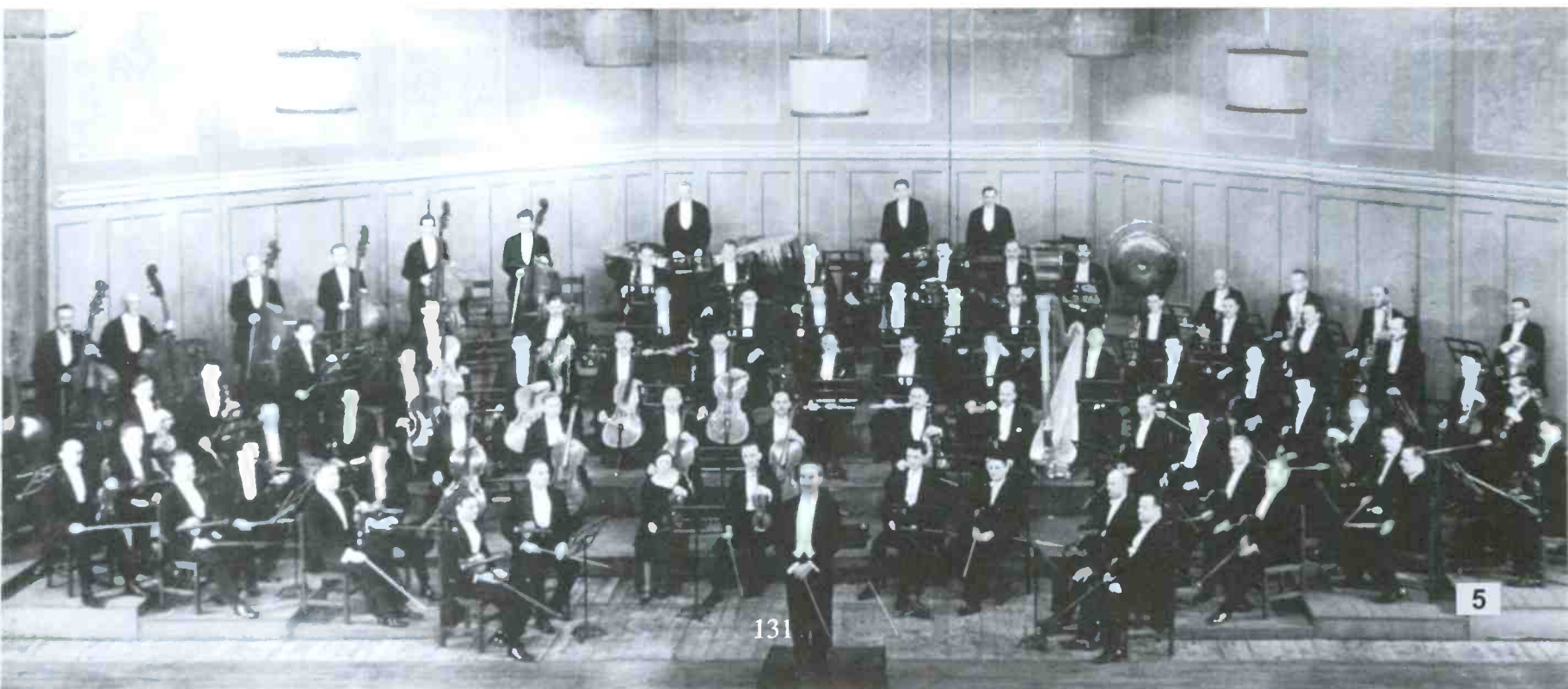
Minneapolis, Aug. 25, 1923.

We want to express our appreciation of the WLAG program given on Thursday evening. The entire family of five, and one guest, enjoyed it all, from the bedtime story (by Tess Cooperman) to the last number of the program. It was one of the best of a number of fine concerts given lately. We'd like more of the same sort.

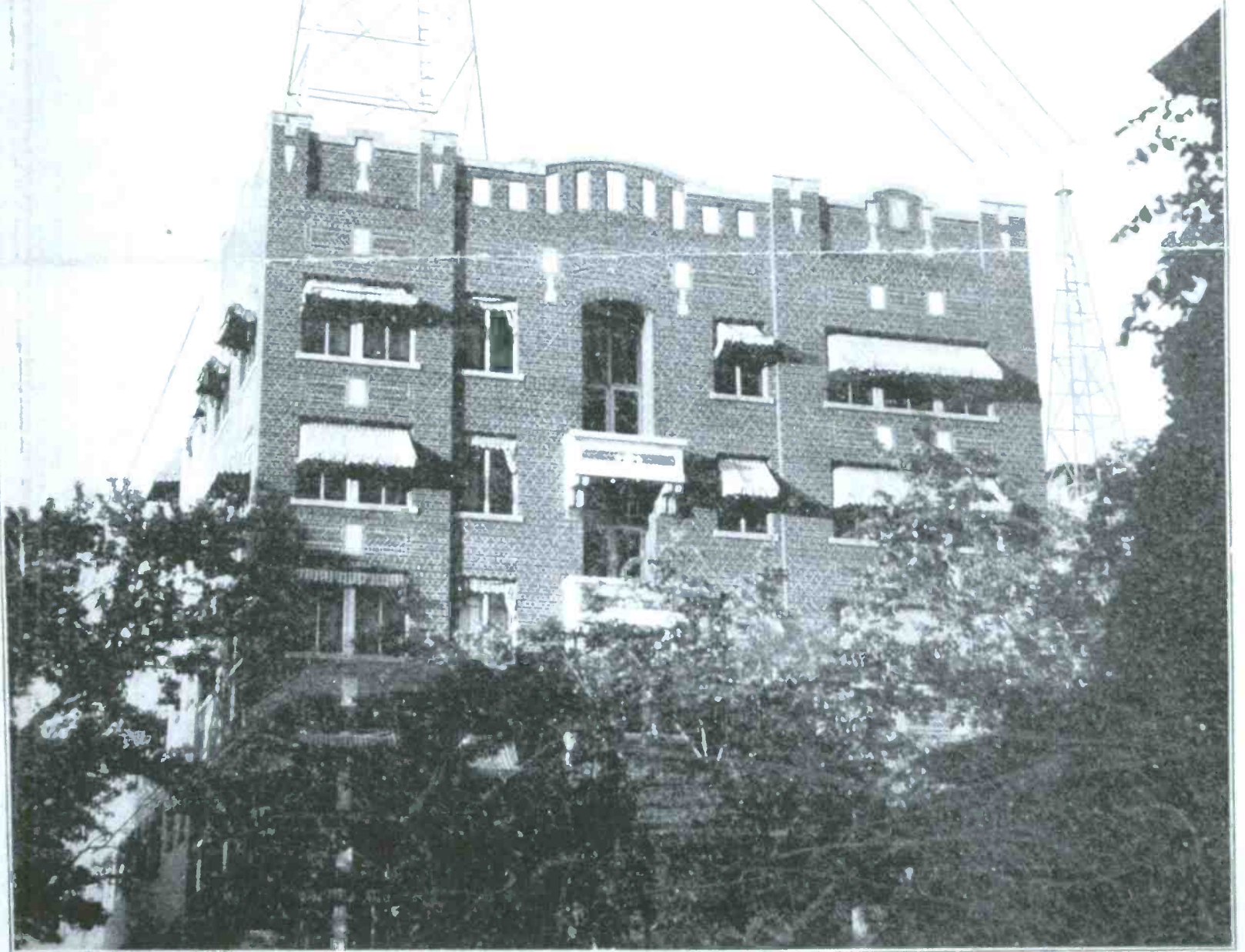
Some Minneapolis listeners.

By early 1923 WLAG was broadcasting daily. Phonograph records were supplemented with live musicians ranging from music students or instructors from the MacPhail School, to professional musicians.

1) In 1923, once it broadcast regularly (meaning daily), WLAG was fairly aggressive about promoting the new radio station, publishing a monthly newsletter, *Listenin' In*, 1923. 2) However, it would be years before anything resembling a true "Good Neighbor" spirit emerged, 1923; 3) Announcement in *Listenin' In*, 1923; 4) Peavey Jazz Orchestra, heard on WLAG, 1923; 5) Early programming on WLAG and WCCO included The Minneapolis Symphony, conducted by Henri Verbruggen, 1920s



Grain Quotations by Radio



Minneapolis Grain Prices Now Being Broadcasted by Wireless

The Oak Grove Hotel, Minneapolis, Minn., showing the towers and antenna of the Oak Grove Radio Station, known as W-L-A-G, or "Call of the North," operated by the Cutting & Washington Radio Corporation, and from which the prices being paid for cash grain and grain for future delivery in the Exchange Room of the Chamber of Commerce of Minneapolis are being broadcasted over the northwest.

WASHBURN'S

NET WT 10 OZ



A PERFECT FOOD
READY TO EAT



WHEATIES

(A WHOLE WHEAT FLAKE)

DELICIOUSLY FLAVORED WITH SUGAR, MALT SYRUP AND SALT
WASHBURN CROSBY COMPANY 2

1) The big shift in programming came when listeners responded positively to timely information, which only radio could provide in 1923 and 1924. But, by the summer of 1924, WLAG was forced to go off the air because it appeared that radio just wasn't commercially viable. In fact, there were no Twin Cities radio stations broadcasting that summer. However, local businessmen regrouped and WLAG resumed broadcasting in the Fall. 2) & 3) It was at this time that the Washburn Crosby Company, makers of Wheaties, agreed to buy the physical properties and assets of the defunct WLAG. They also agreed to contribute \$50,000 per year for three years to keep the station in operation. On October 2, 1924, the station officially became WCCO, and was dubbed "The Gold Medal Station." (color images courtesy of the General Mills archives); 4) Radio listing from *The Minneapolis Morning Tribune*, Friday, October 3, 1924. News definitely travels faster via radio, as the dates and call letter discrepancies indicate.



WASHBURN-CROSBY CO.

Washburn Crosby Company

Gold Medal Flour

TWIN CITIES, MINN.

Gold Medal
Radio Station

September 23, 1924

Rt. Rev. Austin Dowling,
344 Dayton Avenue,
St. Paul, Minnesota.

Dear Bishop Dowling:

We should like you to attend the formal opening of the GOLD MEDAL Station W L A G, Minneapolis-St. Paul, to take place Wednesday evening October 1, at seven o'clock, in the Directors' Room of the Washburn Crosby Company on the second floor of the Chamber of Commerce Building, Minneapolis.

The opening program will consist of broadcasting by remote control a series of musical and vaudeville numbers during the serving of the dinner following which a program of speeches by those in attendance at the dinner will be broadcast.

The GOLD MEDAL Station occupies a unique position in the field of radio broadcasting by reason of the splendid cooperation of the business interests of the Twin Cities through the St. Paul Association and the Minneapolis Civic and Commerce Association with the Washburn Crosby Company.

That the operation of the Station will carry out to the fullest degree the expectations and hopes of the Northwest is the sincere desire of its management.

Recognizing the necessity for strict adherence to schedule in broadcasting the program, it is hoped that you may find it possible to be on hand promptly at the hour indicated.

We will indeed appreciate your early acceptance in order that proper arrangements may be made for receiving you.

Very truly yours,

Harry Nilsson
Manager
GOLD MEDAL STATION
MINNEAPOLIS-ST. PAUL

HW:#4

MILLS AT MINNEAPOLIS, BUFFALO, CHICAGO, KANSAS CITY, LOUISVILLE, GREAT FALLS, KALISPELL.
EAT MORE WHEAT

Radio Programs

TODAY

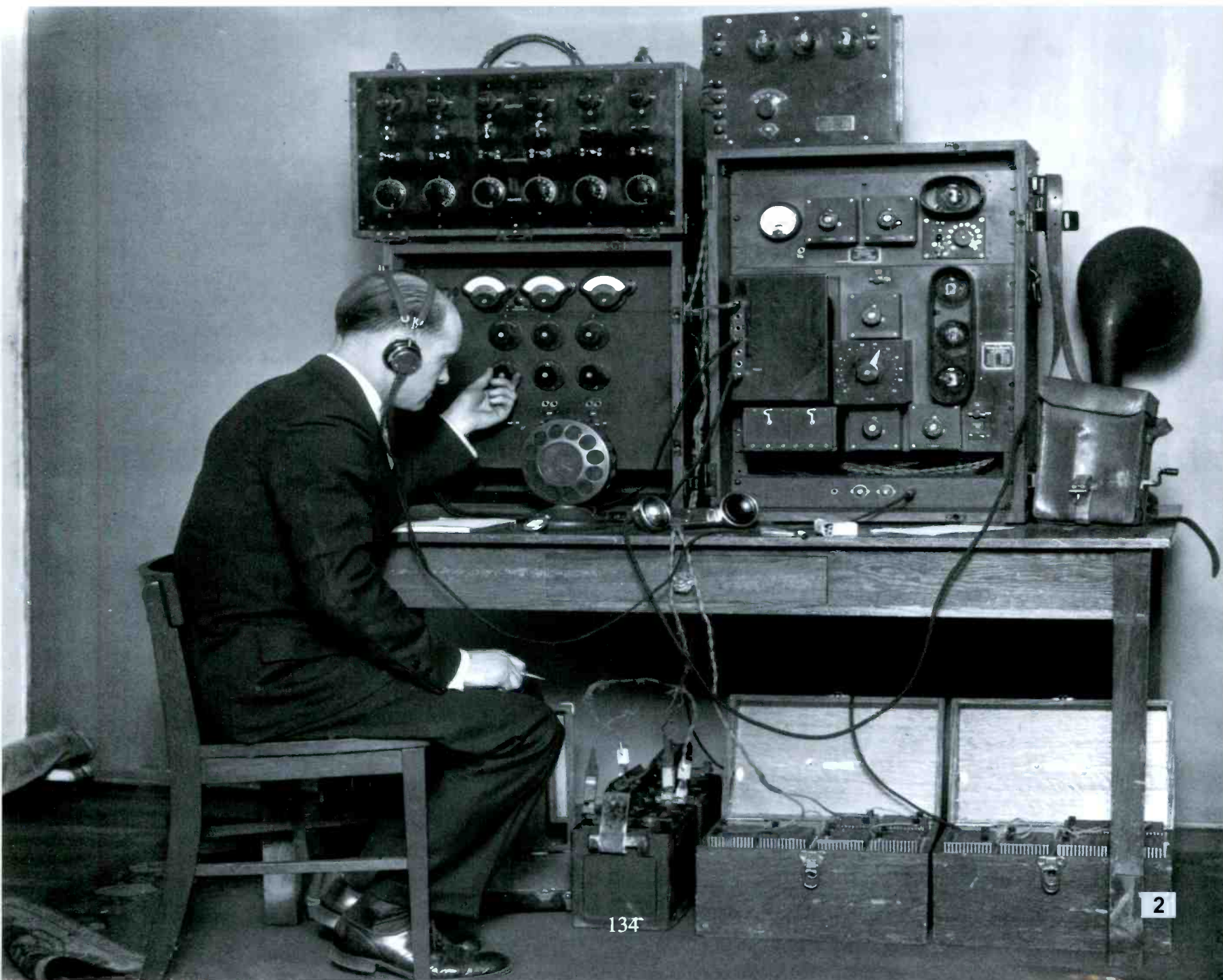
Time	Station	Program
9:30 a. m.	WLAG	THE GOLD MEDAL STATION. Program for the day. Weather report. Opening market quotations.
10:30 a. m.	WLAG	Market quotations.
10:45 a. m.	WLAG	Home Service. Miss Betty Crocker. Luncheon or Dinner Menu.
1:30 p. m.	WLAG	Market quotations.
2:00 p. m.	WLAG	Talk. "There's a 'U' in Community," by J. H. W. Mackie.
4:00 p. m.	WLAG	Magazine reading. "The Making of O'Malley's Beaumont."
5:30 p. m.	WLAG	Children's hour. Ellen Nye. Mother Goose Village stories.
8:00 p. m.	WLAG	Sport hour. Baseball scores. "The World Series." Charles Johnson of the Minneapolis Daily Star.
8:15 p. m.	WLAG	Dinner concert. George O'Brien's Nicollet Hotel orchestra and Gertrude Skarold Lutz, soprano; Evelyn Hansen, accompanist.
8:00 p. m.	WLAG	"Miracle of Summer Events." W. L. Leno.
8:30 p. m.	WLAG	Artist. Lilian Nippert-Zelle. Violin; Mildred Orlis De Vries, soprano; Mrs. John Smith, accompanist; Marguerite Boese, piano.
9:00 p. m.	WLAG	Weather report.
5:00 p. m.	WRC Washington, D. C.	(450 meters) - Children's stories.
6:00 p. m.	WEAF New York	(482 meters) - Musical program.
6:00 p. m.	WRC Washington, D. C.	(450 meters) - Children's stories.
7:00 p. m.	WDAE Philadelphia	(395 meters) - Musical program.
7:00 p. m.	WHAZ Louisville	(460 meters) - Musical program.
7:30 p. m.	KDKA Pittsburgh	(328 meters) - Musical concert.
8:00 p. m.	KMO St. Louis	(344 meters) - Band concert.
8:00 p. m.	KHD St. Louis	(346 meters) - Musical program.
8:00 p. m.	KIT Los Angeles	(365 meters) - Musical program.
8:30 p. m.	WOO Philadelphia	(500 meters) - Musical program.
8:30 p. m.	WLS Chicago	(345 meters) - Famous songs orchestra.
9:30 p. m.	KGW Portland Ore.	(402 meters) - Musical program.
9:30 p. m.	WQY Rochester N.Y.	(385 meters) - Dance program.
10:00 p. m.	WEEI Boston	(403 meters) - Musical program.
10:00 p. m.	WJAM Providence	(380 meters) - Musical program.
10:45 p. m.	WRB Atlanta	(420 meters) - Musical program.
11:30 p. m.	WSE Springfield Mass.	(337 meters) - Dance program.

SATURDAY

Time	Station	Program
9:30 a. m.	WCCO	THE GOLD MEDAL STATION. Program for the day. Weather report. Opening market quotations.
10:30 a. m.	WCCO	Market quotations.
10:45 a. m.	WCCO	Home service. Betty Crocker. Talk to Girls. "Devil's Food Cake."
11:30 a. m.	WCCO	Market quotations.
1:30 p. m.	WCCO	Market quotations.
2:00 p. m.	WCCO	Minnesota-North Dakota football game and World series.
6:00 p. m.	WCCO	Sport hour. baseball and football scores.
8:00 p. m.	WCCO	Talk. "Public School the Logical Health Center," from the Farmer's Wife. Dr. J. W. Holland.
8:30 p. m.	WCCO	MacPhail band and mandolin club under direction Grace E. Weston; Mrs. Paul Green, mandolin; Agnes Babcock, mandolin; Ramona Clark, violin; Frances Norman, mandolin.



1) By the 1930s, WCCO constructed a studio at the St. Paul Stockyards. **Al Smeby** (vest) with an unidentified man; 2) **Ray Sweet**, the first engineer for WLAG and WCCO, 1920s; 3) **H. Paul Johnson** sounds the tone near the mic in the original WCCO studio. And so, as you can plainly see, WCCO was the first radio station in town to air heavy metal music!





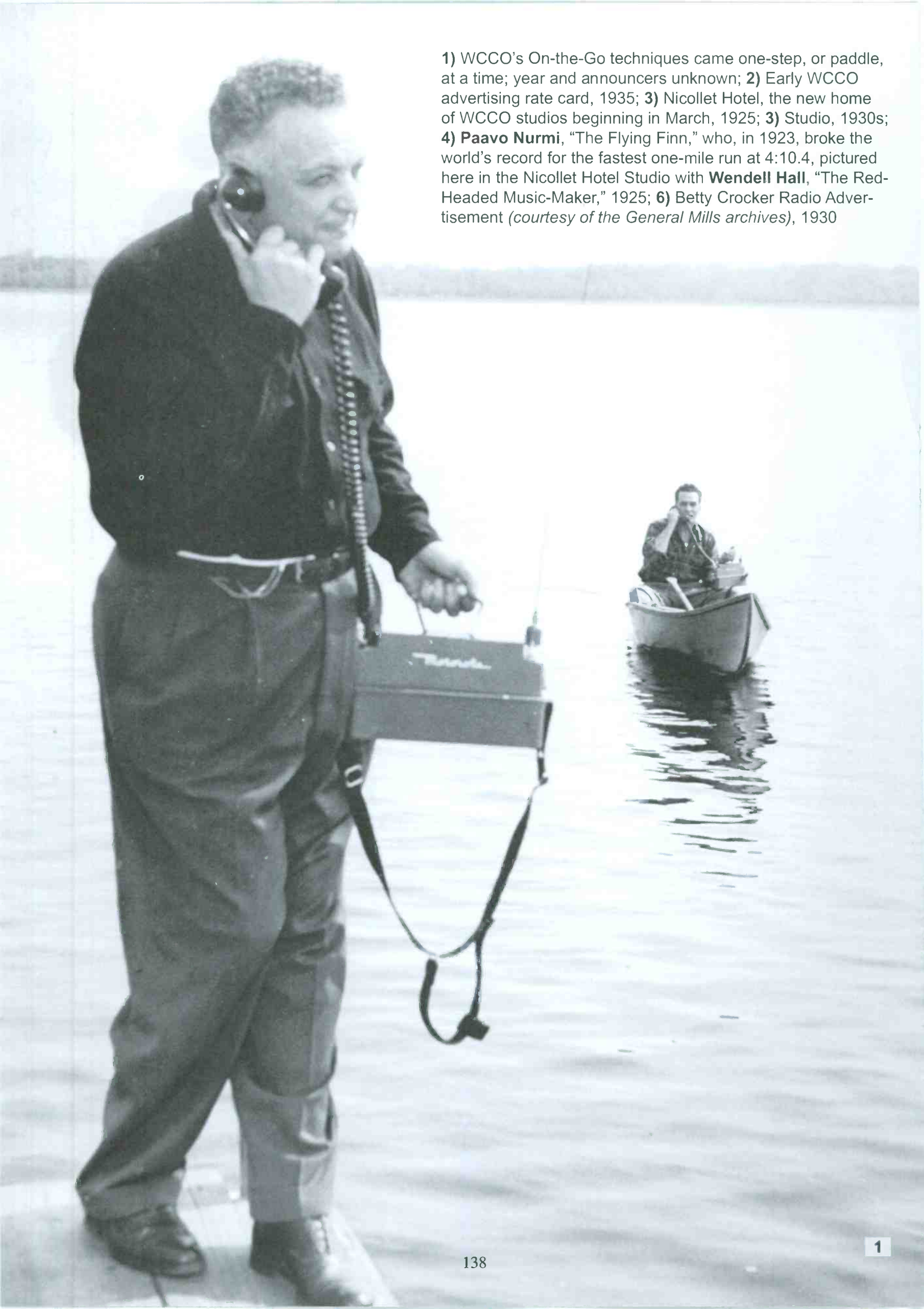


1) Announcer **Ken Titus** (seated) with **Don Tuttle** singing with **Mert Floe** on accordion, Nicollet Studio, 1929; 2) Early studio, 1920s; 3) **Babe Ruth**, Oak Grove Hotel studios, 1920s





1) WCCO's On-the-Go techniques came one-step, or paddle, at a time; year and announcers unknown; 2) Early WCCO advertising rate card, 1935; 3) Nicollet Hotel, the new home of WCCO studios beginning in March, 1925; 3) Studio, 1930s; 4) **Paavo Nurmi**, "The Flying Finn," who, in 1923, broke the world's record for the fastest one-mile run at 4:10.4, pictured here in the Nicollet Hotel Studio with **Wendell Hall**, "The Red-Headed Music-Maker," 1925; 6) Betty Crocker Radio Advertisement (courtesy of the General Mills archives), 1930



WCCO

50,000 watts—810 kilocycles
370.2 meters

A Columbia Broadcasting System
Network Station

RATE CARD No. 10

EFFECTIVE
September 1, 1935

NORTHWESTERN BROADCASTING INC.

MAIN STUDIOS AND BUSINESS OFFICE - NICOLLET HOTEL, MINNEAPOLIS, MINNESOTA - MAIN 1302

1. GENERAL BROADCASTING RATES—WITHOUT TALENT

a. CLASS "A"—(6:00 P.M. to 10:30 P.M. Daily)

2

	On Contract for				
	1 time	13 times	26 times	52 times	100 times
One hour	\$400.00	\$380.00	\$360.00	\$340.00	\$320.00
One-half hour	240.00	228.00	216.00	204.00	192.00
One-quarter hour	160.00	152.00	144.00	136.00	128.00
Five minutes	160.00	152.00	144.00	136.00	128.00

GOLD MEDAL STATION W-C-C-O
HEADQUARTERS
ROTARY CLUB

HEADQUARTERS
TRAFFIC CLUB OF MINNEAPOLIS
KIWANIS CLUB



Betty Crocker

broadcasts
daily at 10:45 A.M.



Baking secrets
by radio



Tune in the
GOLD MEDAL
STATION
ST. PAUL-MINNEAPOLIS

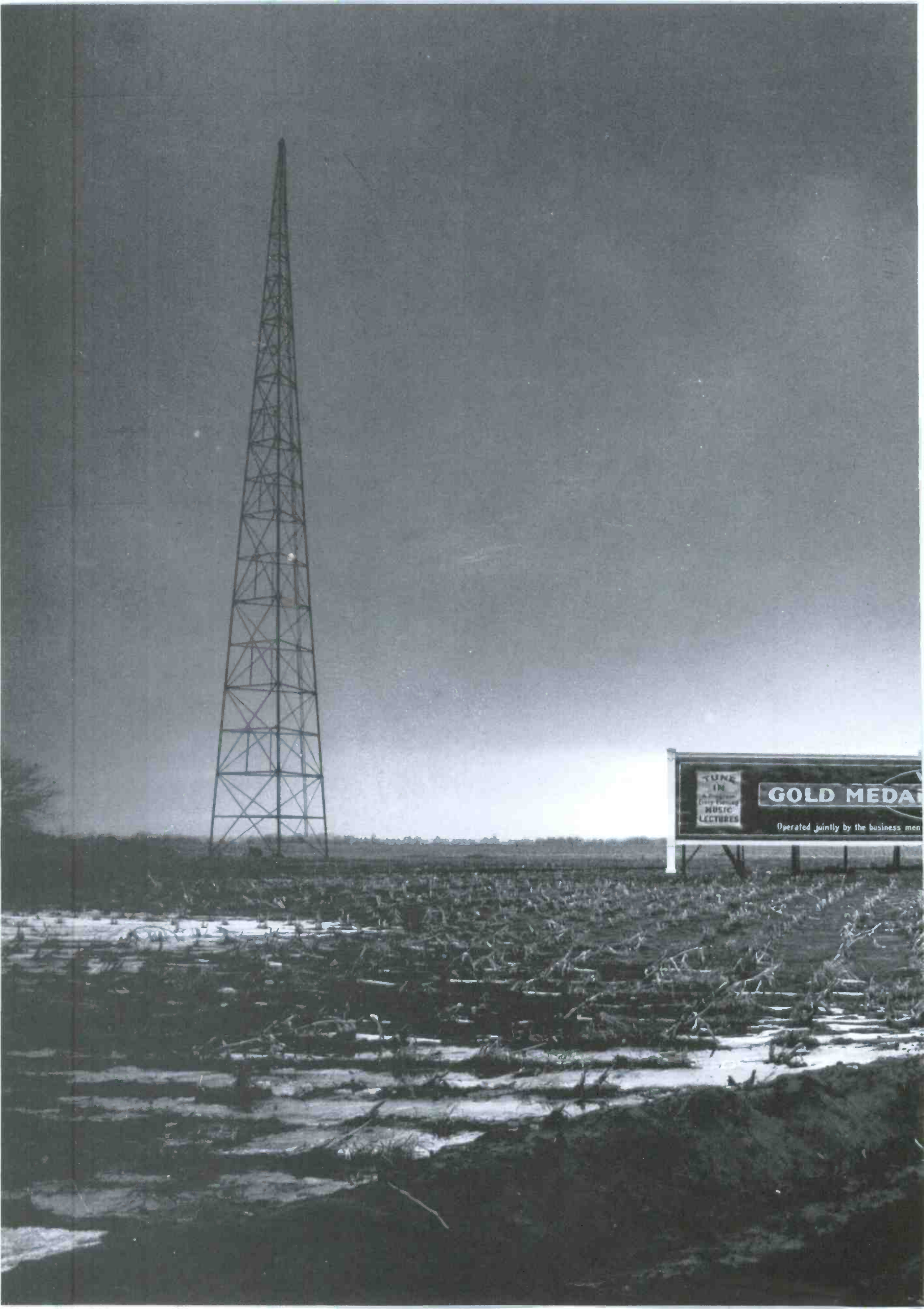
GOLD MEDAL
FLOUR

Kitchen-tested-guaranteed to bake right always

139

4

6



COME IN
LECTURES

GOLD MEDAL

Operated jointly by the business men

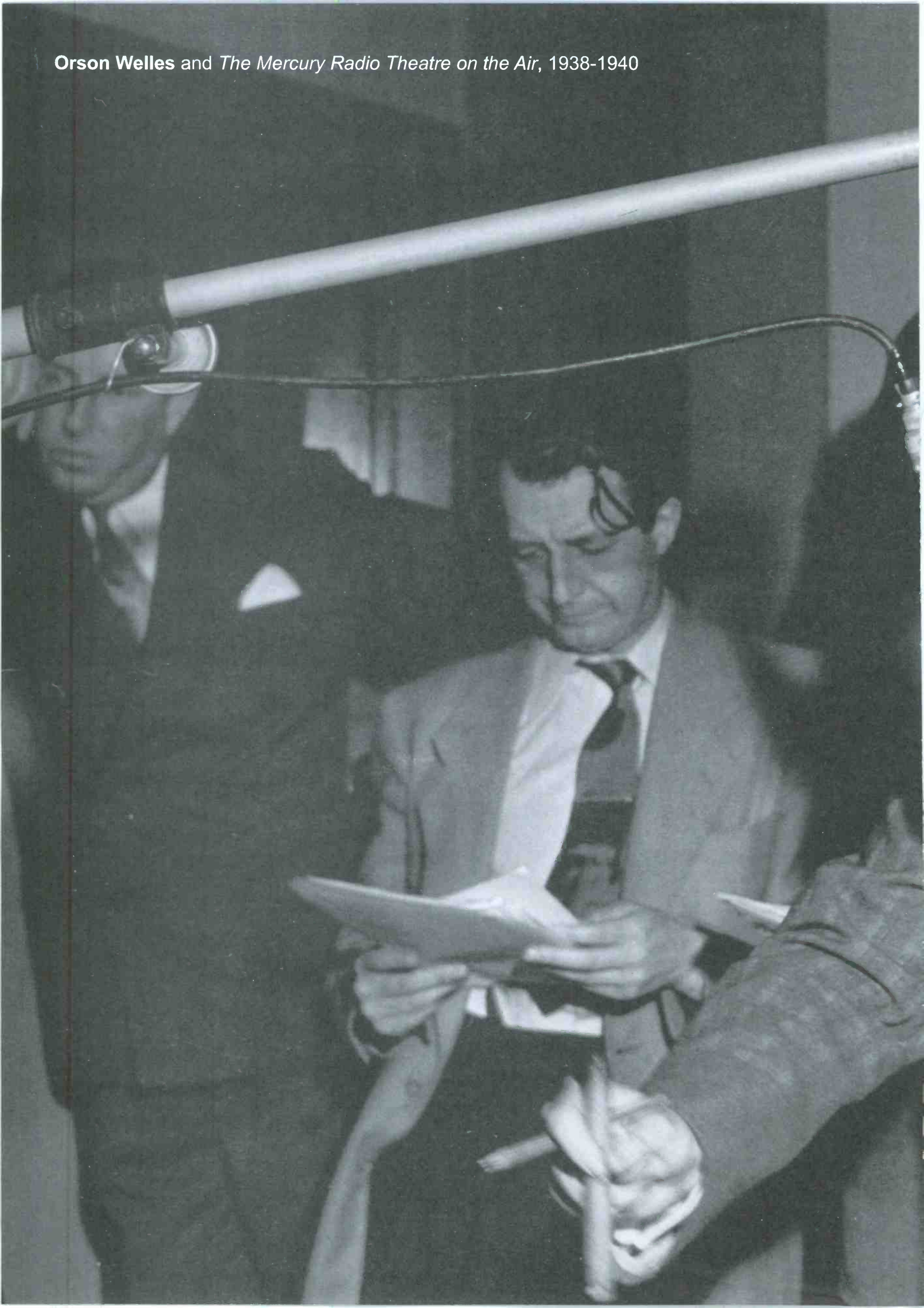
CO
RADIO STATION
CITIES
and Minneapolis and Washburn Crosby Company

TUNE IN
WASHBURN
CROSBY
RADIO STATION
FOR THE LATEST
INFORMATION



Transmitter towers, 1925

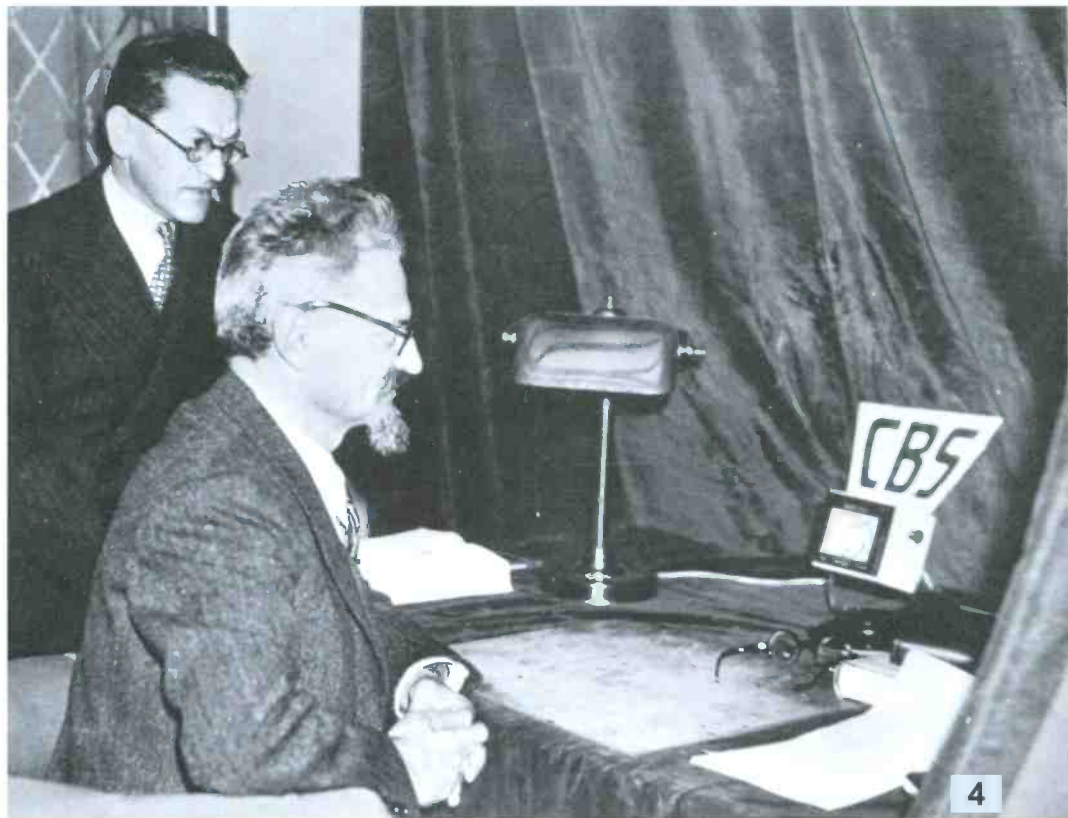
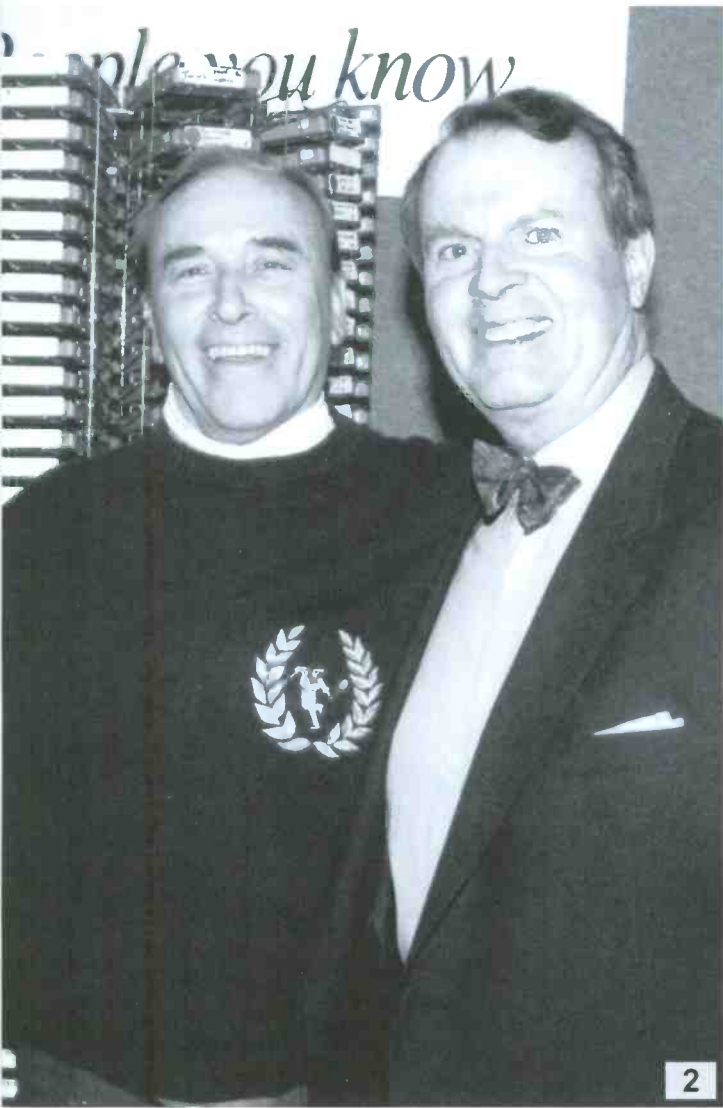
Orson Welles and *The Mercury Radio Theatre on the Air*, 1938-1940







1) A smiling **Edward R. Murrow** visits WCCO, mid 1950s; 2) CBS Commentator **Charles Osgood, Charlie Boone**, March 1991; 3) CBS executive **Peter Lund** and Midwest Communications Chief Executive Officer **Joe Murphy** announce the purchase of Midwest Communications (including WCCO Radio) by CBS, Inc., July 1991; 4) Exiled Soviet leader **Leon Trotsky**, 1930s; 5) **Dan Rather** (and a fan), on the Ruth Koscielak Show from the WCCO Weather Center studio, January 1990; 6) **Lamont Cranston**, a.k.a., "The Shadow," 1930s





Суров





Count Basie on WCCO's "Night Owls" program
with Ray Tenpenny, 1945



Bob Hope, 1940s

Radio Speech Over WCCO Radio

By Wilbur B. Foshay

New Year's Eve, 1928

At this time we are turning on for the first time the Beacon Light on our Tower. It will be operated under permit of the Department of Commerce, Airways Division of the Bureau of Lighthouses.

This marks the practical completion of the exterior of our Tower designed after the Washington Monument. It is the physical evidence of a thirty-five year dream of mine, made possible by the co-operation of the stockholders, employees and officers of the W. B. Foshay Company, and the untiring efforts of our Architects, Magney & Tusler and their designer, Leon Arnal, our consulting architects, Hooper & Januseh, our general contractors, Maurice Schumacher and the National Contracting Company, and all sub-contractors and the personnel of all of these. The Tower proper is the product of the Union Labor which has co-operated whole-heartedly in every way and produced an honest dollar's worth of labor for each dollar paid them.

The second floor of the Tower will be occupied by our Treasurer's department on January sixth.

To many listening in tonight who have had their share in one way or another in making our Tower possible we offer our appreciation and thanks.

To all who have written us words of praise and commendation we hereby extend out thanks.

We hope the erection of this Tower of ours will make Minneapolis and the Northwest better known throughout the world.

We thank our friends and stockholders and bondholders of the Foshay Building Corporation whose funds are making the building possible. Many of these are residents of Minneapolis and St. Paul, our beloved sister city.

To St Paul we extend our felicitations and best wishes. I hope to live to see Minneapolis part of St. Paul, or vice versa—St. Paul a part of Minneapolis. Our interests are mutual now and I hope some day we will be one.

To the wonderful men who fly day and night to deliver our mail, who are so ably typified in our beloved Colonel Lindbergh, we dedicate this beacon.

Don't forget that our Tower is the only building of the kind that we know of in the world and that while being a thing of beauty is also commercially practical, having 75% of rentable area and all outside rooms.

And now may I wish you all and everyone whose happiness is yours, a Happy, Joyous and Prosperous New Year, and I invite you all to visit our great Northwest, our Twin Cities, St. Paul and Minneapolis, and our Foshay Tower.

Wilbur B. Foshay

M-84 Night View of Skyline, Minneapolis, Minnesota

Foshay's Tower

What Goes Up...

The story of the Foshay Tower and its namesake, Wilbur Foshay, is one of a big dream, a big building, a big party, a big crash, a big scandal and a big legacy.

When Wilbur Foshay was a boy, he visited Washington D.C. and was tremendously impressed with the Washington Monument. He grew up, made a small fortune in banking, newspaper and public utilities empires, and decided it was time to build, in essence, a monument to himself. So, he built a 32-story, 447-foot replica of the Washington Monument and aptly named it The Foshay Tower.

He didn't skimp on the fixin's, either. His suite on the top two floors were fitted with African mahogany floors and the woodwork throughout was teakwood, rosewood, walnut, mahajua and oak, the bathtub was black enamel, the walls were Italian

marble, the faucets were gold-plated, all of which cost \$125,000—in 1929.

Wilbur threw a three-day party for the grand opening of his building, inviting 25,000 dignitaries from all across North and Central America. He commissioned John Philip Sousa to write "The Washington Memorial Foshay Tower March" (if you want to hear it, it is performed by The Plymouth Concert Band throughout the closing credits of the DVD, *The Basement Studio*, which is enclosed with this book). Foshay also hired Sousa's 75-piece band for the festivities, which, with Sousa's commissioned march set him back another \$20,000.

The party ended and 57 days later, on October 28, 1929, the bottom fell out of the Stock Market and Foshay was broke.

Within the year he was investigated by the federal government for adver-

tising that his companies were paying large dividends of stock—when in fact they were losing money. The trial was a circus, and ten jurors voted to convict, but one female juror held out and a mistrial was declared. It was later learned that she was the wife of a close banking friend of Foshay, and she wasn't even a member of the original group selected for jury duty. The court clerk said he didn't remember why he slipped her name into the box. She was convicted of contempt of court, sentenced to six months in jail, but she and her husband and their 11- and 7-year old sons committed suicide. They were found together in their car, dead from carbon monoxide poisoning.

Foshay went to jail, got out, lived a quiet, and a very normal life in Colorado and Arizona. He moved back to Minneapolis and, in 1957, at the age of 57, on the 28th anniversary of the dedication of his tower, he died.

1) WCCO's first announcer, H. Paul Johnson, at the Foshay Tower dedication, August 1929





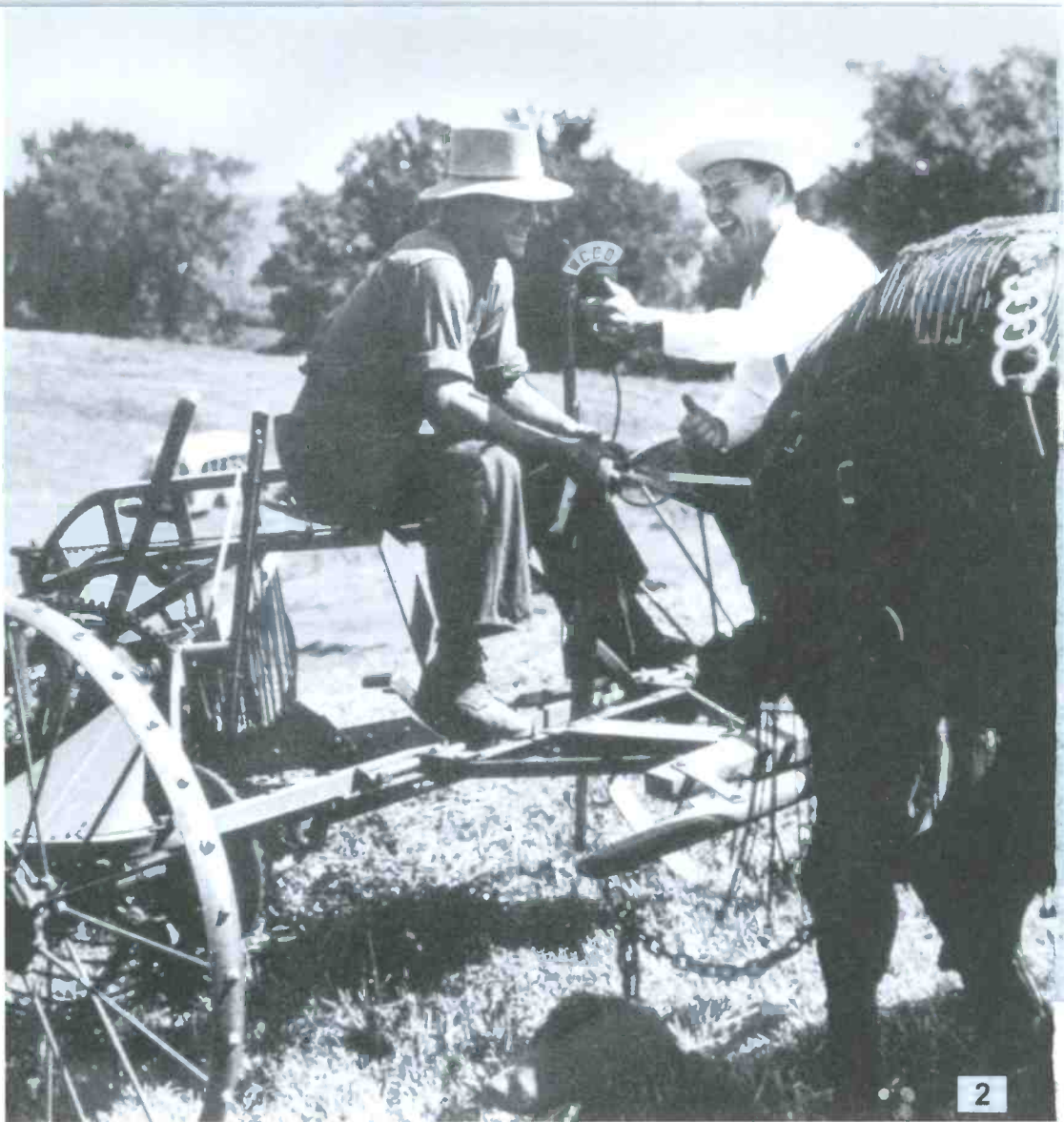
FOSHAY FOSHAY

ROANOKE BLDG

BAKER BL



1



2

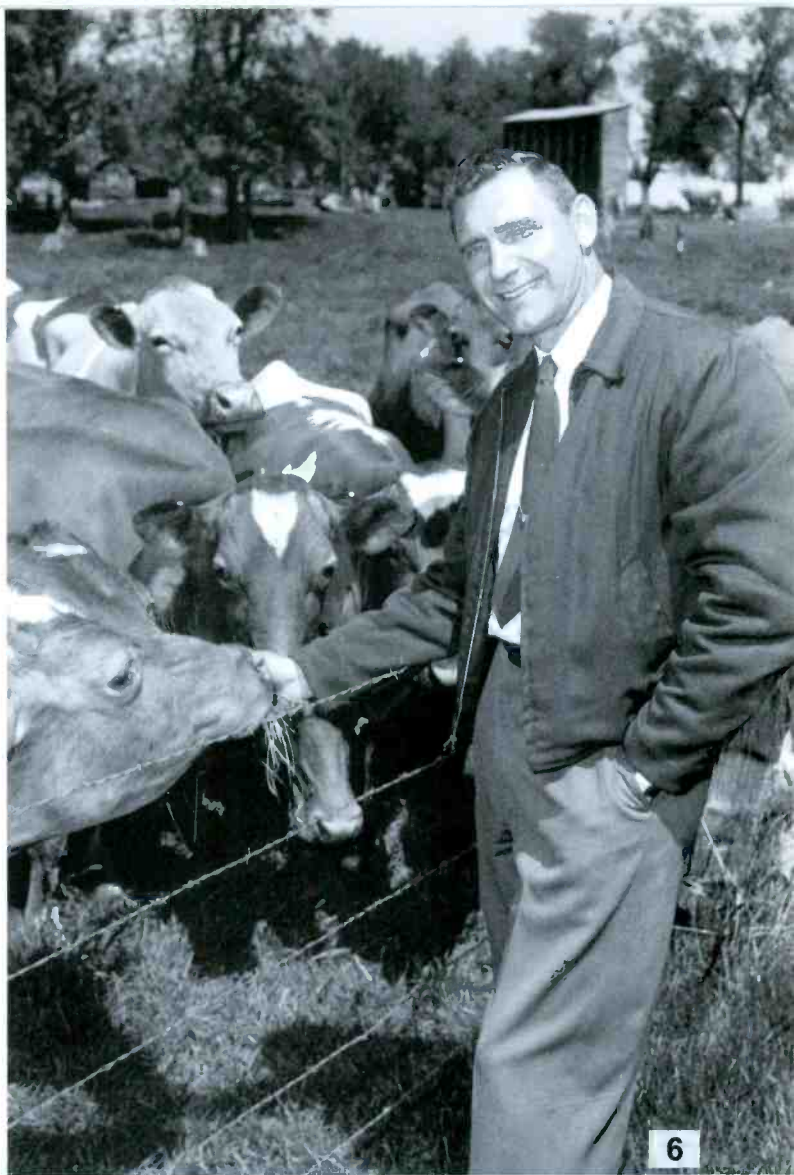


3

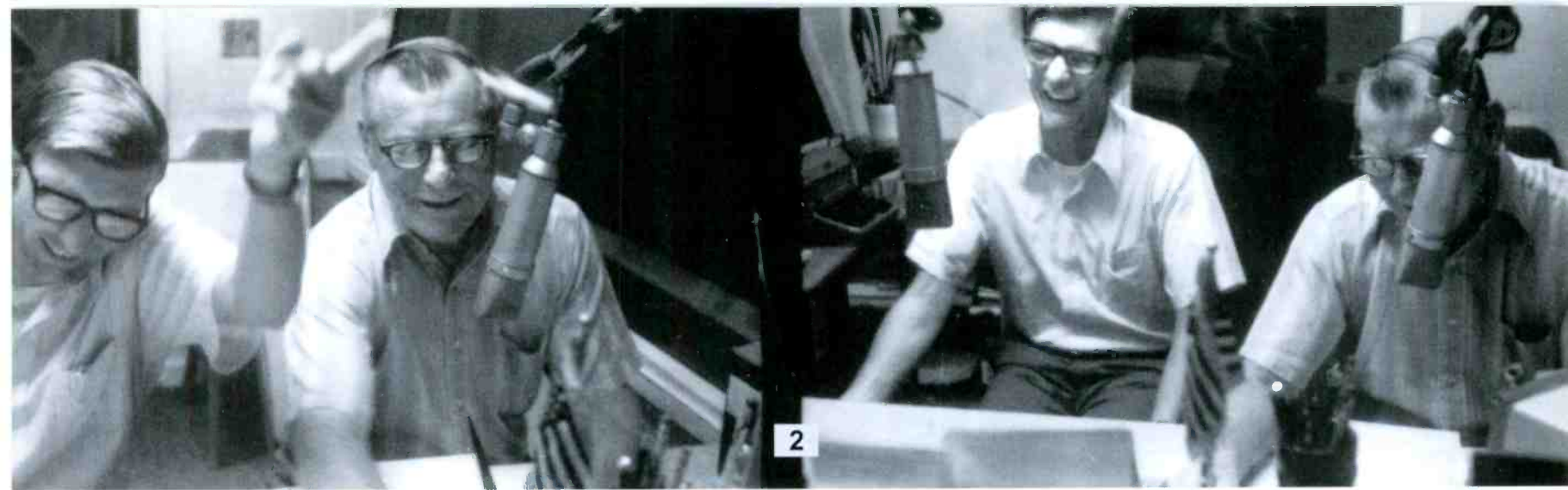
We have a radio in the barn, and the early morning programs by Jim and Waynard are always interesting. I believe even the cows like it! The coverage in this part of the state is excellent. WCCO certainly has a powerful signal. It reaches out into this area clearly and well. We find your listening audience very appreciative of the fine service your station gives.

Congressman Ancher Nelson, 1962

1) The man responsible for farm broadcasting, period. **Larry Haeg, Sr.**, who worked for an agriculture extension office, then determined that radio would be an efficient means for the government to disseminate it ag-related information. Haeg later became general manager of WCCO, year unknown; 2) **Larry Haeg** with a farmer, 1940s; 3) **Larry Haeg** at St. Paul Stockyards, 1940s; 4) WCCO Farm Service Director **Maynard Speece**, 1960s; 5) Boys and Girls Club Pin, year unknown; 6) **Jim Hill** (James M. Hilgendorf), WCCO Associate Farm Service Director, 1960s; 7) **Roger Strom**, who followed Chuck Lilligren as WCCO Farm Director, at St. Paul Stockyards, October 1995







1) Maynard Speece, 1960s;
2) Rog Erickson and Maynard Speece during the morning show, 1960s; 3) & 4) Maynard, 1960s;
5) Maynard, 1974





1) Maynard Speece, unidentified Dairy Princess, at the Minnesota State Fair, 1961; 2) Howard Viken, Rog Erickson, Joyce Lamont, Maynard Speece, Bob DeHaven, Jim Hill, 1960s; 3) Whoopee John Wilfahrt's bus, 1950s; 4) Whoopee John Wilfahrt, the Polka King of New Ulm, (center) with Cedric Adams (behind the wheel) and Robert Sutton, WCCO Program Manager, 1952

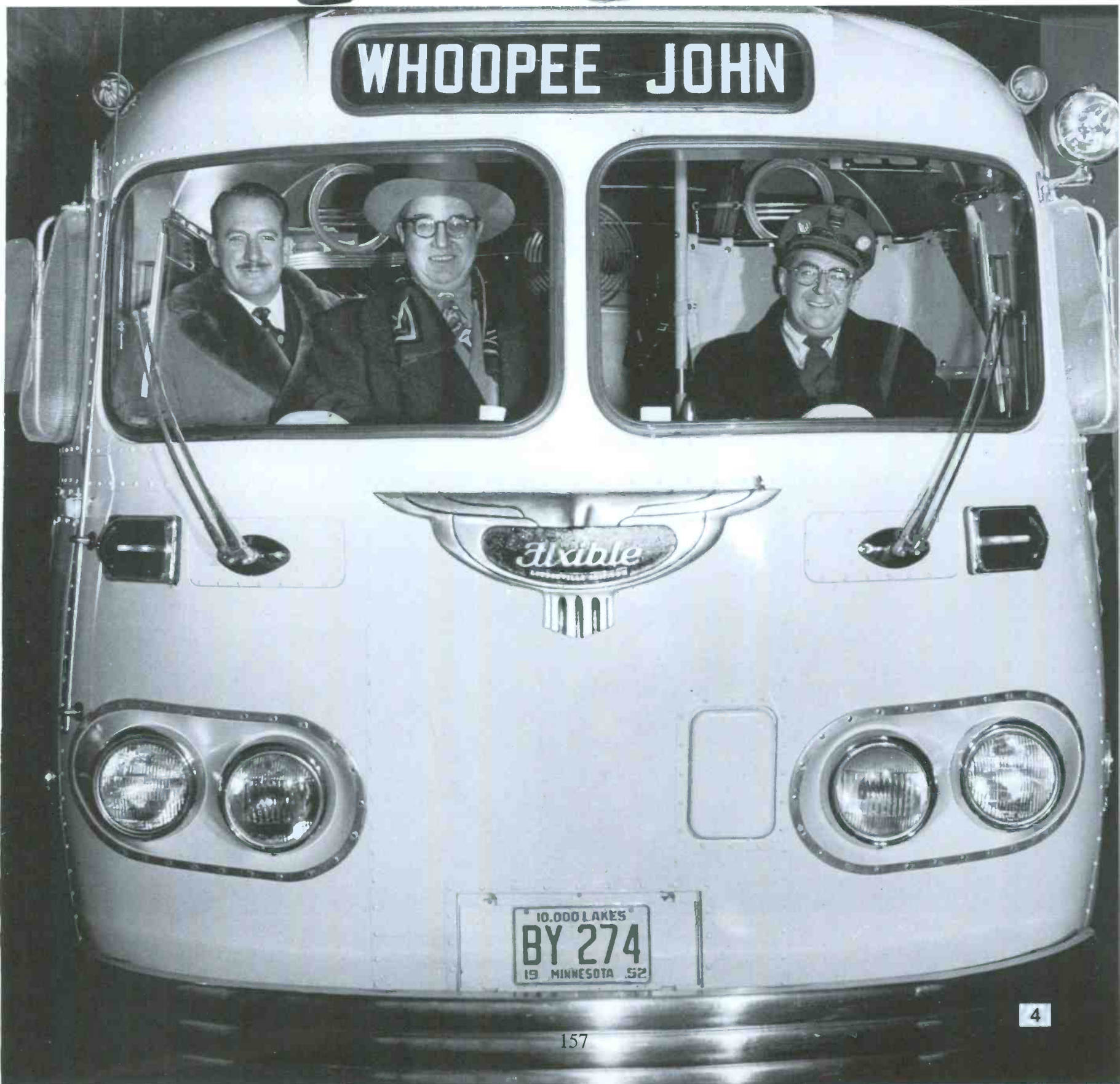


Whoopee John Wilfahrt...

...and the band
will play!



Toot!





Arv Johnson, Sid Hartman, Howard Viken
Dick Enroth, Joyce Lamont, Bob DeHaven
Ray Scott, E.W. Ziebarth, Jim Hill
Paul Giel, Charlie Boone, Bob Allison



Randy Merriman, Jim Bormann, Gary Bennyhoff, Bob Montgomery
Rog Erickson, Paul Jay, Halsey Hall, Herb Carneal
Jergen Nash, Maynard Speece, Clarence Tolg (Uncle Fog)
John Kundla, Dick Chapman, Franklin Hobbs

Early-1960s



1) WCCO building, 1940s; 2) & 3) WCCO building, 1964; 4) Those were simpler times in downtown Minneapolis. We never worried about anyone getting mugged on the street, just at home, when **Uncle Foggy (Clarence Tolg)** came to visit for *Farm City Days!* 1960s



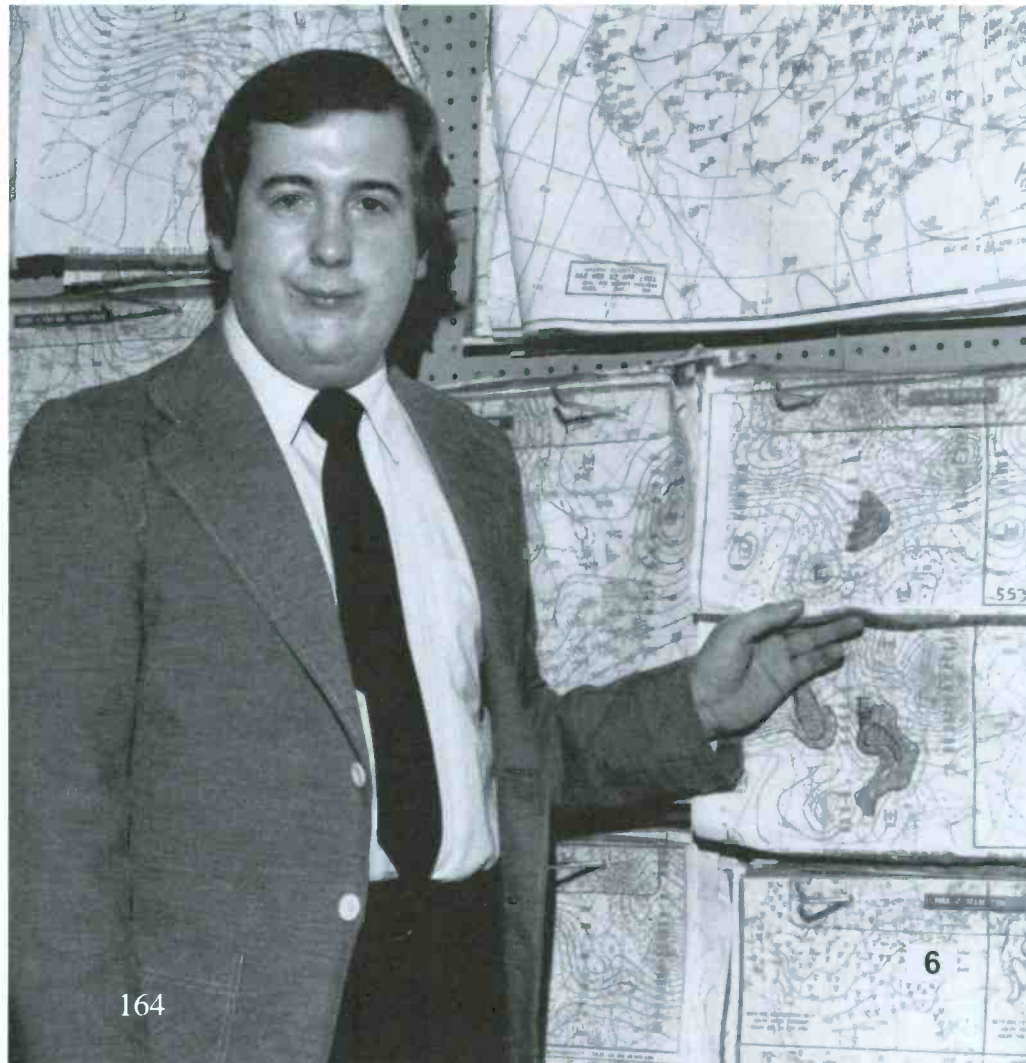
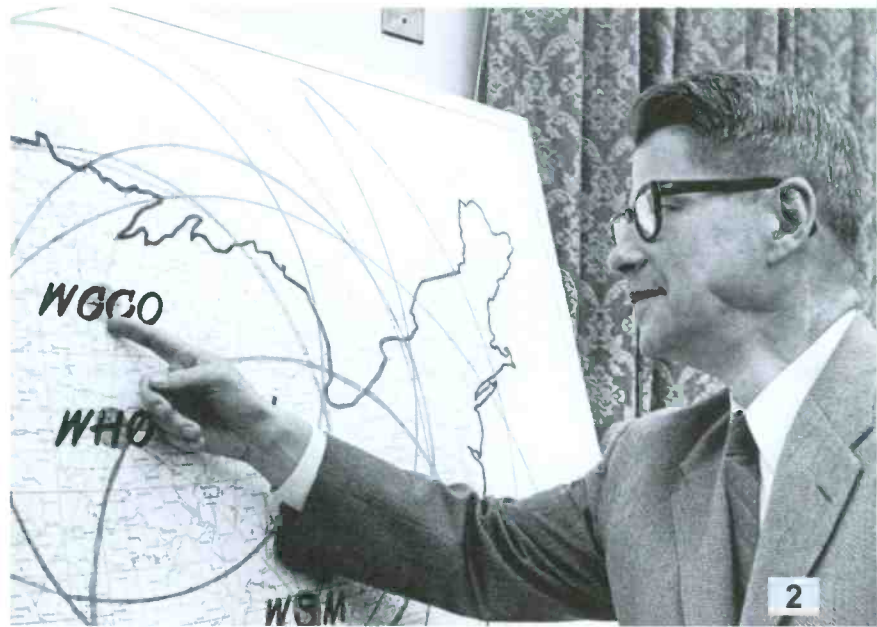






Trumpeter **Dizzy Gillespie**, WCCO announcer **Jack Huston**, 1940s

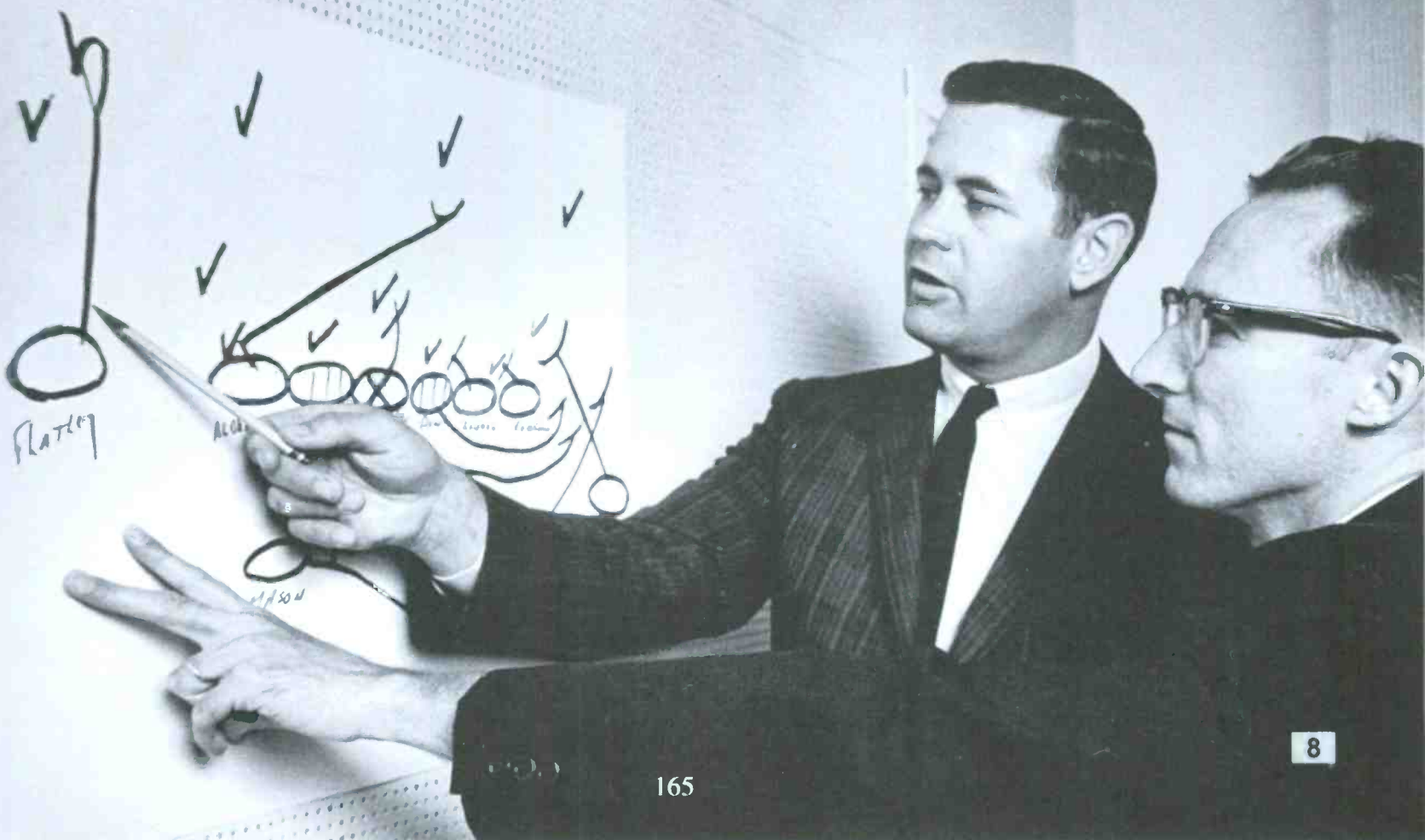
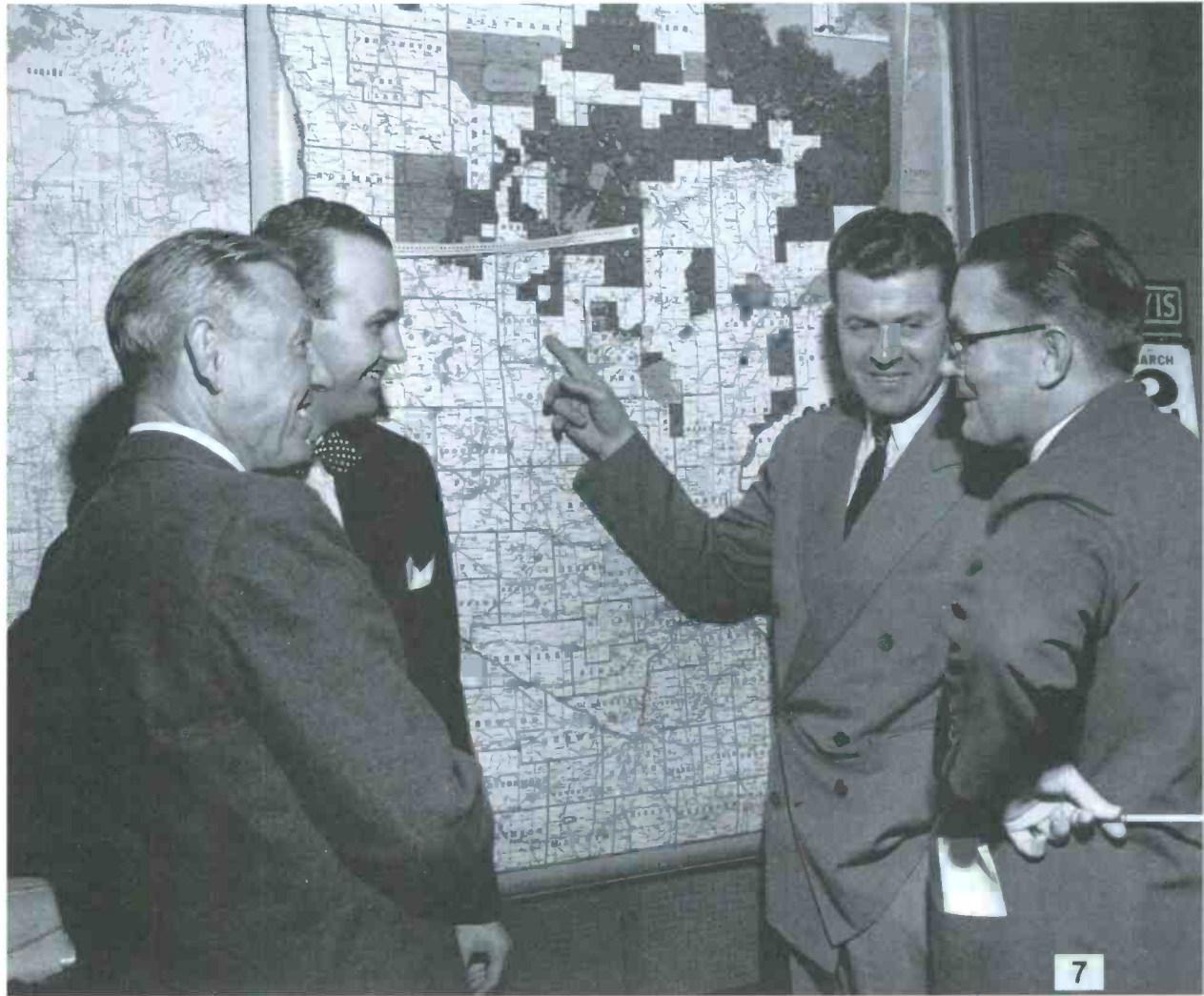
Great Moments in



Map Pointing!

There's nothing like pointing at a map to convey wisdom and authority. Then again, sometimes it works better than others... see 1).

1) **Whoopee John Wilfahrt**, 1950s; 2) Governor **Orville Freeman**, 1960s; 3) General Manager **Phil Lewis** and News Director **Jim Bormann**, 1960s; 4) Although technically not a map, **Maynard Speece** demonstrates fine pointing form with Vice President **Hubert Humphrey**, 1960s; 5) **Larry Haeg** and unidentified woman, possibly plotting to invade Wisconsin, 1960s; 6) Meteorologist **Mike Lynch**, early-1980s; 7) Four men, one map, no answers, 1960s; 8) **Paul Giel** and **Ray Christensen** strategize about Ray's future Gopher football broadcast parter, 1960s





Cedric Adams, Eleanor Roosevelt, in New York, 1950s



WCCO

CBS





Cedric

Minnesota's first — and greatest — major media star was a banker's son from Magnolia, Minnesota.

Cedric Adams delivered the news — and his commercials — as though he was talking with an old friend. Best of all, when he laughed, listeners laughed. And those laughs came often.

Adams was the most widely-known and highest-paid radio personality of the day. Each day brought more than 300 letters and 150 telephone calls. Each year he made more than 150 personal appearances.

His day started at 6 a.m. with a radio show that included a smattering folksy wisdom. Next, he wrote his daily newspaper column for the Minneapolis Star and Tribune. After that, he read the Noontime News on WCCO Radio, which grew to become the highest-rated radio program in the nation. At 6 p.m. he broadcast the television news on WCCO TV. He would conclude his day back at WCCO Radio with the 10 p.m. Nighttime News.

Airline pilots said they knew the very moment Adams read the last line of the nighttime news because across the region, the lights below would simultaneously go dark.

Talent accounts for a lot, but Adams news career also began just as the sales of radio receivers were escalating, and it was also the eve of America's longest single news event — World War II.

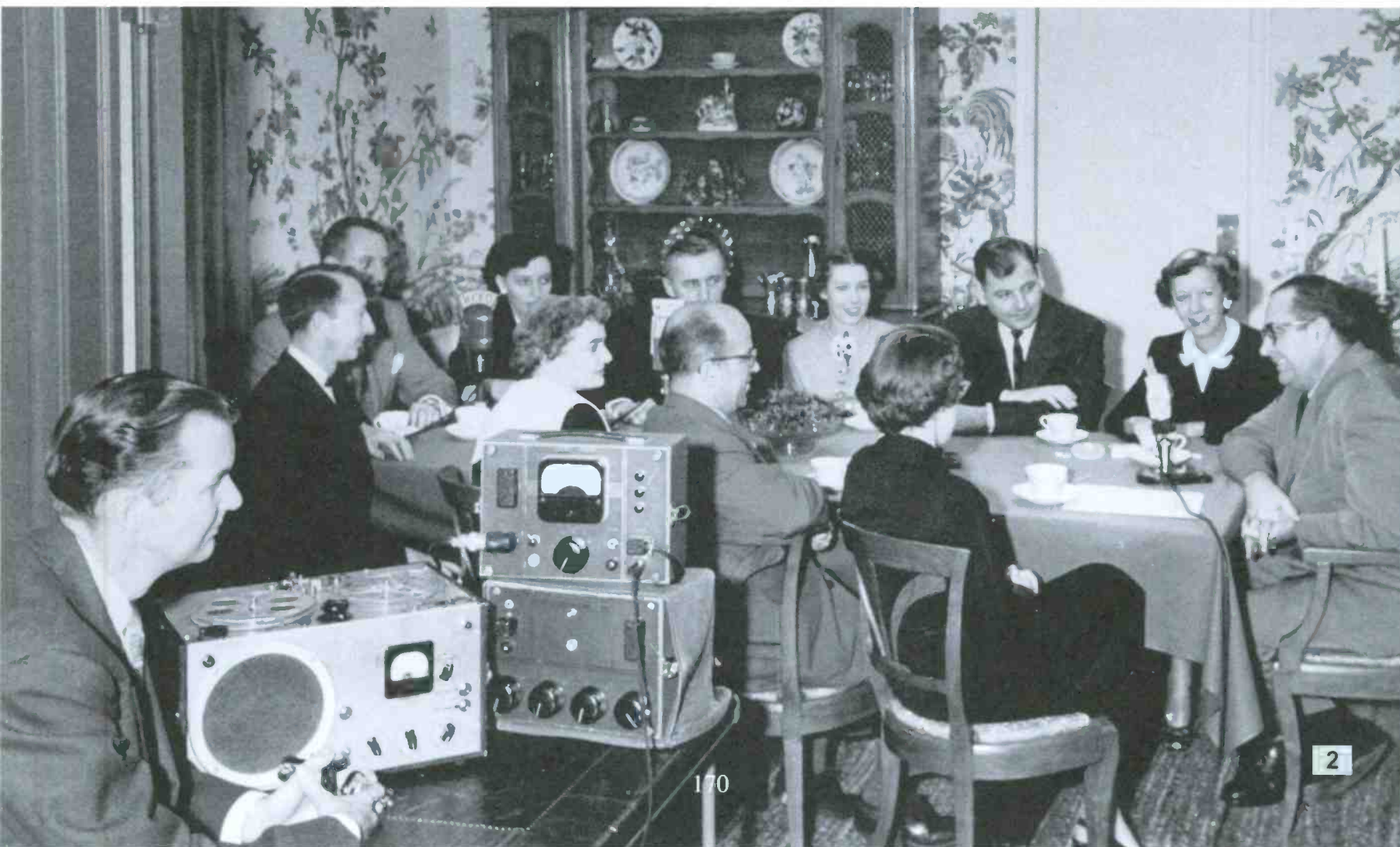
Cedric, late-1950s



1

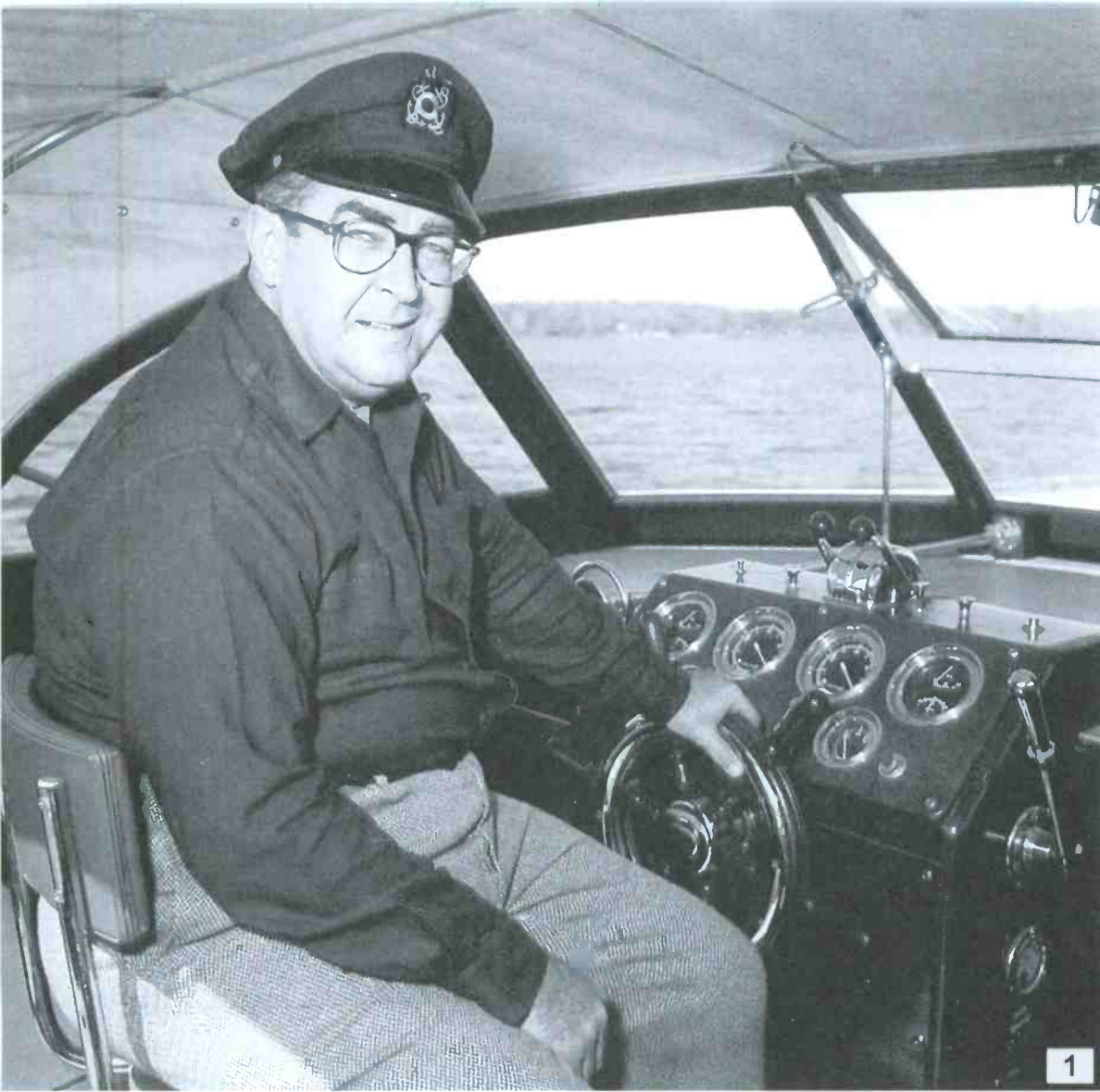
1) With actress **Arlene Dahl**, 1950s; 2) *Dinner with the Adams'*, a program on WCCO, 1950s; 3) **Cedric**, WCCO organist **Eddie Dunstedter**, late 1950s; 4) & 7) Perhaps you've heard that Cedric enjoyed a good stiff drink! 1950s; 5) & 6) **Cedric** in his early broadcast years with WCCO, 1930s and 1940s; 8) **Cedric** visiting with rural listeners, 1950s; 9) **Cedric Adams**, unknown man, **Bob DeHaven**, **Larry Haeg**, outside WCCO building, late 1950s

Some months ago, at WCCO's famed newscaster Cedric Adams' funeral I overheard a comment that bears upon the relationship between WCCO and the people of Minnesota. Two elderly ladies were leaving the church, wiping tears from their eyes, as one said, "I don't know how I'll ever get along without him". This was a great tribute to a radio personality who was warmly identified with thousands of people, but also characterized the whole organization that goes to make WCCO. You are close to the people of our state -- they depend on you. Governor Elmer L. Andersen, 1962

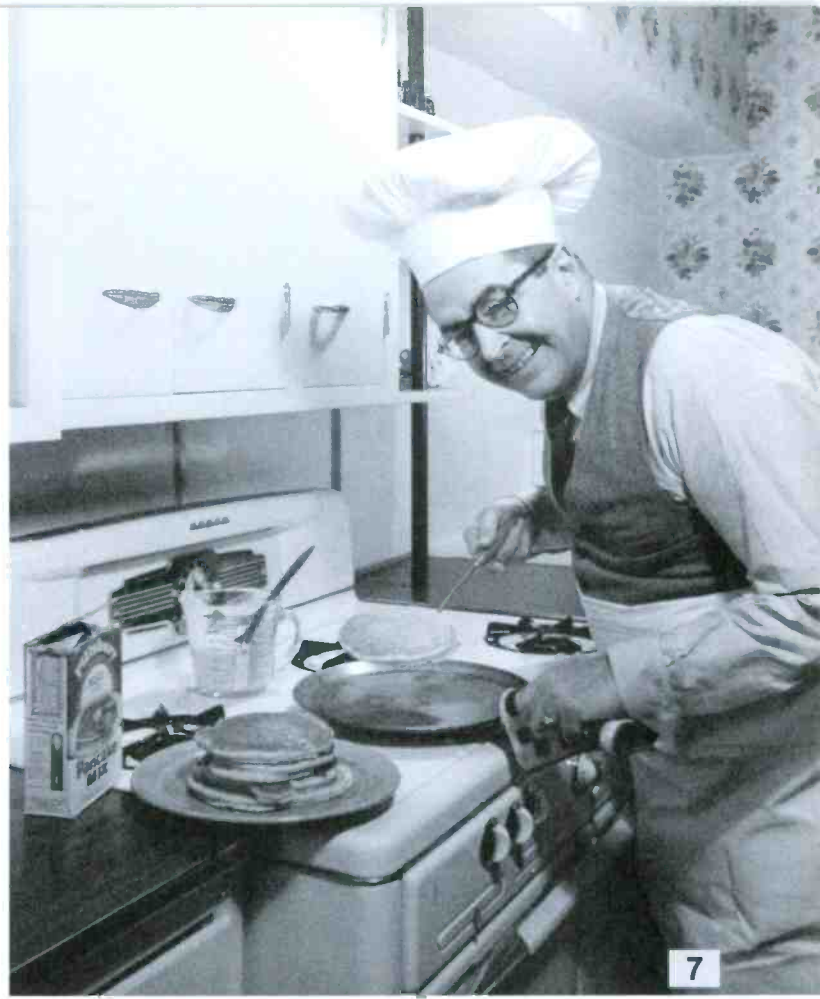


2





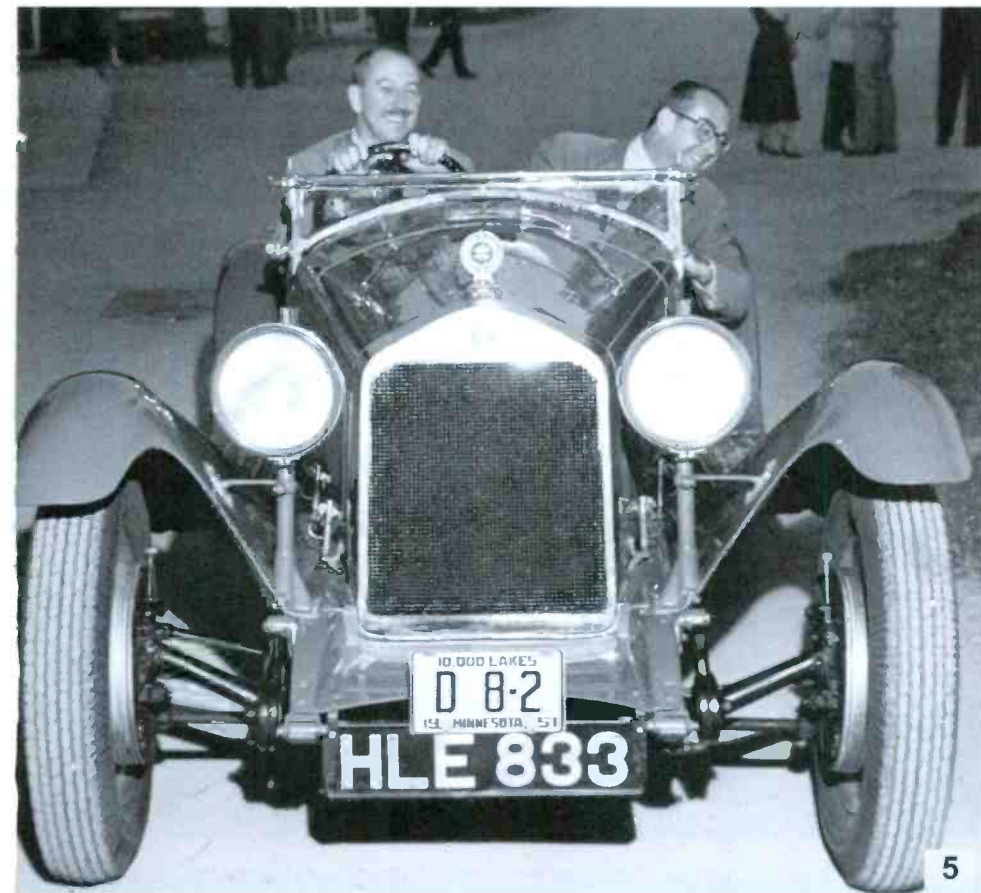
1) **Cedric Adams** on Lake Minnetonka, 1950s; 2) A picture from the Vice President, year unknown; 3) **Cedric** in his office, 1950s; 4) A Cedric Adams boat party with CBS Radio and Television star **Arthur Godfrey**, 1950s; 5) **Robert Sutton**, WCCO's producer and program manager, **Cedric Adams**, 1951; 6) **Cedric Adams** blows out the candles of his birthday cake, all within earshot of his listeners, year unknown; 7) **Cedric** often joked that his food sponsors were the reason he was unable to lose weight. "I always manage to eat the props," 1950s; 8) We're not certain how it tasted, but this bread, with Cedric's name on it, was probably expensive! 1950s; 9) **Slenderella** (dark dress) was a nationally-known health and fitness guru. **Cedric** submits to her regime, and based upon the direction that the notches in his belt are heading, it's not a moment too soon! 1950s



7



8



5



6



9



1



2

Celebrating 25 YEARS with radio and newspaper

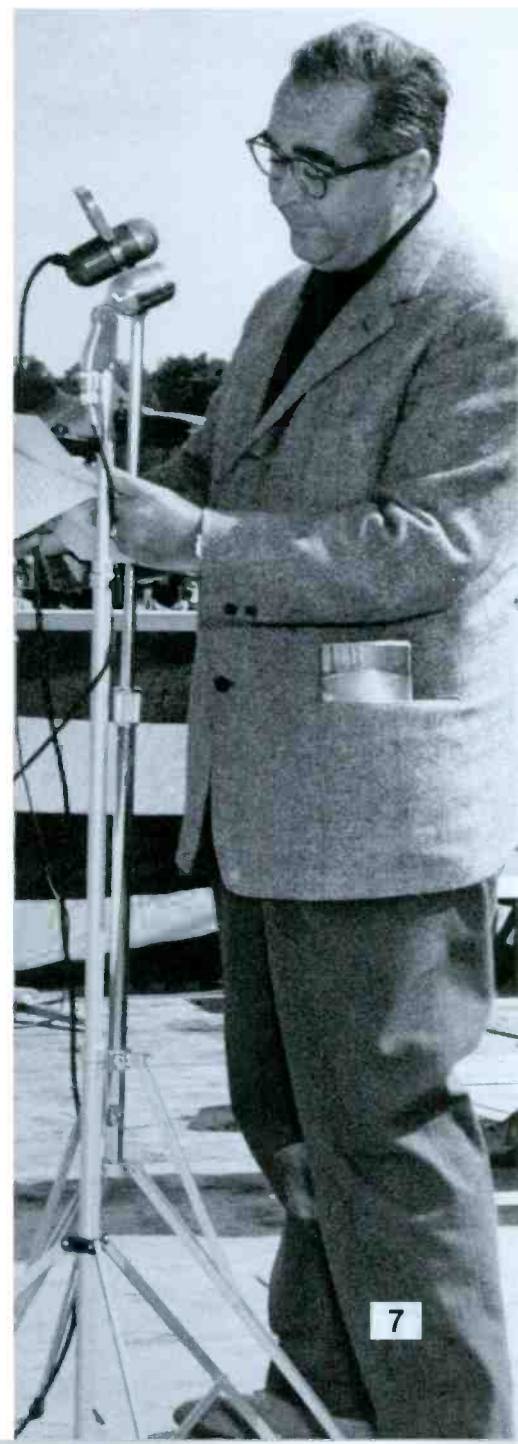


3

174



1) Cedric Adams on the television set, including a prop made-up in black and white, in order to look better during the black and white broadcast, 1953; 2) A commemorative Cedric Adams picture book, 1960s; 3) Rog Erickson does his best to follow in Cedric's tractor prints, July 2004; 4) Eric Boheman, Swedish Ambassador Marta Toren, newspaper contest winners Arland Brusven, Dona Pearson, Cedric Adams 1950s; 5) Cedric reads the news on WCCO; late 1950s; 6) Either Cedric is lost, or he's posing for a tractor dealer; year unknown; 7) Cedric at Plowville, U.S.A. broadcast; 1940s





Clellan Card

After his many years at WCCO, Clellan Card left radio to pursue a career as a children's television host, Axel, on the Twin Cities program, *Axel's Treehouse*.

His signature gag was a poem, which he changed daily, and he delivered with a thick Swedish accent:

*Birdie with a yellow bill,
hopped upon my window sill,
cocked a shining eye and said...*

The line that followed was a pun that was simply awful... which is what made it funny (we think). See page 179 for a few of them... if you dare.



1) Clellan Card, dressed for his animated reading of "The Night Before Christmas," which he performed annually from 1934 until 1963, 1956; 2) Clellan in the 1930s; 3) Clellan Card and Hale Byers, expert "Dunkers" on the morning show, 1940s; 4) Cedric Adams, Clellan Card, 1940s



1

Thoughts for the day

Girls whose hosiery fits in bunches seldom have men buy them lunches —

A whole lot of people have the itch for money, but most of them don't want to scratch for it.

A gentleman always opens the door for his wife — to carry out the ashes —

Women's minds are cleaner than men's because the women change 'em more often —

Remember, hard boiled eggs are yellow inside —

My uncle is an Army Commander but they say he's rotten to the corps —

A man is like a tack. He can only go as far as his head will let him.

An antique is something no one would want if there were plenty of them, but which everyone wants when no one has any.

- 1) Clellan delights the children at the WCCO Christmas party, 1956;
- 2) Clellan Card, Bob Link, Burt Hanson, Dick Link and Eddie Fortier on the *Marshall Wells Show*, 1940s;
- 3) Clellan promotes his morning show, 1940s; 4) Let's hope that gun isn't loaded... Clellan Card with two sound effects men, believed to be with CBS and in town for the Aquatennial program, 1940s



2



Birdies

Birdie with a yellow bill
Hopped upon my window sill
Cocked his shining eye and said:

•
What are you going to do with that
turkey, — neck?

•
What are we having for breakfast,
— my very good friend?

•
Have you tasted the grub, —
worm?

•
Gramma lost her stocking, —
darn!

•
Where do you live, Jack, — in the
beanstalk?

•
Say, Garbo, what are you going
to do with your double, — boiler?

•
What's keeping you in jail, Goldie,
— Locks?

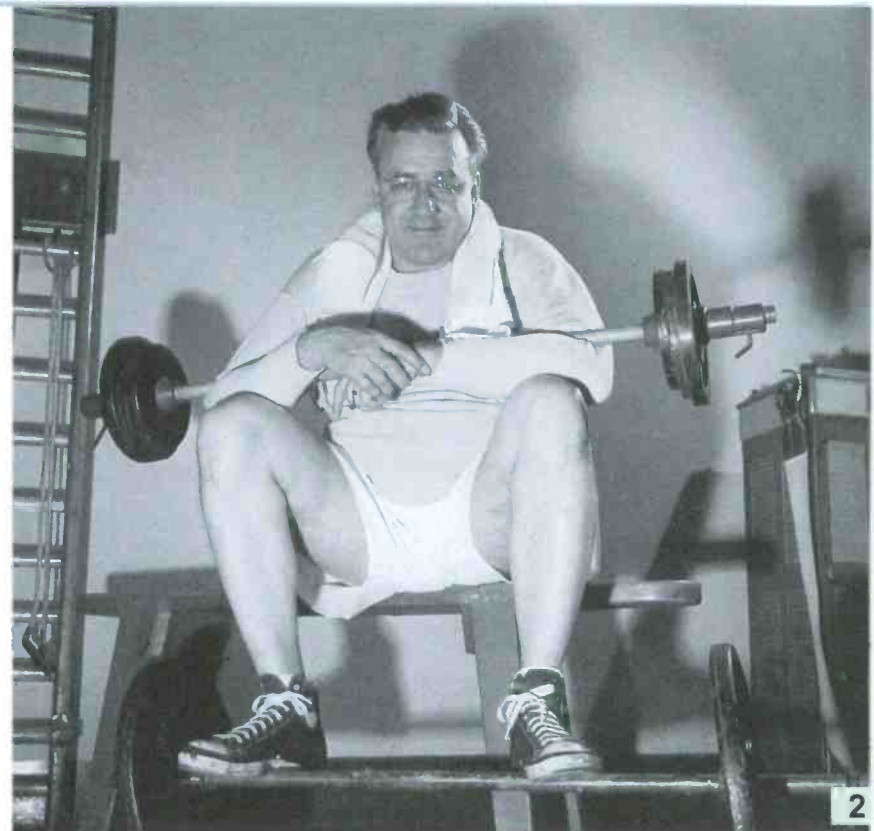
•
What are you going to do tonight,
Sugar, — bowl?





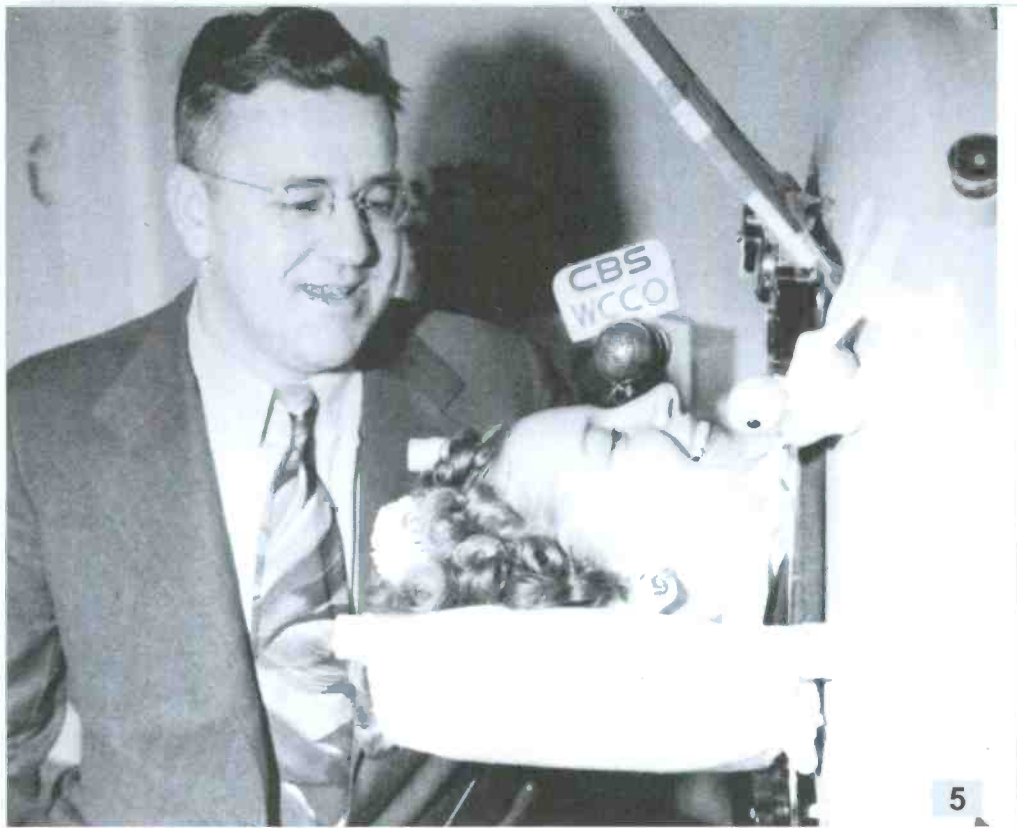
**Bob DeHaven, Clellan Card, hosts of
*The Quiz of the Twin Cities, 1940s***





1) Bob DeHaven fires up the chain saw at *Farm City Days*, 1950s; 2) You may be tempted to make a joke about a couple of dumbbells—and Bob probably already thought of it—but if there's one thing that can be said about "The Star," it's that he was certainly no dumbbell, 1940s; 3) Every year on Bob DeHaven's birthday, the WCCO staff would organize a party and give Bob a hard time, 1960s; 4) Bob DeHaven and an unwitting patient, and an even more unwitting nurse, at the Aquatennial, year unknown; 5) Bob with a woman in an iron lung, whose plight the station followed with on-air reports, 1940s; 6) Bob DeHaven called himself, "The Star," and he was a handsome star at that, year unknown; 7) Cedric Adams, Bob DeHaven and two stewardesses, who are about to ground the two broadcasters, 1950s; 8) & 9) Now if we didn't know any better—and we do—we'd get the distinct impression that Bob is making the moves on his *Farm City Day* hostess... even while the husband looks on! 10) And it looks like Bob was sent to the barn... and now even the calf is looking nervous!





5



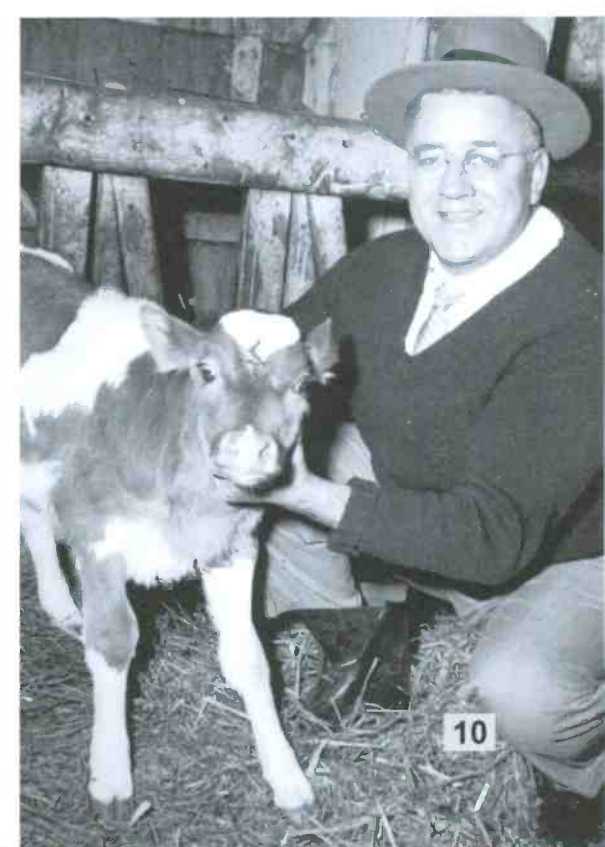
6



7

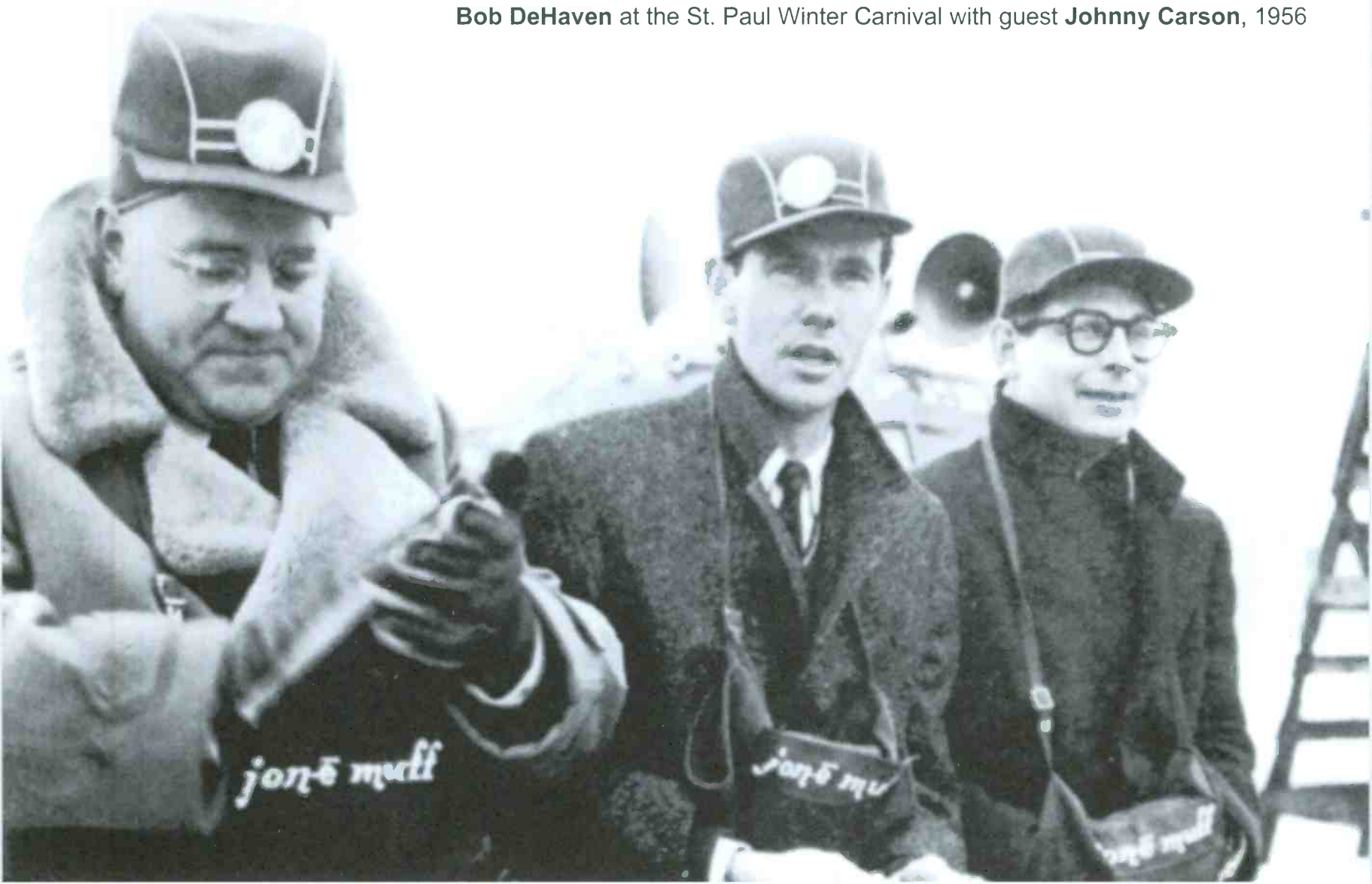


9



10

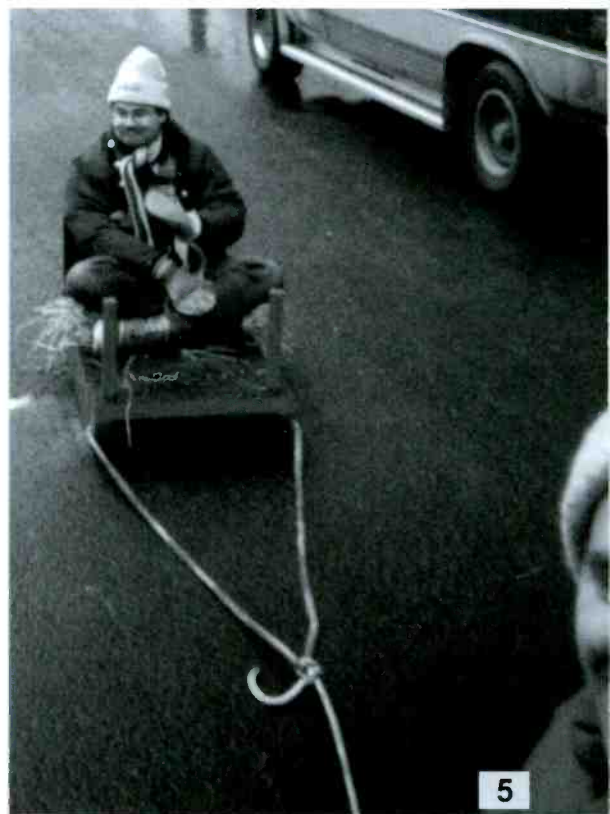
Bob DeHaven at the St. Paul Winter Carnival with guest Johnny Carson, 1956







1) Joyce Lamont, Howard Viken, St. Paul Winter Carnival, 1950s or 60s; 2) Charlie Boone looking more lonely than cold at the Winter Carnival, 1960; 3) Singer Carmel Quinn and Cedric Adams at the Winter Carnival, 1955; 4) Singer Steve Lawrence, an unknown singer and Johnny Carson, 1953; 5) Eric Eskola, part of the Winter Carnival parade WCCO float, a real class act! 1988; 6) Winter Carnival guest Robert Q. Lewis, 1960s





7) Button, 1941; 8) Bob DeHaven gets into the Aquatennial spirit by producing plenty of aqua, 1964; 9) Howard Viken and Joyce Lamont, Aquatennial Grand Marshals, 1988; 10) Charlie Boone, Paul Jay, Randy Merriman, Joyce Lamont, Dick Chapman, Bob DeHaven, promotions manager Rob Brown (seated with back to the camera), 1964

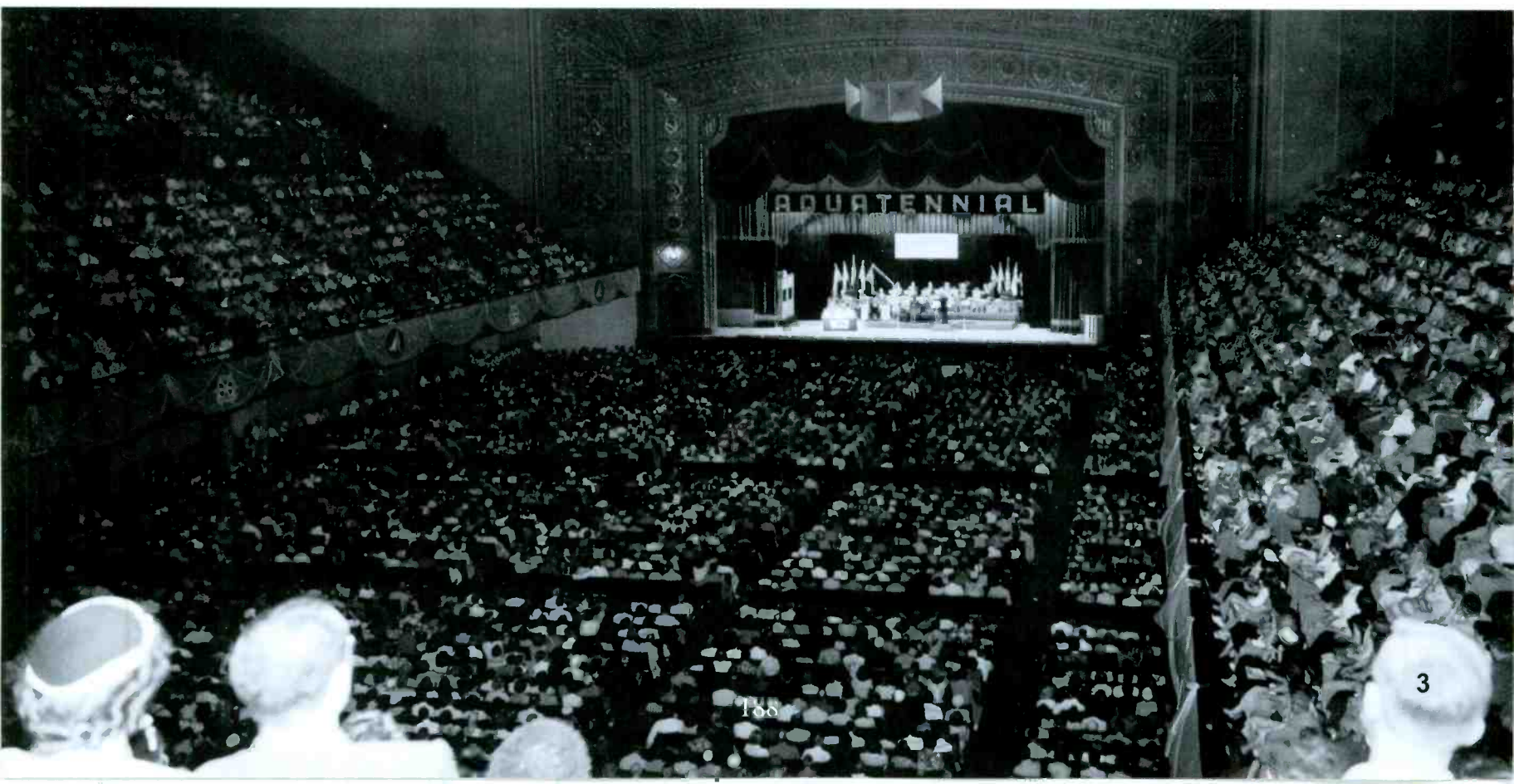




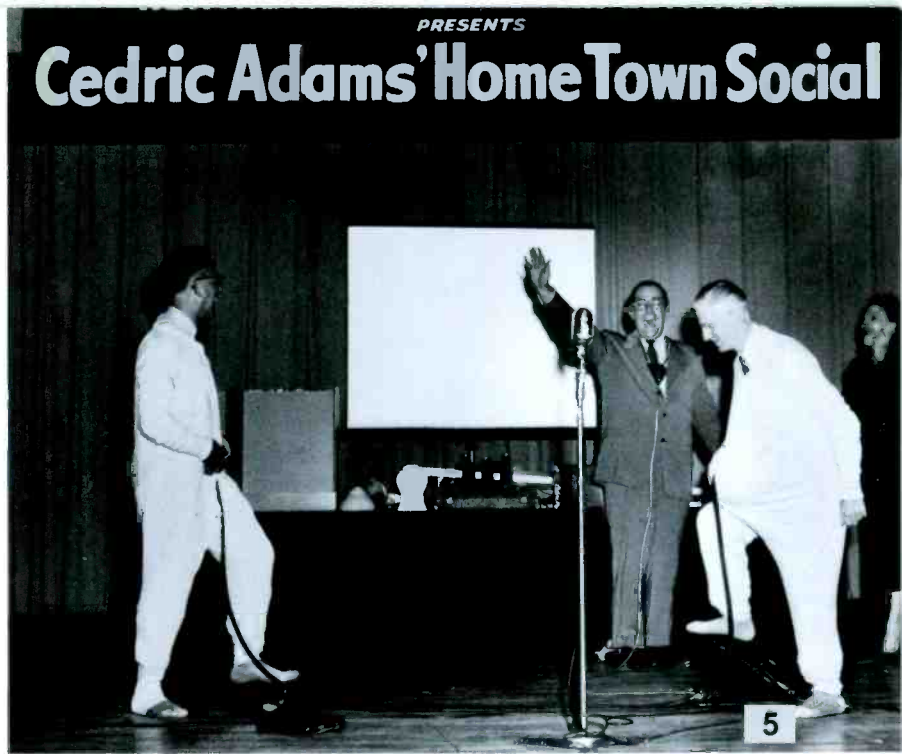
1) **Charlie McCarthy, Edgar Bergen, Cedric Adams** and an unidentified woman, 1950s; 2) **Art Linkletter, Cedric Adams**, and a woman who holds the world's record for sewing a patch on a pair of pants. Linkletter said she could do it with her eyes closed... "so we'll blindfold her," The gag ended with a loud yelp from Cedric, 1953; 3) A typical Aquatennial crowd, 1950s; 4) **Ed Viehman**, 1946; 5) **Cedric Adams** and two men in bodysuits with balloons attached to foot pumps, 1950s;

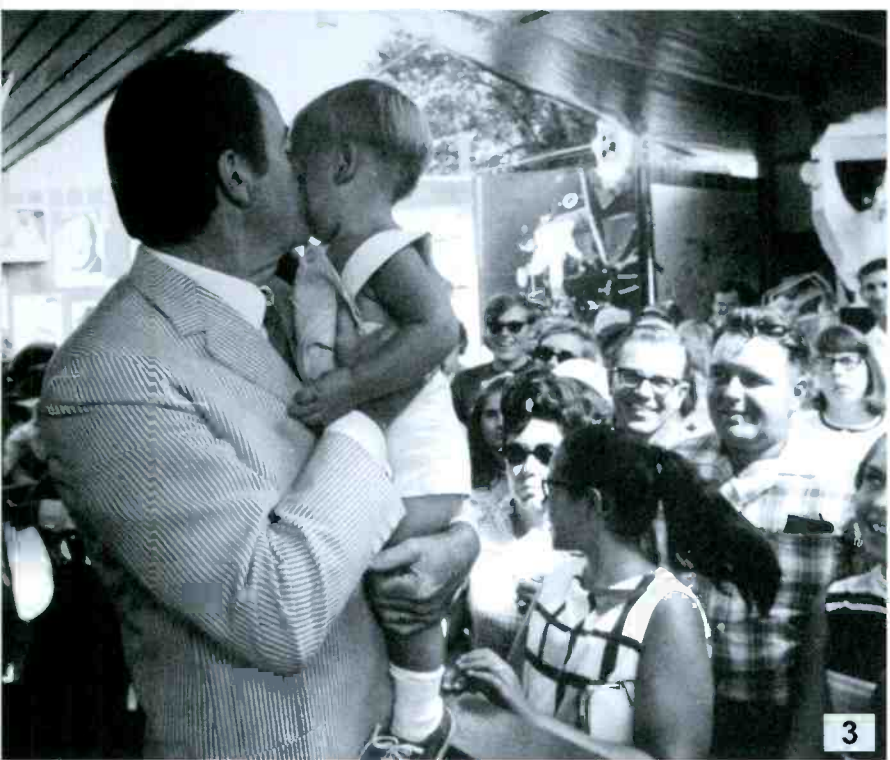
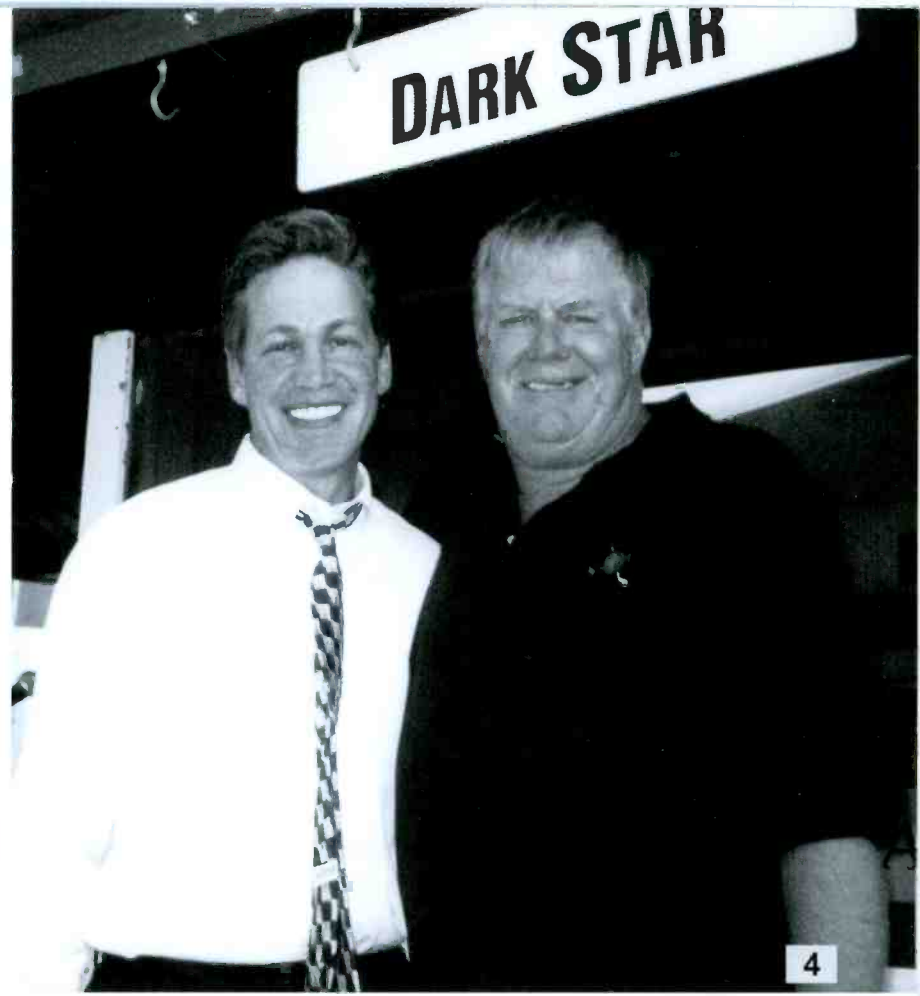


6) Aquatennial guest, musician and comedian **Victor Borge** at the beginning of his career, 1950s, 7) **Cedric Adams, Edgar Bergen** and **Charlie McCarthy**, 1950s; 8) A drive through Parade Stadium, 1940s; 9) The WCCO caboose, 1950s; 10) **Arthur Godfrey** gets respect from **Bob DeHaven**, 1950s; 11) Aquatennial Parade, 1949. Not Pictured: Bob Hope!



PRESENTS
Cedric Adams' Home Town Social







1) **Stu MacPherson**, Minnesota State Fair Grandstand. Here's what the WCCO Radio audience probably heard: "Va-ROOOM!!", 1952; 2) **Dave Lee, Roger Strom, Sid Hartman**, at WCCO broadcast center, 1990s; 3) **Hubert Humphrey** at the WCCO broadcast center. A politician kissing a baby at a State Fair, how unusual! 1969; 4) Senator **Norm Coleman, Dark Star**, 2003; 5) WCCO in the Ag-Hort building, 1957; 6) A view from the WCCO deck, 2003; 7) More crowds, 1990s; 8) WCCO announcer **Rolf Hertsgaard**, mid-1950s; 9) WCCO singer **Phyllis Mouldry**, 1940s. When **Rolf** met **Phyllis**, they made more than music and good conversation... they were married in 1944, and eventually, along came future WCCO announcer **Dan Hertsgaard**; 10) **Dan Hertsgaard** at the kickoff for the Minnesota Lottery scratch-off games, IDS Crystal Court, April 1990.





51



2



1) Minnesota State Fair, 1970; 2) Lunar Rock display—better know as “the moon rock”—attracted record crowds to the WCCO Broadcast Center, 1970; 3) **Howard Viken**, 1950s; 4) **Howard** as a boy; 5) **Howard Viken** was the first to really give significant airtime to the comedy album by a young Bob Newhart. Thanks to Howard and WCCO listeners, the album took off in this market, which attracted the attention of programmers in other markets. Soon the album, *The Button-Down Mind of Bob Newhart*, was a big success. Newhart always gives credit to Howard for helping him get his first big break.



1



4



2

<p>CLASS OF SERVICE This is a fast message unless its deferred character is indicated by the proper symbol.</p>	<p>WESTERN UNION TELEGRAM W. F. MARSHALL CHAIRMAN OF THE BOARD</p>	<p>R. W. MCFALL PRESIDENT</p>	<p>SYMBOLS</p>
			<p>DL - Day Letter NL - Night Letter LT - International Letter Telegram</p>

The time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

533P CST MAR 15 67 MA 531
 PRB328 PR CDU48 PD NEW YORK NY 15 459P EST
 TO THE STAFF, RADIO STATION WCCO
 625 SECOND AVE SOUTH MPLS
 BOO HOO I MISS ALL OF YOU ALL MY LOVE
 DAGMAR
 (45).



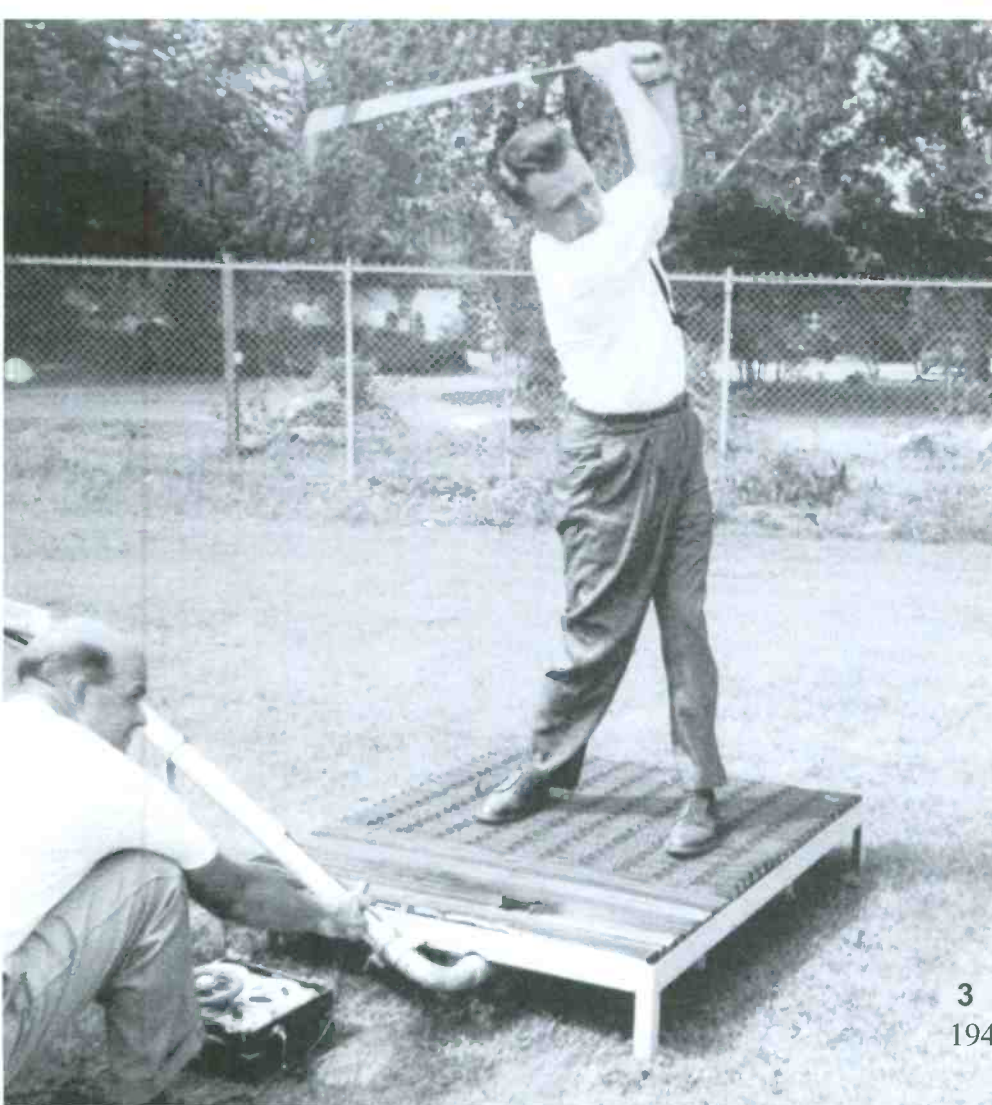
7



5



6



3
194

1) Howard Viken on a chilly morning, 1950s; 2) Howard, 1950s; 3) Howard gets the mic close to the sound, 1960s; 4) Joyce Lamont, Howard and Dagmar, the actress best known as the nurse on the Milton Berle Show. Dagmar was also known for her very... large... head. Yeah, that's it. 5) & 6) The mic will never be the same; 7) If this WCCO staff member was married, odds are he slept on the couch that week; 8) Howard and Joyce, the epitomy of class, charm, kindness, wit, brains, talent and on-air chemistry; 1960s; 9) Before Boone and Erickson took over the morning slot, Howard Viken, Glen Olson and Chuck Lilligren hosted the Top of the Morning Show; 1970s, 10) Howard Viken, 1984; 11) Howard, 1987; 12) On-the-Go, in-the-snow! Dick Chapman, Howard Viken, January 19, 1964

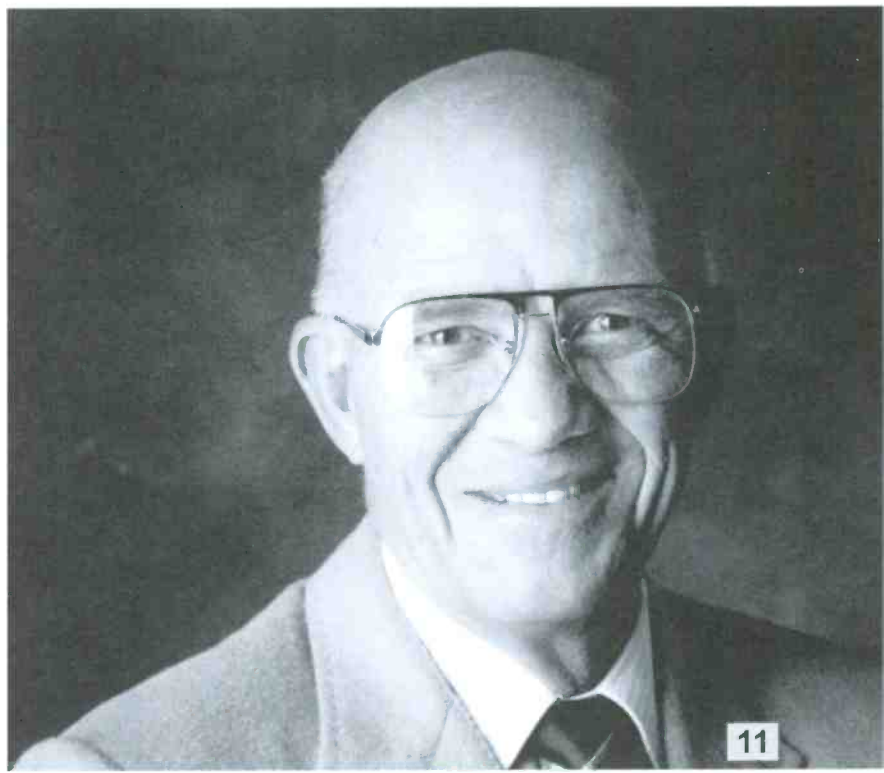


GLEN OLSON
HOWARD VIKEN
CHUCK LILLIGREN

the only way to start your day

TOP OF THE MORNING

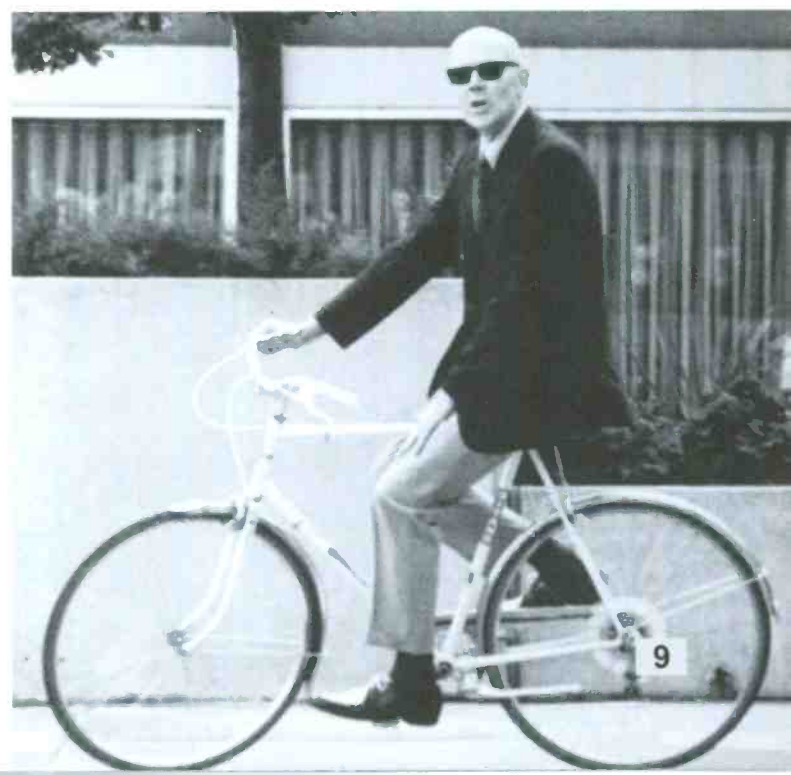
WEEKDAY MORNINGS 5:00 - 10:00

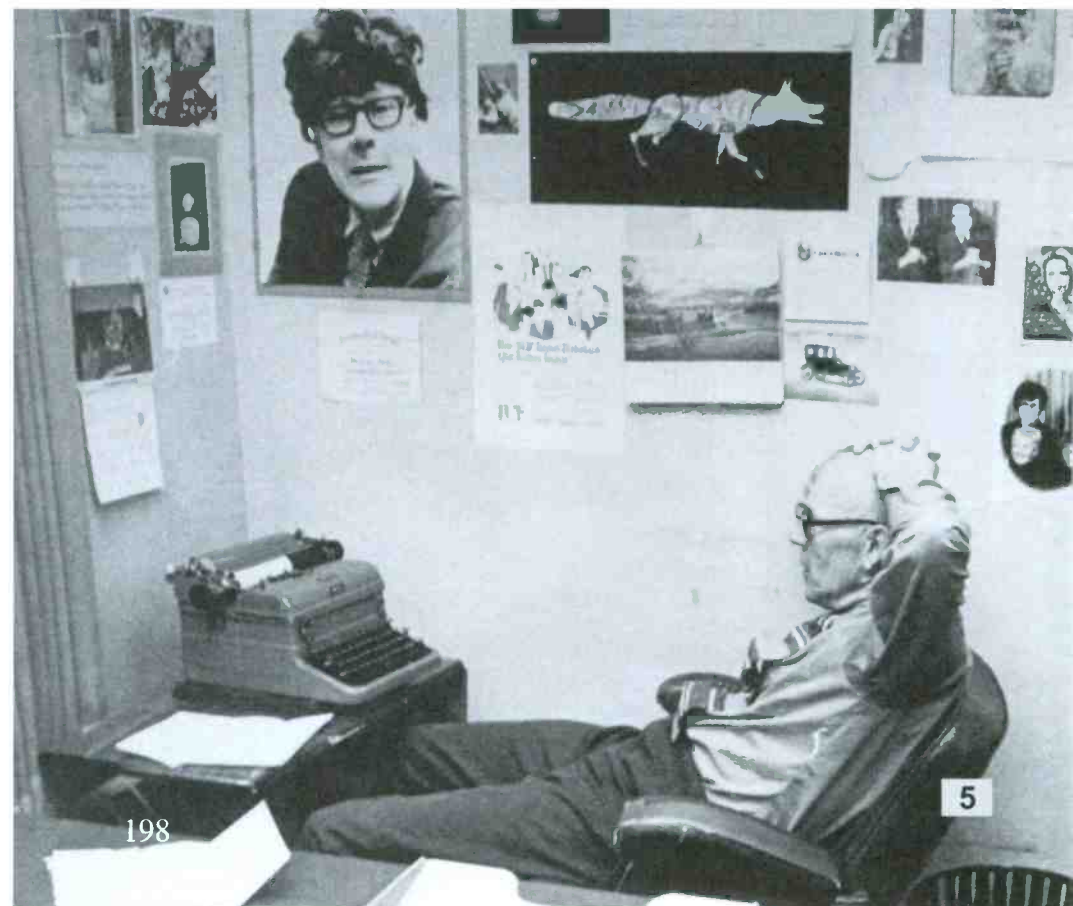
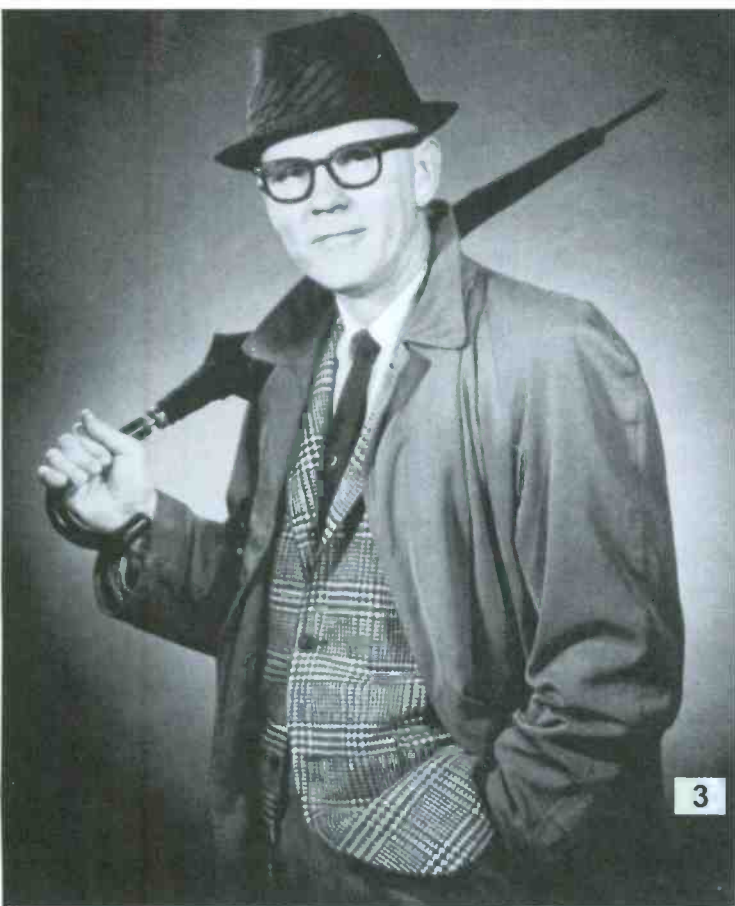


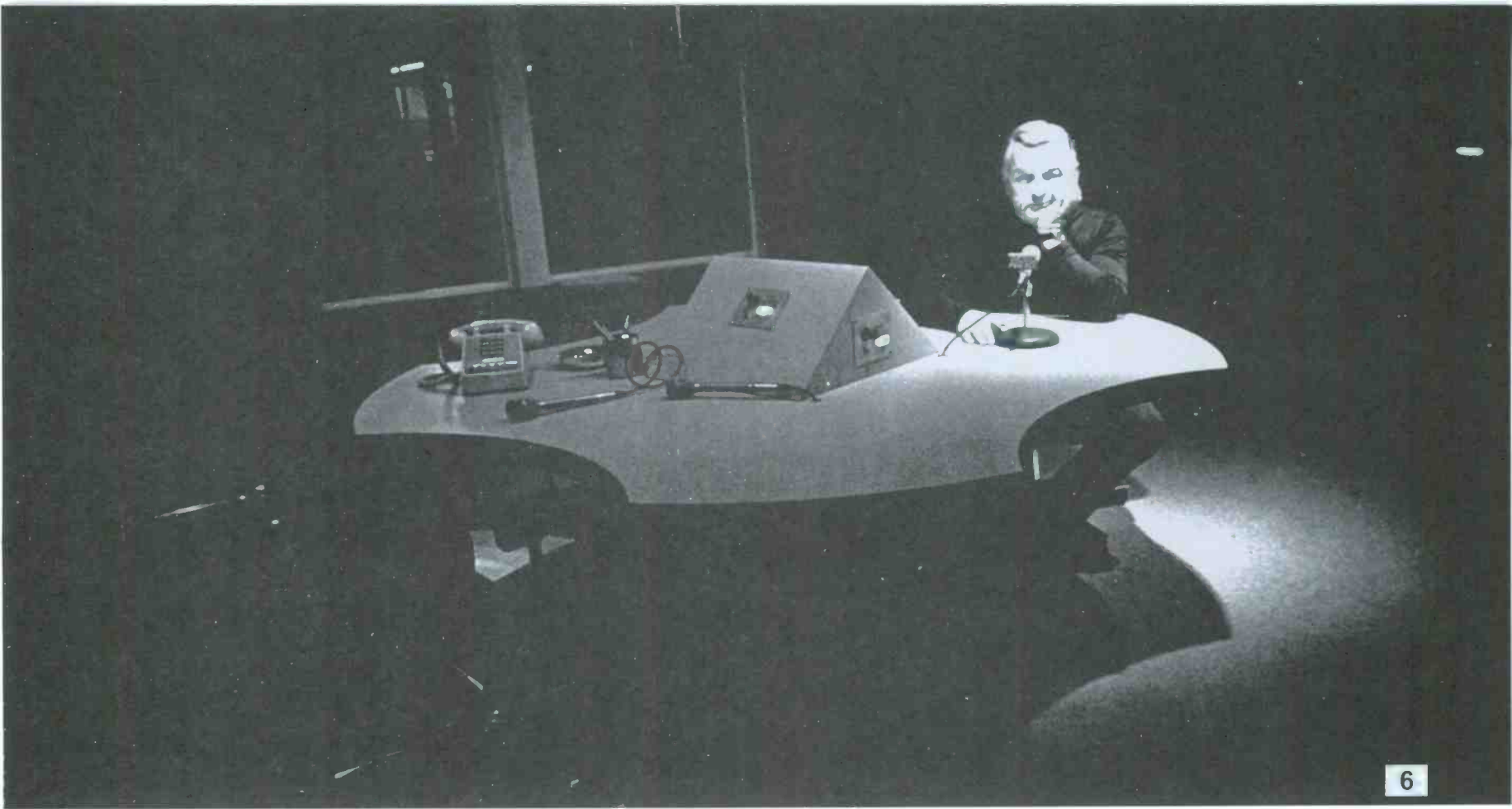




1) Ed Viehman, Joyce Lamont, 1940s or 1950s; 2) Joyce Lamont at the WCCO picnic (remember that picture near the very front of the book?); 3) Joyce in what grandma affectionately called, "The Root Cellar," 1960s; 4) Ed Viehman, Joyce Lamont on "First Bank Notes," around 1950; 5) Joyce Lamont in the record library, probably in search of some heavy metal music, such as pipe organ music, for her "Sunday Prelude" program, 1960s; 6) First she's into heavy metal, now she's burning rubber! Farm City Days, 1960s; 7) Jergen Nash and his mangy, flea-bitten cat, 1974; 8) Jergen Nash and a mangy wig; 1960s; 9) Jergen's favorite mode of transportation, *FREE*, 1970s







6



7

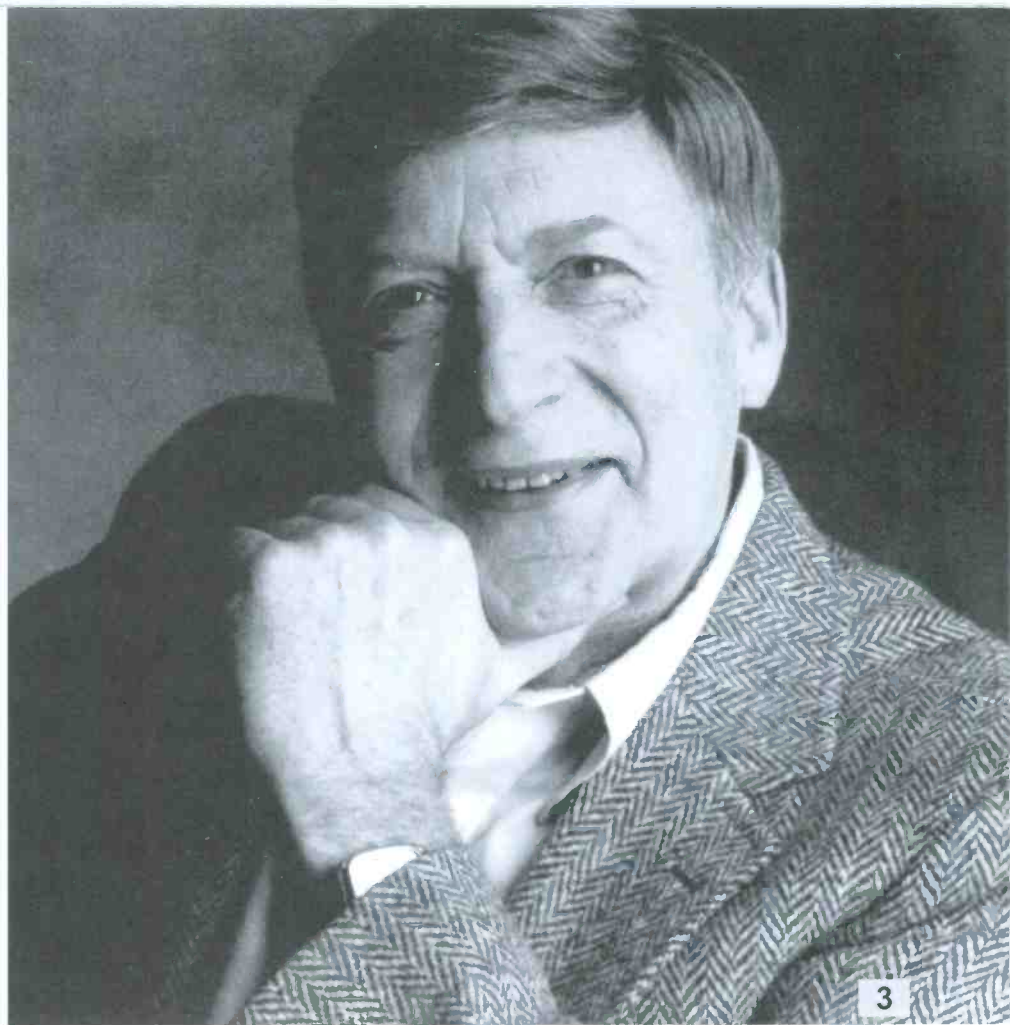


8

1) Jergen Nash assumes a familiar position, reading the news, 1980s; 2) Why does Jergen like Abigail van Buren? Because she gives FREE advice! 1960s; 3) Jergen Nash, November 1962; 4) Honeybees = FREE honey! June 1979; 5) Jergen with a little FREE time, perhaps? 1970s; 6) Franklin Hobbs, host of "Hobbs House" late-night music program, 1970s; 7) Franklin Hobbs, 1960s; 8) He's not Franklin Hobbs, he's another late-night fixture on WCCO Radio throughout the 1980's and 1990's, talk show host Jim Rogers, 1980s



WCCO



1) Franklin Hobbs, 1970s; 2) Joe McFarlin, 1960s; 3) As this picture clearly shows, there has never been a nicer guy on the face of the Earth (or any other part) than **Joe McFarlin**. Don't even try to think of a nicer guy because you'll be wasting your time. And if you even come close, Joe's laugh would knock your person back to the #2 position permanently! 1987; 4) It turns out he was not only nice, but Jolly, too! This is from his early days in television, hosting a children's show in Northern Minnesota. Year unknown; 5) The nice ones, they're always talented, too.

Tele-View

feb. 16 - feb. 22





1) "It's Bob White!" "No, it's Bob Montgomery!" "No, it's Big Bill Cash!" Easy now, you're all correct, 1960s; 2) Long before this Museum of Broadcasting Hall of Famer called himself old and bent, you knew him as Rodger Kent, 1960s; 3) Ray Tenpenny (left) with a guest, early 1940s; 4) Bill Diehl, 1984. Not pictured: His Oldsmobile (from Wally McCarthy's, of course); 5) Jeanne Arland Peterson, whose musical skills miraculously continue to improve to this day; 1940s; 6) Longtime WCCO music director Toby Prin; 1940s; 7) Clarence Tolg, or "Uncle Fogy" On-the-Go in 1960; 8) Bill Stewart was host of the early-morning show, "Sun-Risers" in the 1930s



6



7



8

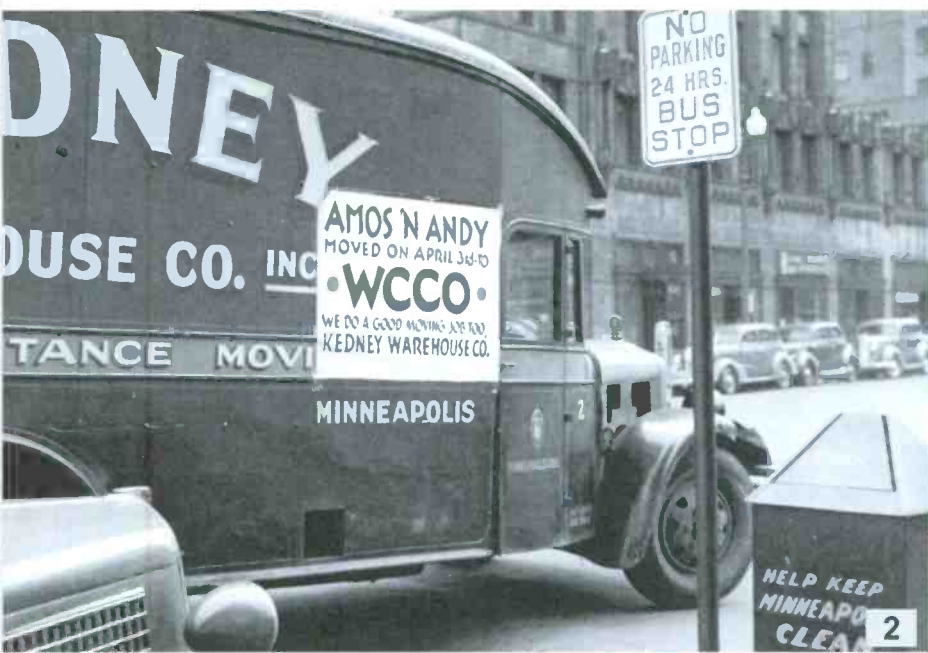


Mail Call!

1) **Cedric Adams** with some 11,000 postcards from the “Unscramble the Town” contest, 1955; 2) Cash Club entries topped half-million postcards, model **Judy Shaeffer** poses for a publicity photo, April 1956; 3) Marketing manager **Jill Evenocheck** with postcards for Disneyland contest, March 1990; 4) **Franklin Hobbs** with assorted mail received from all across the country, 1970s; 5) **Charlie Boone** with a stack of mail received after he read a short essay entitled, “To All Those Born After 1945.” He read it simply because he thought it was interesting, and over 700 listeners agreed enough to write an unsolicited letter requesting a copy! February 1990; 6) **Charlie Boone, Rog Erickson**, mid-1980s



1) Darragh Aldrich, WCCO's "Women's Director" and host of "Calling All Women," and an unnamed WCCO Page present a lucky winner with a "brand new" radio, 1940s; 2) A clever promotion by a moving company, as seen outside the WCCO building on Second Avenue South and Seventh Street in Minneapolis, approximately 1930s; 3) Dan Hertsgaard and explorer and educator Will Steger, during a remote broadcast to raise money for Steger's Trans-Antarctic Expedition, July 12, 1989; 4) Early WCCO promotional postcard, approximately 1930s; 5) Parody of WCCO News Parade newsletter for the staff Christmas party, 1953



WCCO Radio Financial Report

FOR THE YEAR ENDING DEC. 15, 1953

<u>EXPENDITURES</u>	
TALENT FEES FOR CEDRIC ADAMS	\$ 564,825.99
ALL OTHER TALENT FEES	1,009.01
STAFF SALARIES	438.19
EXECUTIVE EXPENSE ACCOUNTS	8,759,590.54
CLUB DUES FOR PHIL LEWIS	
INTERLACHEN COUNTRY CLUB	5,000.00
MPLS. ATHLETIC CLUB	5,000.00
HIALEAH RACE TRACK	12,500.00
GOLDEN NUGGET, LAS VEGAS	25,000.00
AUTO EXPENSES FOR BARNEY GROSS	49,096.62
MEMO PAPER FOR JIM BORMANN	93,569.47
ENGINEERING OVERTIME	3,984,786.76
LONG DISTANCES PHONE CALLS	13,876,479.23
OTHER EXPENSES	.32
TOTAL	<u>\$27,377,296.13</u>

<u>INCOME</u>	
BILLINGS	\$28,876,673.65
PLUSING TALENT FEES	4,876,354.67
RENTAL OF TRANSMITTER TOWER TO TWIN CITY FEDERAL FOR ADVERTISING SPACE	87,763.94
VOLUNTARY CONTRIBUTIONS	
REPUBLICAN NATIONAL COMMITTEE	100,000.00
STATE REPUBLICAN COMMITTEE	25,000.00
NATIONAL DEMOCRATIC COMMITTEE	100,000.00
STATE DEMOCRATIC COMMITTEE	25,000.00
SEN. EDWARD THYE	10,000.00
SEN. HUBERT HUMPHREY	10,000.00
MAYOR ERIC HOYER	.98
FRED OSSANNA	.98
TWO DOZEN TOKENS	<u>\$34,110,793.44</u>

INCOME	\$34,110,793.44
EXPENDITURES	<u>27,377,296.13</u>
BALANCE	\$ 6,733,497.31
BALANCE	\$ 6,733,497.31
STOCKHOLDERS DIVIDENDS	<u>6,733,497.30</u>
NET PROFITS	.01
• PLUS THE TWO DOZEN TOKENS	

Phone Call!



August 26, 1964, Atlantic City, Democratic National Convention. Senator **Hubert H. Humphrey** discovers while being interviewed on WCCO Radio that President Lyndon Johnson has selected him to be his Vice Presidential running mate. Pictured here in a reenactment, Humphrey was talking to Roger Erickson, Jergen Nash and WCCO listeners on the afternoon "Party Line" program. (Two phones were required for radio telephone interviews in those days, one for talking and one for listening. Humphrey's room had a special "hotline" installed, in the event that a call from the President should come. It was the hotline that Humphrey used for the second phone to be on the "Party Line" program. During the show, a CBS NetAlert interrupted the conversation announcing that President Lyndon B. Johnson was attempting to telephone Humphrey to invite him to Washington, "to discuss the vice presidency." Humphrey told Erickson and Nash that he had to get off the phone. "I wouldn't want the President to call and find the line busy. A man could miss the train."



1



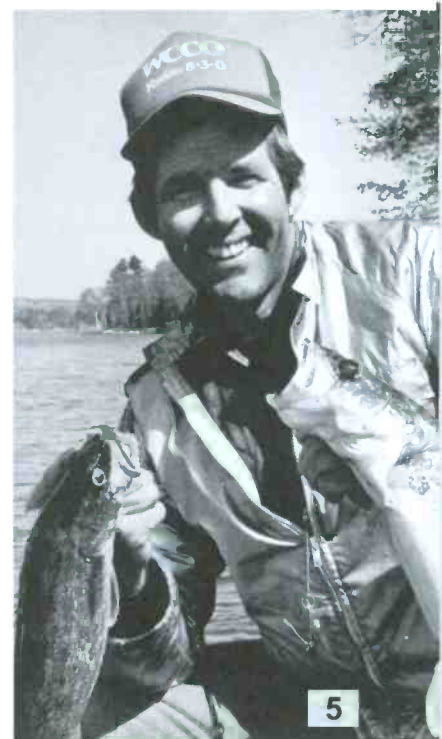
2



3



4



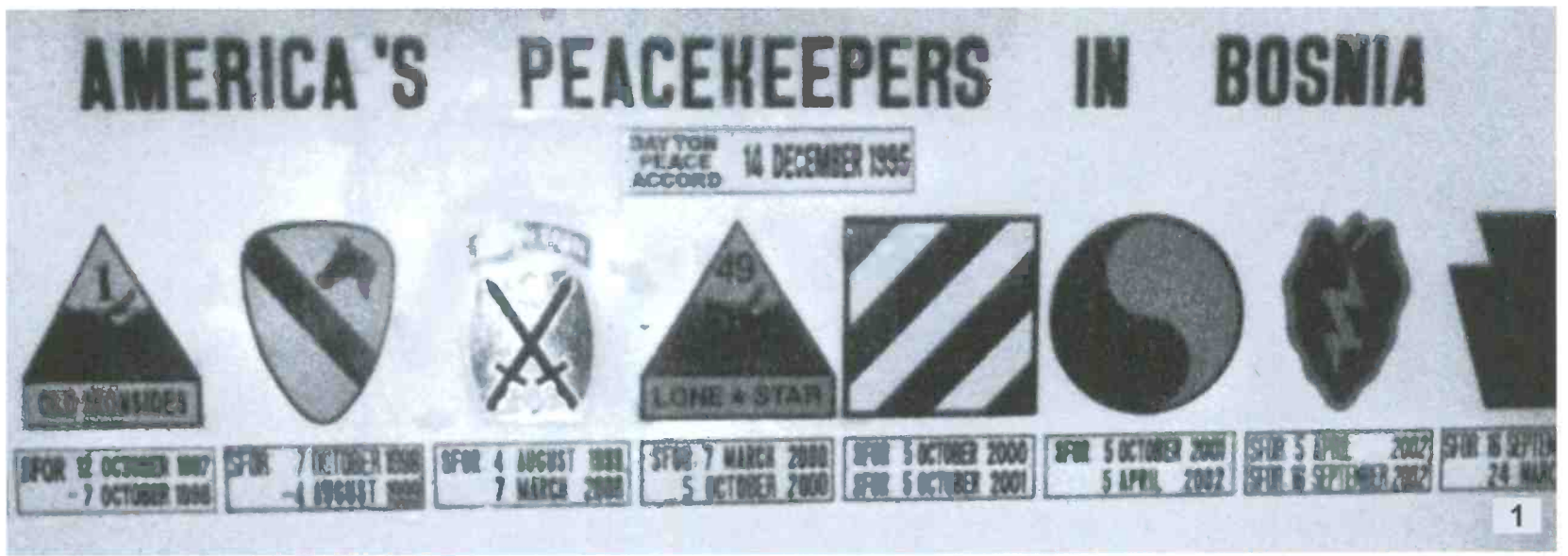
5



6

Go Fish!

1) Jack Huston with an unnamed fish and an equally unnamed fisherman, 1940s; 2) Gary Bennyhoff, May 1962; 3) A new voice on WCCO! (With Jack Huston), 1950s; 4) Dick Chapman experiments with new ice fishing equipment, 1960s; 5) Ron Schara with a couple of real fish, 1980s; 6) Where fish tales are born (or spawned), Dick Chapman, 1984



So why do we bother to open the mic? It's because ever since October 2, 1924, all of the people who have worked together as a team at 830 WCCO have discovered that when we communicate with others, it makes a difference. Whether it's the 2,000 lives we may have saved during the 1965 tornadoes, or the individual lives we've enhanced through a helpful tip, or anything we say. It affects lives for the better.

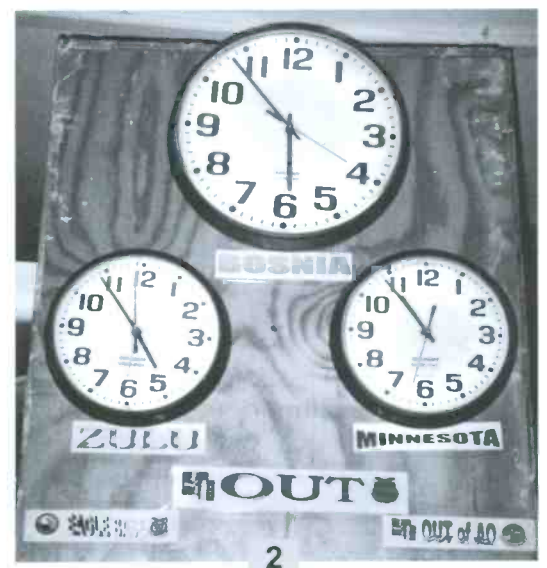
For everyone who is listening, what comes out of the speaker is immediate, and that voice is right alongside every listener. Even when we're in Kosovo, or Bosnia or Iraq, we're connect-

ing one part of the world—one neighborhood—with another.

That's also why this book and its accompanying discs are important. We have the ability to connect with the past, which, if you look closely, in many ways really isn't all that different from today. People still live, and die. We raise our families with the assumption that tomorrow will, somehow, be better than today. We humans will always hug our children, our grandchildren and one another. Otherwise, what's the point of waking up in the morning—except, of course, to tune to 830 WCCO, where you'll find out the news that took place last night... and what the weather

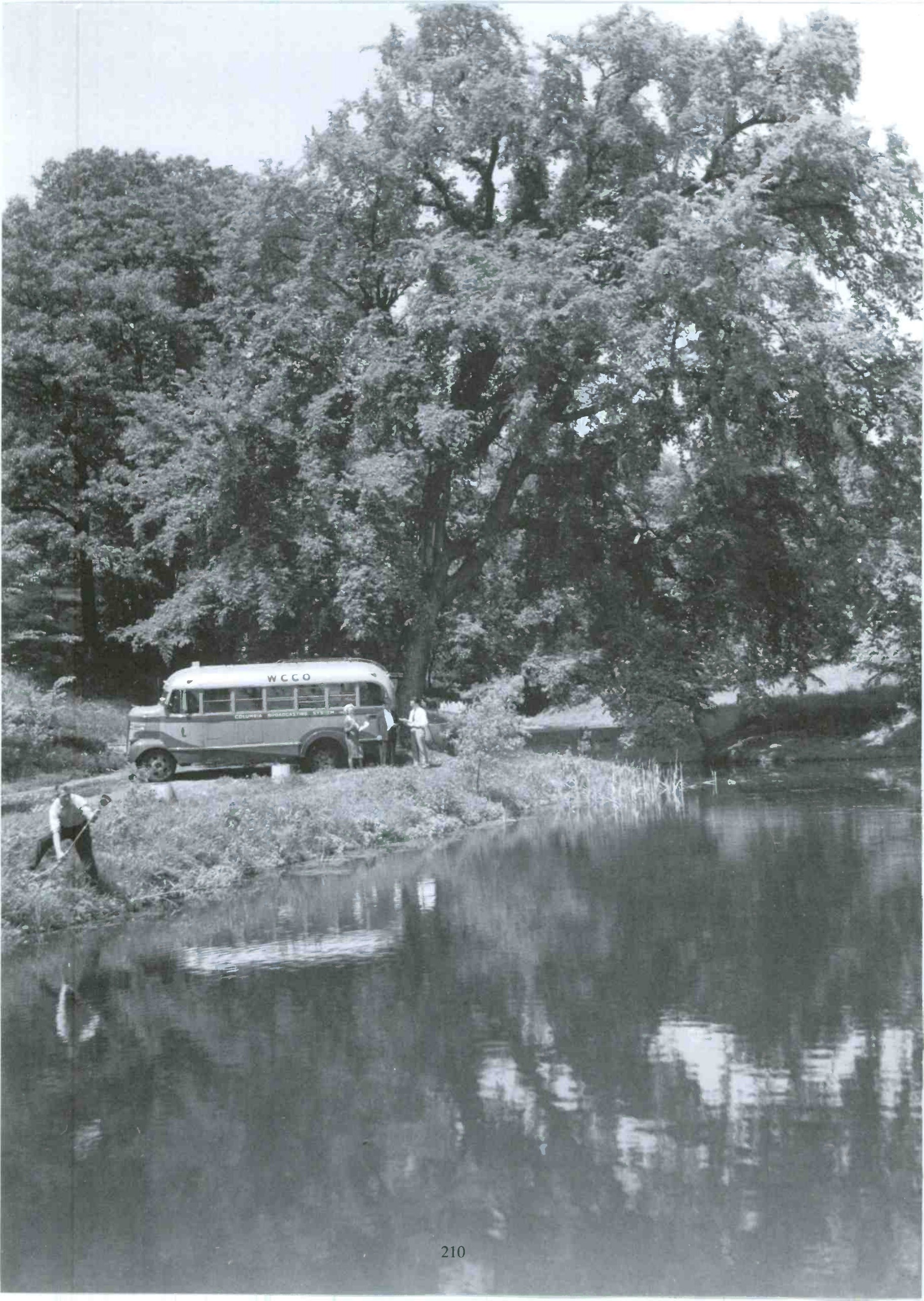
will be like today so you can dress the kids accordingly... and how the traffic is moving across town... and how the fish are biting... and what the nuts in Hollywood are up to... and how the Twins and Vikings and Wild and Timberwolves and Gophers fared last night... and who's bothering Sid. Best of all, you'll hear a few good jokes—and a few bad ones, too. But you'll laugh anyway.

P.B.



1) 830 WCCO demonstrates its support of Minnesota National Guard Troops, Bosnia, December 2003; 2) Clock board in Bosnia, always thinking of home, December 2003; 3) **Bill Popp** (President, Popp Telecom, longtime sponsor of the WCCO Radio Good Neighbor Award), Minnesota National Guard Troops, **Teri Popp, Tom Chase** (General Manager, Marriot City Center), **Dick Carlson**, Bosnia, December 2003







CD 1 The Stars, Vol. 1

Some of the voices heard through the years on WCCO Radio

- | | |
|--------------------------|---------------------|
| 1) The Good Morning Song | 29) John Gordon |
| 2) Cedric Adams | 30) Allen Gray |
| 3) Jeanne Arland | 31) Larry Haeg, Sr. |
| 4) Angela Babb | 32) Larry Haeg, Jr. |
| 5) Curt Beckmann | 33) Bruce Hagevik |
| 6) Big Bill Cash | 34) Halsey Hall |
| 7) Charlie Boone | 35) Sid Hartman |
| 8) Jim Bormann | 36) Phil Hendrie |
| 9) Jools Brandt | 37) Dan Hertsgaard |
| 10) Dick Bremer | 38) Rolf Hertsgaard |
| 11) Steve Cannon | 39) Jim Hill |
| 12) Clellan Card | 40) Susan Hill |
| 13) Herb Carneal | 41) Franklin Hobbs |
| 14) Adam Carter | 42) Rich Holter |
| 15) Dick Chapman | 43) David Hop |
| 16) Ray Christensen | 44) Paul Jay |
| 17) Bob DeHaven | 45) Kim Jeffries |
| 18) Bill Diehl | 46) Arv Johnson |
| 19) Bill Endersen | 47) Susie Jones |
| 20) Dick Enroth | 48) Jim Kelly |
| 21) Rog Erickson | 49) Russ Knuth |
| 22) Eric Eskola | 50) Ruth Koscielak |
| 23) Karen Filloon | 51) Joyce Lamont |
| 24) Chris Forth | 52) Dave Lee |
| 25) Eddie Gallaher | 53) Chuck Lilligren |
| 26) Paul Giel | 54) Denny Long |
| 27) Jim Gilbert | 55) Curt Lundgren |
| 28) Dan Gladden | 56) Mike Lynch |



CD 2 The Stars, Vol. 2

Some of the voices heard through the years on WCCO Radio

- | | |
|--------------------|-------------------------|
| 1) Al Malmberg | 23) Don Shelby |
| 2) Rita Maloney | 24) Maynard Speece |
| 3) Telly Mamayek | 25) Dean Spratt |
| 4) Mike Max | 26) Paul Stagg |
| 5) Joe McFarlin | 27) Rebecca Stanfield |
| 6) Jeff McKinney | 28) Dark Star |
| 7) Stu MacPherson | 29) Jearlyn Steele |
| 8) Randy Merriman | 30) Roger Strom |
| 9) Pat Miles | 31) Dan Terhaar |
| 10) Moose Miller | 32) Steve Thomson |
| 11) Dave Mona | 33) Ed Viehman |
| 12) Jack Morris | 34) Howard Viken |
| 13) Steve Murphy | 35) Brad Walton |
| 14) Jergen Nash | 36) John Wanamaker |
| 15) Eric Nelson | 37) Bob West |
| 16) Patty Peterson | 38) Don Wick |
| 17) Tom Reid | 39) John Williams |
| 18) Jack Rice | 40) Sue Zelickson |
| 19) Jim Rogers | 41) E.W. Ziebarth |
| 20) Tim Russell | 42) Bloopers |
| 21) Ron Schara | 43) WCCO Jingle Montage |
| 22) Ray Scott | |



CD 3 The Best of Boone & Erickson

- 1) The Royal Wedding: It was the Royal wedding of Charles and Diana in London, and Boone and Erickson were there. At a breakfast, many notables were introduced. Charlie and Rog were there, too.
- 2) Hello Dilly: One of the longest-running soap operas on WCCO was "Ma Perkins." Boone and Erickson's view was that Old Ma Perkins was really the proprietor of a Pickle Factory. One day, Carol Channing happened by and was immediately drawn into the action.
- 3) Gene Artery: One day Pat Buttram rode into town. That gave Boone and Erickson an opportunity to recreate the famous "Gene Autry Radio Show."
- 4) Dragnet: Did you know that Dragnet started on radio? That's a good enough reason for this bit.
- 5) The Cigar Shop: Retail at its finest.
- 6) Worst Jokes: Enough said.
- 7) The Iron Ranger: Gov. Rudy Perpich was from the Iron Range and traveled across Minnesota to keep in touch with the people. His travels earned him the nickname, "The Iron Ranger."
- 8) Sid: The Musical: Remember when Sid Hartman wrote the award-winning story of his life? Boone and Erickson went one better. They presented the musical version with help from Heidi Vinnes, musician Dan Wascoe, and the crowd at the WCCO broadcast center at the 1997 Minnesota State Fair. And, believe it or not, in this excerpt, Sid acts and sings.
- 9) The Queen and the Intruder: At Buckingham Palace, security was breached when an intruder climbed a drain pipe and entered the Queen's bedroom. They never revealed who he was, but Boone and Erickson wondered if it might have been an American.
- 10) Super Mayor Charlie McCarty: St. Paul Mayor Charlie McCarty could make the traffic signals turn green by pressing a button in his car. At the same time, he just wanted to be treated as ordinary folk.
- 11) Minnesota Hospital, in New Ulm, Minn.: Boone and Erickson often took their signature "Minnesota Hospital" to the people. Here they are in New Ulm, Minn., assisted by two local actors.
- 12) Pothole Man: At one point during the 1970s there was a particularly awful pothole season in Minnesota. Boone and Erickson wondered if, a thousand years from now, they will still be talking about it on the radio.
- 13) John Houseman Instructs: John Houseman was the star of the law-school television show, "Paper Chase." Boone and Erickson had plans to start their own interview series. Mr Houseman felt compelled to try to straighten them out.
- 14) President Reagan's Visit: Is this an actual interview with President Reagan? Or was comedian Rich Little in town?
- 15) Halsey and Herb at the Symphony: WCCO broadcast the Minneapolis Symphony Orchestra from Northrop Auditorium. Boone and Erickson were asked to popularize the broadcasts for baseball fans.
- 16) Old Timers: Two philosophers in their rocking chairs on the front porch.
- 17) Morie and Georgie: Two of the thousands of guests on the Boone and Erickson Show were Morey Amsterdam and Georgie Jessel. Morey was here when it was 12-below zero. Georgie provided a taste of his beloved vaudeville days.
- 18) Caesar and the Coliseum: The Metrodome controversy raged in the late-1970s. But that wasn't the first time passions were stirred over the building of a public sports facility.
- 19) Gunsmoke: Gunsmoke left WCCO Radio in the 1960s. It might still be on the air if they had kept up with the times.
- 20) Ode to Spring Training: Songwriter Dan Wascoe collaborated with Boone and Erickson as they headed for Spring Training.
- 21) Worst Jokes, too.
- 22) The Little German Band Contest: In 1964, Boone and Erickson had as their guest the winner of The Little German Band Contest. Boone and Erickson just can't stop with an ordinary interview, can they?
- 23) Charlie and Rog come to WCCO.



CD 4 Sports

Minnesota Twins Baseball

- 1) Rookie Joe Mauer's first major league homerun, 2004
- 2) Opening Day, Dave Lee interviews Rod Carew, 2004
- 3) AL Division Series: Twins vs. Yankees, Shannon Stewart's dramatic catch, 2003
- 4) Eddie Guardado saves the game, Twins clinch the Division Pennant, 2003
- 5) Torii Hunter's defensive gem wins game for Twins, 2003
- 6) Final out as Twins defeat Oakland to win ALDS, 2002
- 7) In the clubhouse following Twins win to clinch pennant. Announcer Dan Gladden interviews Ron Gardenhire during the celebration, 2002
- 8) Torii Hunter joins Mike Max to announce his new contract, Winter 2002
- 9) Corey Koskie of the Twins with defensive "Web Gem," 2001
- 10) Three back-to-back homeruns, Miller Park, Milwaukee, Wisc., 2001
- 11) Eric Milton no-hits the Anaheim Angels, September 1999
- 12) Tom Kelly reflects on the 1987 World Series on its tenth anniversary, 1997
- 13) Kirby Puckett reflects on his life during Kirby Puckett Night at the Metrodome, 1996
- 14) Paul Molitor's 3,000th hit, 1996
- 15) Paul Molitor's first at-bat for the Minnesota Twins, 1996
- 16) Herb Carneal inducted into the Hall of Fame, 1996
- 17) Dave Winfield tribute following his 3,000th hit, 1993
- 18) 1991 World Series, Gene Larkin's series-winning final hit in Game 7, 1991
- 19) Kirby Puckett, 1991 World Series Game 6 (Spanish)
- 20) Kirby Puckett, 1991 World Series Game 6 (English)
- 21) Foul ball into broadcast booth
- 22) Twins Welcome Home to the Dome, with WCCO announcer Dan Hertsgaard, October 1987
- 23) Dan Gladden grand slam, World Series Game 1, 1987
- 24) Ball stuck in roof of Metrodome, April 1984
- 25) Kent Hrbek's first homerun, 1981
- 26) Halsey Hall game summary, 1970
- 27) Halsey Hall's colorful call during Bill Rigney umpire rhubarb, 1970
- 28) Merle Harmon calls a Harmon Killebrew homerun, 1969
- 29) Harmon Killebrew homerun, All Star Game at Metropolitan Stadium, 1965
- 30) Halsey Hall describes Mudcat Grant's one-hit shutout, 1965

University of Minnesota Gophers Football

- 31) University of Minnesota vs. Oregon, December 31, 2003
- 32) University of Minnesota vs. Wisconsin, for Paul Bunyan's Axe, November 2003
- 33) Tribute to Ray Christensen on his final Gophers football broadcast, December 2000
- 34) The story of the Gophers-Iowa rivalry and the birth of the bronze pig, Floyd of Rosedale, early-1990s
- 35) 1992 feature on the 30th anniversary of the Gophers only Rose Bowl win
- 36) Feature about Gophers upset at Memorial Stadium over #1-ranked Michigan, 1977
- 37) Game-winning touchdown as Gophers upset Ohio State in their last season at Memorial Stadium, 1981

- 38) Halsey Hall describes the Gophers 1941 win over Michigan for the Little Brown Jug, 1941

University of Minnesota Gophers Basketball

- 39) Kris Humphries' three consecutive slam-dunks, Gophers defeat Penn State, 2004
- 40) Highlights from four Gophers starters who were Minnesota natives: Kevin Lynch, Joel Pryzbilla, Rick Rickert, Michael Bauer
- 41) Bloomington, Indiana, Ray Christensen honored by Indiana basketball fans just before tipoff between Gophers and Hoosiers, 2001
- 42) Upset win over Indiana, 1999
- 43) Gophers clinch Big Ten Title at Michigan, 1997
- 44) Clem Haskins tirade, 1995
- 45) Basketball highlights from the Gophers victory against Iowa, 1994
- 46) MSU coach Jud Heathcote rips Williams Arena remodeling, 1994
- 47) Freshman Vashon Leonard hits three-pointer at the buzzer, 1990
- 48) 1982 Basketball Champions feature
- 49) Dave Lee interview with Kevin McHale, 2004

Minnesota Vikings Football

- 50) Cris Carter's 1,000th catch, a touchdown at the Metrodome, 2000
- 51) Gary Andersen field goal record, NFL's all-time leading scorer, 1999
- 52) First touchdown for Randy Moss, 1998
- 53) 1988 NFL Films Play-of-the-Year, 49er Steve Young scrambles for touchdown against Vikings
- 54) Vikings first game in Metrodome, 1982
- 55) Last game at Metropolitan Stadium, 1981
- 56) Ahmad Rashad's game-winning touchdown on final play vs. Cleveland at Metropolitan Stadium, 1980
- 57) Paul Krause, the all-time record holder for most interceptions, 1979
- 58) 20th anniversary of the 1969 day that is considered the snowiest game at Metropolitan Stadium
- 59) 1989 pregame feature recapping the Vikings' 1969 romp over Cleveland
- 60) 1989 pregame feature about the Vikings' first Super Bowl loss in 1970

University of Minnesota Gophers Hockey

- 61) Gophers defeat New Hampshire to win back-to-back National Titles, 2003
- 62) NCAA Title over Maine, 2002

Minnesota North Stars

- 63) Norm Green admits that he's moving the North Stars to Dallas, 1993
- 64) Local North Stars defenseman Jimmy Johnson reflects on playing for the North Stars during their final season in Minnesota

Minnesota Wild

- 65) Minnesota Wild start up, NHL Commissioner Gary Bettman welcomes Minnesota back to the NHL, 2000
- 66) Montage of Minnesota Wild "Firsts," 2000
- 67) Playoffs games 6 and 7, big wins over Colorado, 2003
- 68) Playoffs games 6 and 7, big wins over Vancouver, 2003
- 69) Minnesota Wild forward Matt Johnson in brawl, 2004



CD 5 News and Weather

- 1) Jeff McKinney in Baghdad, as heard on The Pat Miles Show, 2004
- 2) Light rail returns, 2004
- 3) South Dakota Representative Bill Janklow convicted, 2004
- 4) Student riot at Minnesota State University, Mankato, 2003
- 5) Gov. Tim Pawlenty discusses the State budget, 2003
- 6) Dru Schudin kidnapping, 2003
- 7) Gov. Jesse Ventura on September 11 anniversary, 2002
- 8) Sara Jane Olson in court, 2002
- 9) Sen. Paul Wellstone killed in plane crash, 2002
- 10) Denny Green ousted as head coach of Minnesota Vikings, 2002
- 11) Early news on September 11 terrorist events, 2000
- 12) Merger between Pillsbury and General Mills, 2000
- 13) Milik Seeley dies, May 5, 2000
- 14) Genetics conference protestors, 2000
- 15) Edina policeman shot, 2000
- 16) Jesse Ventura sworn in as Minnesota Governor, 1999
- 17) Golfer Payne Stewart killed in plane crash, 1999
- 18) For the first time since 1912, the whistle from the Titanic sounds, 1999
- 19) Titanic survivor, 1999
- 20) Gov. Jesse Ventura reacts to Playboy magazine interview, 1999
- 21) Farewell to Gov. Arne Carlson, 1998
- 22) St. Paul Mayor Norm Coleman announces the return of the NHL to Minnesota, 1997
- 23) Eric Eskola on the return of the NHL to Minnesota, 1997
- 24) Grand Forks flood, Mayor Pat Owens, 1997
- 25) President Clinton sends aid to Grand Forks flood victims, 1997
- 26) First female pitcher, St. Paul Saints, 1997
- 27) Murder spree by Minnesotan Andrew Cunanan, 1997
- 28) Sharon Sayles-Belton elected Mayor of Minneapolis, 1993
- 29) Northwest Airlines crash in Hibbing, Minn., 1993
- 30) Norm Green moves North Stars hockey team to Dallas, 1993
- 31) James Porter pedophile case, 1993
- 32) Policeman Jerry Haaf killed, 1993
- 33) Arne Carlson defeats Gov. Rudy Perpich, 1990
- 34) Paul Wellstone elected to U.S. Senate, 1990
- 35) Minnesota Twins with President Ronald Reagan at The White House, 1987
- 36) Hjemkomst, the replica Viking ship, docks in Bergen, Norway
- 37) American Bruce Laingen held hostage in Iran, 1980
- 38) Minnesotan Gerry Spiess' 54-day solo crossing of the Atlantic Ocean, 1979
- 39) Senate race, 1976
- 40) Virginia Piper kidnapping, 1972
- 41) Hubert H. Humphrey's third run for President, 1972
- 42) D.B. Cooper hijacking, 1971
- 43) Newsman Arv Johnson recalls voting at age 18, 1971
- 44) Eugene McCarthy runs for President, 1968
- 45) Newsman Jim Bormann reports on Minneapolis race riots, 1966
- 46) T. Eugene Thompson murder trial, 1963
- 47) Orville Freeman and Hubert H. Humphrey on Cabinet, 1961
- 48) Pearl Harbor, Franklin Delano Roosevelt, 1941
- 49) First broadcast of CBS World News Roundup, 1938
- 50) Bloody Sunday, 1934
- 51) Weather: Mike Lynch, Tower, Minn., record-setting 60-degrees below zero, 1996
- 52) Weather: WCCO Warnings
- 53) Weather: Early coverage of weather disasters
- 54) Weather: The day after weather disasters
- 55) Weather: Listeners and the affected
- 56) Weather: Armistice Day Blizzard, 1941
- 57) Weatherball Jingle, 1949
- 58) Ray Scott, the weatherman



CD 6 As You Heard It

NOTE: This disc requires an MP3-compatible audio compact disc player, OR a computer with speakers, an audio card and MP3 software.

- 1) Jeff McKinney in Iraq, on The Pat Miles Show, 2004
- 2) Good Neighbor Calendar and Award, 2004
- 3) The capture of Saddam Hussein, Eric Eskola and Jack Rice, 2004
- 4) Tim Russell as George W. Bush and John Kerry, 2004
- 5) Good Morning Minnesota montage, 2003
- 6) Jeff McKinney reports from Bosnia, 2003
- 7) Brad Walton interviews Louise Harrison, sister of George Harrison, 2002
- 8) WCCO Chief Engineer Jerry Miller on WCCO's rich heritage, 2001
- 9) Granite Falls Radio-thon, 2000
- 10) Gov. Jesse Ventura, "Lunch with the Governor," 2000
- 11) Mid-Day Minnesota, 2000
- 12) The WCCO Morning News with Dave Lee, Sports Huddle parody, 2000
- 13) Dave Lee and Kim Jeffries, 1998
- 14) Sid Hartman reminisces with Rog Erickson, 1997
- 15) Rog Erickson's last show, 1996
- 16) Gil and Fin: Jimmy Carter, 1994
- 17) Ruth Koscielak with Jimmy Carter, 1994
- 18) Minnesota Hospital, at the Minnesota State Fair, 1991
- 19) Mikhail Gorbachev in Minnesota, 1990
- 20) Steve Cannon, excerpt from his last afternoon drive show
- 21) The Good Morning Show, assorted bits, 1990s
- 22) John Williams, Bullwinkle the Moose, 1990s
- 23) Joyce Lamont, with Boone and Erickson on her last day at WCCO, 1989
- 24) Howard Viken's last broadcast on WCCO, 1989
- 25) The Good Morning Show with Charlie Boone and Rog Erickson, 1987
- 26) AM Extra with Tim Russell and Chris Forth, guest Joan Baez, 1987
- 27) Jim Rogers, with Mickey Rooney, 1985
- 28) Steve Murphy's award-winning news series, "Debbie Pielow: Waiting for a Heart that Never Came"
- 29) WCCO's 60th Anniversary broadcast, 1984
- 30) Howard Viken, morning show with Bob Newhart, 1983
- 31) Hobb's House: Franklin Hobbs on his final WCCO broadcast, 1981
- 32) Bill Diehl: Class of 1969, from 1979
- 33) Maynard Speece's final broadcast, 1978
- 34) Rog Erickson, Lutefisk Lament, 1977
- 35) Top of the Morning, Maynard Speece and stars, 1976
- 36) Howard Viken's 25th anniversary, 1975
- 37) WCCO's 50th Anniversary Broadcast, 1974
- 38) Jergen Nash Presents: Snooze Boulevard, 1972
- 39) Jim Bormann retires, on Party Line, 1971
- 40) Hubert H. Humphrey on selection as Vice President, 1969
- 41) Charlie Boone: Boone in the Afternoon, 1967
- 42) Jergen Nash Morning Show, 1967
- 43) Noontime News, 1967
- 44) Maynard Speece and Rog Erickson with guest Dagmar, 1966
- 45) Honest to Goodness, Christmas Eve, 1965
- 46) Afternoon show, 5 p.m.-6 p.m., the day after the tornado, May 6, 1965
- 47) WCCO's 40th Anniversary Broadcast, 1964
- 48) First Bank Notes, Bob DeHaven and Joyce Lamont, 1964
- 49) Ray Christensen On-the-Go, 1960s
- 50) Good Neighbor Time: Minnesota State Fair, 1955
- 51) WCCO's 30th Anniversary Broadcast, 1954
- 52) Aquatennial Radio Show, Victor Borge, Georgie Jessel, Cedric Adams, 1953
- 53) Murphy Barn Dance Jamboree, 1952
- 54) Cedric Adams News, 1950
- 55) Clellan Card, Flame Room Coffee Time, 6:55 a.m., 1950
- 56) E.W. Ziebarth, 1950
- 57) Music in the Air, Jeanne Arland, 1950s
- 58) Red River Valley Gang with Bob DeHaven, 1950s
- 59) Let's Get Together, Quiz Show with many stars, 1950s
- 60) Box Office with George Grim, 1948
- 61) Carney Junior Carnival with Cedric Adams, 1948
- 62) Bunkhouse Boys: Rise and Shine, with Ed Viehman, 1946
- 63) Schmidt City Club: Frank Butler and the WCCO Orchestra & Dixie, 1946
- 64) Cedric Adams News, 1945
- 65) Farm Topics with Larry Haeg, 1944
- 66) St. Paul Winter Carnival, 1937
- 67) Gold Medal Fast Freight Wheaties Quartet, 1925
- 68) Oscar Danielson: First WCCO Orchestra, 1920s
- 69) Rare WCCO sign-off



DVD 7 The Basement Studio a WCCO mockumentary

A Film by
PAUL BERGLY

Edited by
SCOTT SKAJA

Written by
PAUL BERGLY

Starring
DAVE LEE

Co-Starring
JAN ALLEN
CHARLIE BOONE
ROGER ERICKSON
STEVE GOLDSTEIN
STEVE HEITZEG
RODERICK KETTLEWELL
D.J. LEARY
ROB PENDLETON
JOHN RASH

Vintage Radios Courtesy of
PAVEK MUSEUM OF BROADCASTING
ST. LOUIS PARK, MINN.
www.pavekmuseum.org

Music Produced and Directed by
RODERICK KETTLEWELL

"The Foshay Tower Washington
Memorial March" by John Philip Sousa,

published by Theodore Presser Com-
pany, used with permission

Recorded June 14, 2004 at
WAYZATA H.S. AUDITORIUM
WAYZATA, MINNESOTA

Conducted by
RODERICK KETTLEWELL

Performed by
THE PLYMOUTH CONCERT BAND

Flute/Piccolo
TERESA CABB
SANDY WRONSKI

Flute
DELAINE ANDERSON
RACHEL GAPINSKI
CAROL GOINS
BARBARA HAUGEN
KRISTEN KINNEAR-OHLMANN
DEBBIE McDONALD
HOLLIE SELLEY
KATHRYN TIETZE

Oboe
KELLY OSWELL
TERRI SVEC
Clarinet
BRENDA DOMINGUES
MICHELLE GROB

LAURA HICKSON
MARY JOHNSON
SUZANNE KROON
KIM LUTZ
DAWN MILLER
HEATHER REDEKER
LYNN SHUFELT
DARCY TROXEL

Bass Clarinet
BOB DOAN

Bassoon
DANELL DALTON
SARAH HELLEKSON

Alto Saxophone
MIKE BALLARD
MADELINE ELMHIRST
DARIN KRAGENBRING

Tenor Saxophone
BRUCE JANSSON

Baritone Saxophone
JUDI SELINGER

Trumpet
LYNETTE BENZEN
PETE DAVIS
DAN DOUGLAS
RICH FREVERT
LISA STAY
DWIGHT WILLIAMS
MARK WINDFELDT

French Horn
RHONDA AALDERKS
GREG MACK
JEFF OHLMANN
NICK PAUTZKE
JON SCHIEDEL

Trombone
JEREMY CARVELL
MARGO DePAULIS
JEREMY MULMED
SCOTT PETERSON
ANDY SWEEN

Euphonium
VIC DePAULIS
TRAVIS KRAMER

Tuba
MARTIN FRANK
THOMAS MENARD

Percussion
JOE BAKEMAN
DAVID FRANK
PAM JOHNSON

JONI SUTTON
VINCENT VIK

Music Research and Coordination
AMADE MUSIC, INC.
www.amademusic.com

Music Licensing by
HARRY FOX AGENCY, INC.

A Semper Films Production
Copyright, 2004
All Rights Reserved

Roderick Kettlewell:

Pianist and conductor Roderick Kettlewell has become a well-known musician in Minnesota since moving to St. Paul in 1987. Born in London and trained in England and France, he later moved to New York City for studies at The Juilliard School. He has performed throughout Europe and the United States as well as major venues in London and New York City. He recently performed with soprano Patricia Kent at Carnegie's Weill Hall. The reviewer wrote "Mr. Kettlewell's contribution was of stunningly beautiful substance, his playing a continuum of every nuance, and replete with the variegated textures and colors that swim and sparkle in this repertoire... Kettlewell delivered a glittering performance... for piano solo. I've rarely heard the Steinway at Weill sound so good as he was able to coax it." Kettlewell has collaborated with all the major Minnesota classical musical organizations, including the Bach Society of Minnesota, St. Paul Chamber Orchestra, Minnesota Orchestra, Schubert Club and the Minnesota Opera. He performs as conductor and solo pianist with many of the region's best-known singers and instrumentalists. In addition to his performances, Kettlewell operates Amadé Music, Inc, which provides customized music for audio and visual media and special events. His many piano recordings have sold over a million copies, ranking him as one of the best-selling classical artists of all time. He first collaborated with Paul Bergly on "Winds of Mars," (Music Crest Productions, www.windsofmars.com) which The New York Times called, "intriguing and rich in texture," and about which The Intl. Herald Tribune wrote, "Listening to the Winds of Mars: a blend of arts and science."



Roderick Kettlewell conducts The Plymouth Concert Band as they record The Foshay Tower Washington Memorial March by John Philip Sousa, June 14, 2004

Index

- Abrams, Al 44
Adams, Cedric 2, 34, 45, 157, 166,
168, 170, 171, 172, 173, 174, 175,
177, 183, 186, 188, 189, 204
Addison, Doug 14
Aka, Laura 74
Alderman, Grady 122
Aldrich, Darragh 206
Alexander, Jason 40
Ali, Muhammed 49
Allen, Jan 65
Allison, Bob 158
Andersen, Elmer 34
Anderson, Loni 39
Anderson, Nick 14
Anderson, Sara 79
Anderson, Wendell 34
Andrews, Julie 115
Angel, Joe 2, 10, 101
Anton, Dave 14
Aristide, Jean Bertrand 38
Ashe, Arthur 44
Aulvin, Brooke 79
Austin, Denise 33
Babb, Angela 2, 14
Bancroft, Ann 63
Barbarossa, Lana 14
Barry, Dave 46
Bartz, Deena 14
Basie, Count 146
Beckmann, Curtis 72, 74, 76, 85
Beerman, Wally the 111
Belafonte, Harry 42
Belzer, Richard 49
Bennett, Tony 43
Bennyhoff, Gary 77, 159, 208
Berg Ginnee 14
Bergen, Edgar 188, 189
Bergly, Paul 10, 217, 223
Bierman, Bernie 111, 118
Bodlett, Tom 33
Bogdanovich, Peter 32
Boheman, Eric 175
Bolkcom, Ginny 74
Boone, Charlie 2, 14, 33, 34, 36, 39,
42, 45, 46, 48, 50, 51, 54, 55, 56,
58, 59, 60, 61, 62, 63, 64, 65, 74,
82, 83, 88, 144, 158, 186, 187,
205
Bordon, Stephanie 76
Borge, Victor 189
Bormann, Jim 36, 74, 77, 88, 159,
164
Boschwitz, Rudy 63
Bradley, Ed 67
Bradshaw, Terry 54
Brandt Merriman, Jools 15
Bremer, Dick 101
Brokaw, Scott 15
Brown, Janet 206
Brown, Rob 74, 82, 88, 187
Bruke, Darlene 74
Brunelle, Phillip 49
Brusven, Arland 175
Buchanan, Buck 74
Buettner, Dan 46
Buettner, Steve 46
Burger, Kevyn 55
Butler, Ron 15
Buttweiler, Sandy 125
Bye, Billy 111
Byers, Hale 177
Callahan, Kathy 15
Campbell, Doug 15
Campbell, Glen 49
Cannon, Steve 2, 15, 41, 43, 44, 53,
54, 66, 67, 68, 69, 70, 71, 123,
124, 125, 127
Card, Clellan 2, 176, 177, 178, 179,
181
Carew, Rod 118
Carlson, Arne 34
Carlson, Dick 9, 15, 209
Carlson, John 123
Carneal, Herb 2, 15, 17, 96, 97, 100,
101, 102, 105, 106, 107, 108, 159
Carson, Johnny 184, 185, 186
Carter, Adam 2, 16
Carter, Jimmy
Carvey, Dana 41
Cash, Big Bill 2, 202
Chance, Al 206
Chapman, Dick 2, 74, 76, 79, 88,
159, 187, 195, 208
Chase, Tom 209
Checker, Chubby 46
Christensen, Ray 2, 43, 74, 110, 111,
112, 113, 122, 165
Cicmil, Paul 16
Clinton, Bill 36
Coffey, Richard 113
Coleman, Norm 190
Conroy, Pat 54
Cook, Dan 16
Copeland, Mary Jo 31
Corson, Ross 79
Cosby, Bill, 32
Coyne, Mike 115
Cranston, Lamont 145
Crawford, Cindy 40
Crenshaw, Ben 33
Crocker, Betty 139
Cronkite, Walter 2, 76
Curtis, Tony 44
Dafoe, Willem 40
Dagmar 194
Dahl, Arlene 170
Davis, Eric 102
DeHaven, Bob 2, 34, 118, 156, 158,
171, 180, 182, 183, 184, 187, 189,
195
Diehl, Bill 2, 202
Doherty, Mary 74
Donovan 54
Donovan, Michael 16
Dowda, Rick 16
Downs, Hugh 50
Dunnstedter, Eddie 171
Durenberger, Dave 38
Durenberger, Mark 9, 11, 223
DuRocher, Val 16
Edstrom, Steve 48
Edwards, Blake 115
Ellis, Mark 16
Enck, Steve 16
Enroth, Dick 111, 118, 158
Erickson, Jim (producer) 16
Erickson, Jim (engineer) 74
Erickson, Rog 2, 33, 34, 36, 45, 48,
49, 50, 51, 54, 55, 57, 58, 59, 60,
61, 62, 63, 64, 65, 74, 79, 80, 83,
92, 124, 155, 156, 159, 174, 205
Eskola, Eric 2, 16, 36, 59, 74, 76,
80, 81, 115, 186
Evans, Ted 17
Evenocheck, Jill 204
Fairbanks, Douglas, Jr. 55
Farrington, Ted 83
Filloon, Karen 59
Falstad, Jan 74
Farmer, Bill 10
Flatley, Paul 111, 113, 165
Floe, Mert 136
Fogy, Uncle 2, 159, 161, 202
Ford, Gerald 36
Fortier, Eddie 178
Foshay, Wilbur 149, 150, 151
Fox, Bill 83
Franken, Al 30
Freeman, Orville 34, 164
Fuhrmann, Bill 74
Garagiola, Joe 53
Garvin, Ernie 74
Gaynor, Mitzi 51
Geiger, Dan 17, 90
Giel, Paul 11, 48, 74, 99, 158, 165
Gillespie, Dizzy 162
Gingrich, Newt 38
Gladden, Dan 2, 17, 97, 102
Godfrey, Arthur 2, 10, 172, 189
Goldstein, Steve 79
Gorbachev, Mikhail 38
Gordon, John 2, 17, 96, 97, 100,
101, 102
Gottlieb, Rand 45
Goulet, Robert 41
Grant, Bud 119, 122, 125
Gray, Allen 46, 48
Gray, Spaulding 54
Greenberg, Mark 17
Griffith, Calvin 104
Grossinger, Shelly 17
Grupa, Dave 101
Guldin, Mary 74
Gumbel, Greg 54
Gurstel, Marc 17
Gustafson, Jim 31
Haeg, Larry, Jr. 10, 76, 79
Haeg, Larry, Sr. 74, 78, 111, 152,
164, 171
Hagevik, Bruce 2, 15, 18, 32, 74, 76,
79, 87
Hahn, Rob 39
Hall, Halsey 2, 98, 100, 103, 104,
105, 106, 111, 118, 159, 222

Index

- Hall, Wendell 139
Handberg, Ron 77
Hanson, Burt 178
Hanson, Clara 74
Harmon, Merle 2, 100, 105
Hartley, Chuck 11
Hartman, Sid 2, 18 33, 59, 80, 114,
115, 116, 117, 118, 119, 120, 121,
124, 158, 190
Hebeisen, Jean 74
Heen, Carol 50
Henry, Joel 52
Herron, Wally 74
Hertsgaard, Dan 2, 44, 51, 191, 206
Hertsgaard, Rolf 191
Hill, Anita 82
Hill, Jim 74, 153, 156, 158
Hill, Susan 18
Hobbs, Franklin 2, 159, 199, 200,
204
Hoffa, Jimmy 2, 47
Hogan, Hulk 26
Hoglund, Alison 18
Holmbeck, Carol 74
Holter, Rich 2, 74, 76, 79, 88
Holtz, Lou 120
Hope, Bob 148
Humphrey, Hubert H. 2, 58, 105,
164, 207
Hunter, Nathan 18
Hunter, Torii 30
Huston, Jack 163, 208
Hutterer, Judy 74
Idelkope, Jill 18
Jagoe, Larry 74, 127, 128
Jahns, David 18
Janasz, Joe 18
Jay, Paul 159, 187
Jeffries, Kim 53, 97
Jirak, Jan 74
Johnson, Art 74
Johnson, Arv 2, 76, 77, 83, 158
Johnson, Bert 74
Johnson, Charles 106
Johnson, H. Paul 2, 130, 135, 150
Johnson, Michael 50
Joncas, Joe 19
Jones, Casey 11
Jones, Susie 2, 14, 19
Jowe, John 74
Kaat, Jim 98
Kaufman, Clayt 74, 77
Kavalenko, Volodya 46
Keillor, Garrison 45
Kelly, Tom 96
Kent, Rodger 202
Killebrew, Harmon 18, 98, 99, 101
Klemperer, Werner 62
Klugman, Jack 47
Knight, Bobby 120
Knuth, Russ 19
Kolesar, Barbara 74
Kooistra, Scott 19
Koscielak, Ruth 2, 39, 40, 41, 43,
47, 49, 52, 54, 55, 68
Kottke, Leo 44
Kouba, Les 61
Koula, Dorothee 19
Koz, Dave 42
Kramer, Tommy 124
Krantz, Edie 31
Krizan, Curt 19
Kundla, John 159
Kunze, Chuck 74
Kuralt, Charles 53
Kurtz, Bob 128
Lamont, Joyce 2, 48, 74, 156, 158,
186, 187, 195, 196
LaRue, Backlash 65
Latson, Lou 10
Lawrence, Steve 186
Leary, Timothy 52
Lebedoff, Judy 74
Ledding, Col. Roger 62
Lee, Dave 2, 12, 15, 20, 32, 33, 39,
50, 52, 54, 55, 62, 82, 97, 99, 112,
120, 190
Lee, Tony 20
Lehman, Tom 41
Leibovitz, Annie 51
Lemper, Ute 49
Leonard, Sugar Ray 31
Lewis, Carrie 20
Lewis, Phil 2, 74, 164
Lewis, Robert Q. 186
Lightfoot, Gordon 55
Lilligren, Chuck 44, 195
Lincoln, Lucy 74
Linder, Val 74
Lindgren, Grayce 206
Linger, Ma 65
Link, Dick 178
Linkletter, Art 188
Litt, Jeffrey 20
Little, Rich 48
Loehlein, Al 74
Long, Denny 2, 20, 42, 44, 88
Lowe, Rob 55
Lund, Peter 144
Lyle, Bobby 49
Lynch, Kevin 20
Lynch, Mike 2, 13, 14, 20, 31, 39,
53, 55, 69, 94, 99, 109, 120, 164
MacPherson, Stu 2, 104, 190
Malmberg, Al 2, 20
Maloney, Rita 2, 21
Mamayek, Telly 2, 15, 21, 79
Manzarek, Ray 45
Marriner, Sir Neville 50
Marris, Roger 115
Martin, Billy 96
Martinez, Matt 113
Matuszak, Dennis 21
Mauzy, Amy 21
Max, Mike 2, 21, 30, 102
Mays, Willie 98
McConnell, Joe 108, 123
McEnroe, John 59
McFarlin, Joe 2, 201
McFerrin, Bobby 62
McKellen, Sir Ian 54
McKinney, Jeff 2, 21, 73
McMahon, Ed 39
Meinert, Dan 113
Mele, Sam 115, 119
Melman, Larry "Bud" 55
Merriman, Michael, 109
Merriman, Randy 2, 15, 109, 159,
187
Midler, Bette 70
Midori 43
Mickelson, Phil 33
Mikkelson, Gordon 74
Miles, Pat 2, 21, 59
Miller, Crystal 21
Miller, Jerilyn 79
Miller, Jerry 31, 51, 74, 127
Miller, Larry 45
Miller, Mitch 48, 49
Miller, Moose 42
Miller, Nancy 22
Mills, Joyce 74
Minneapolis Symphony 131
Minter, Wes 38, 52
Moffatt, Cyla 74
Molitor, Paul 102
Mona, Dave 22, 118, 120, 121, 124
Mondale, Joan 65
Mondale, Walter 2, 38, 39, 79, 82
Montgomery, Bob 159, 202
Montgomery, Dean 78
Moon Rock 192
Moore, Dave 41
Moore, Michael 41
Moreland, Tim 101
Moriarity, Dick 22
Morris, Gary 51
Morris, Jack 22, 96
Mouldry, Phyllis 191
Mundane, Morgan 65
Murphy, Joe 144
Murphy, Michael 22
Murphy, Steve 2, 14, 22, 74, 79, 85,
86
Murrow, Edward R. 144
Music, Lorenzo 53
Nash, Jergen 2, 74, 78, 159, 197,
198
Nelles, Maureen 74
Nelson, Darrin 124
Nelson, Eric 22
Nessler, Brad 123, 124
Newhart, Bob 2, 193
Newton-John, Olivia 48
Niemeyer, Mary 22
Nixon, Richard 36
Nugent, Ted 43
Nurmi, Pavo 139
O'Neill, Ed 47
Oakes, Laura 22
Ober, Paul 206
Okerlund, "Mean" Gene 53
Olson, Glen 195
Olson, Maj. Kevin 27
Olson, Martha 74

Index

- Osgood, Charles 2, 50, 144
Osmond, Donny 43
Osmond, Marie 43
Otzelberger, Amanda 22
Owens, Jesse 54
Oyloe, Gwen 74
Page, Allen 55
Pate, Donna 74
Paul, Jim 74
Paulson, Wendy 23
Pavek Museum of Broadcasting, 217, 223
Pawlenty, Tim 35
Pearson, Dona 175
Peavey Jazz Orchestra 131
Peck, Gregory 53
Perpich, Rudy 34
Person, Russell 4
Peterson, Harry 74
Peterson, Jeanne Arland 2, 202
Peterson, Lindsey 23
Peugh, Evie 31
Piazza, Barb 23
Pig, big 51
Pilney, Marjorie 206
Poehler, Eleanor 130
Pohlad, Carl 2, 99, 121
Pohlad, Eloise 121
Popp, Bill 31, 209
Popp, Teri 209
Powers, Stephanie 55
Pozner, Vladimir 54
Prin, Toby 178, 203
Puckett, Kirby 102, 120
Quick, Jon 82
Quilicy, Frank 101
Quinn, Carmel 186
Randall, Tony 47
Rashad, Ahmad 125
Rasmussen, Diane 74
Rather, Dan 144
Razumenko, Alexander 46
Reagan, Maureen 54
Reagan, Ronald 35
Reasoner, Harry 67, 74
Reid, Kevin 23
Reid, Tom 127, 128
Reynolds, Debbie 47
Ribnick, Anne 74
Rice, Jack 23, 27
Roach, Max 55
Roberts, Elizabeth 206
Robinson, Ted 10, 101
Rogers, Jim (announcer) 199
Rogers, Jim (producer) 23
Rolvaag, Karl 75
Rooney, Andy 67
Rooney, John 10, 101
Roosevelt, Eleanor 167
Rosen, Mark 59, 119, 121, 124
Rowbotham, Dan 39
Russell, Jane 51
Russell, Judy, 32
Russell, Tim 2, 14, 23, 30, 32, 39, 40, 41, 43, 45, 49, 51, 52, 53, 54, 55
Ruth, Babe 2, 137
Saam, Byrum 98
Safer, Morley 67
Sajak, Pat 52
Sakelaris, Anastasia, 32
Salisbury, Harrison 32
Sarff, Sally 121
Sargeant, Charles F. 11
Savage, Randy 26
Sazama, Carrie 23
Schara, Ron 208
Schoenike, Paul 23
Schultz, David 15, 24
Schurke, Paul 63
Scott, Ray 2, 100, 105, 122, 123, 158
Segal, Cliff 44
Severinsen, Doc 69
Shadow, The 2, 145
Shaeffer, Judy 204
Shaver, Al 2, 126, 127, 128
Shaver, Glen 128
Shaver, Shirley 128
Shaver, Wally 24, 128
Shearing, George 54
Shedd, Mary 24
Sheen, Martin 67
Shelby, Don 2, 24, 30
Shevardnadze, Eduard 38
Silver, Brian 24
Simons, Mildred 206
Skalland, Eric 24
Skrowaczewski, Stanislaw 65
Slenderella 173
Smeby, Al 134
Smith, Lynn 83
Sonmore, Glen 24, 128
Speece, Maynard 2, 36, 74, 153, 154, 155, 156, 159, 164
Spitz, Mark 46
Spratt, Dean 58, 74
St. James, James 47
Stagg, Paul 53
Stanfield, Rebecca 24
Star, Dark 2, 25, 30, 34, 43, 190
Stassen, Harold 34
Steele, Jearlyn 2, 25
Steger, Will 31, 63, 206
Steinbrenner, George 120
Steinem, Gloria 46
Steve, Wrangler 66
Stewart, Bill 2, 203
Stickler, Julie 25
Strawn, Hugh 76
Strom, Roger 25, 153, 190
Studwell, Scott 124
Sutton, Robert 157, 173
Sweet, Ray 134
Takei, George 47
Tarkenton, Fran 123
Temple, Shirley 39
Tenpenny, Ray 147, 202
Terhaar, Dan 15, 25
Thing, 112
Thomson, Steve 2, 25
Thornberg, Bob 76
Tibbits, Bob 74, 88
Tiegs, Cheryl 54
Tim, Tiny 60
Titus, Ken 136
Tolg, Clarence 159, 161, 202
Toren, Marta 175
Torme, Mel 42, 43
Trotsky, Leon 144
Tunney, Gene 40
Turkel, Studs 45
Tuttle, Don 136
Updike, John 55
Van Buren, Abigail 198
Van Konynenburg, F. 74
Vaughn, Lolly 74
Ventura, Jesse 2, 30, 33, 34
Verbruggen, Henri 131
Viehman, Ed 189, 196
Viken, Howard 2, 34, 44, 59, 74, 98, 113, 156, 158, 186, 187, 193, 194, 195
Voigt, Stu 123
Wagner, Robert 55
Walch, Hutch 25
Walden, Jean 206
Walker, Herschel 125
Walker, Nancy 79
Wallace, Mike 48
Wallinder, Bob 74
Walters, Craig 25
Walton, Brad 2, 11, 26
Wanamaker, John 14, 26
Wann, Paul 106
Welch, Raquel 52
Welles, Orson 143
Wellstone, Paul 80
West, Bob 74
Wheaties 35, 133
Wheaties Quartet 2, 10, 11
White, Bob 202
Whittemore, Brian 10
Wilbur, Wally 74
Wilfahrt, Whoopee John 2, 157, 164
Williams, Bob 11
Williams, David 113
Williams, Denise 33
Williams, John 43, 96
Williams, Rollie 74
Winfield, Dave 121
Winter, Max 118
Wolff, Bob 98, 100, 105
Wood, Ron 41
Woodbury, Bob 74
Worsley, Lorne "Gump" 126
Yankovic, "Weird" Al 52
Yarnal, Kristi 26
Zelickson, Sue 2, 26
Ziebarth, E.W. 2, 78, 158
Zils, Bill 74
Zippity 63
Zukerman, Pinchas 50
Zych, Michael 26

My name Mil
Reagan

Mr. [unclear]
[unclear]
to [unclear]

welcome ^{but not} ^{to} ^{the} ^{show}
Def all of ^{what} ^{loving}

that you did
is a U.S.
[unclear] Target
[unclear] Thousand

Rides in starkly
men - the hit

what is it ? reading about what is going on ?

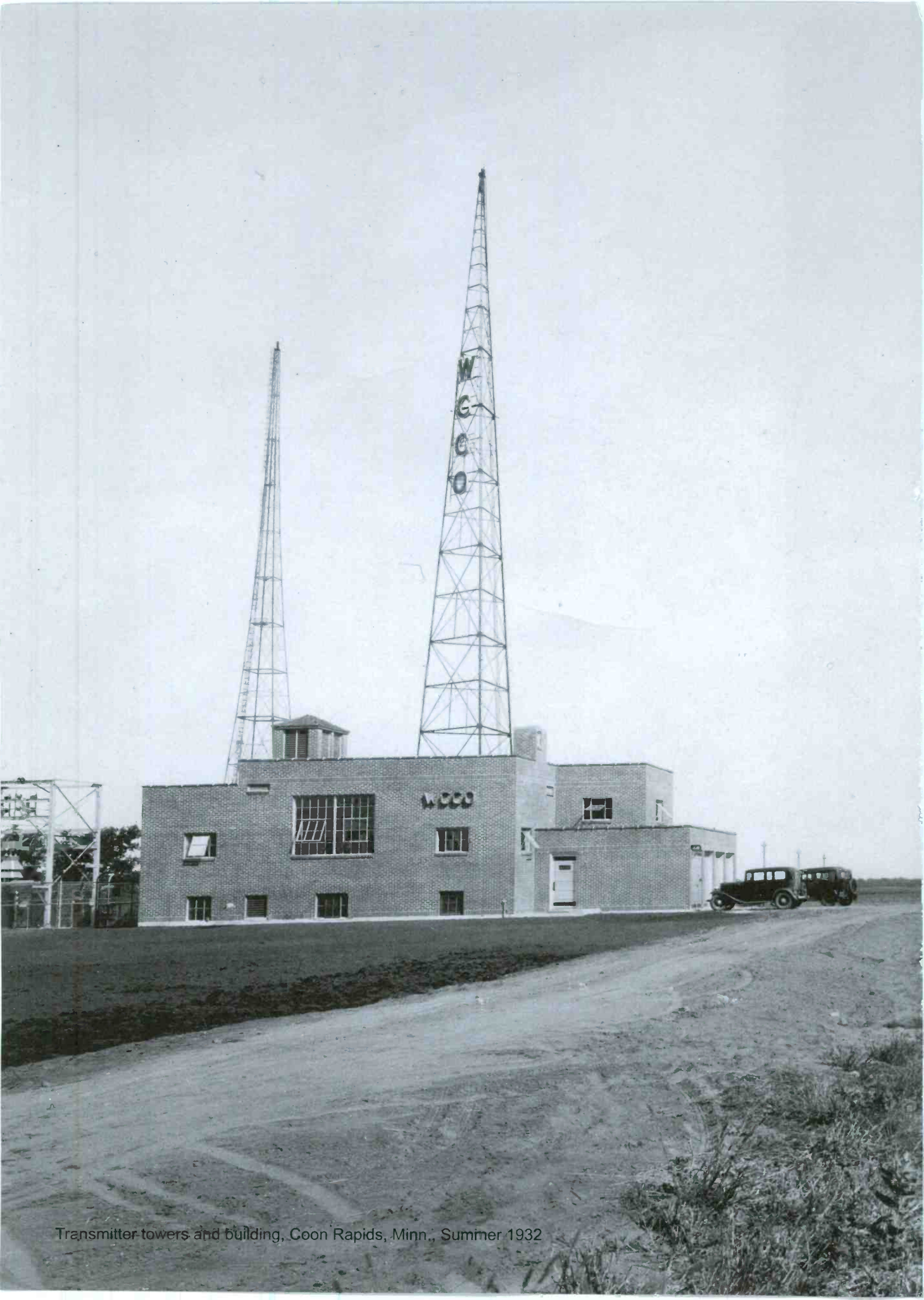
how about it ?
It is an operation in the
mental attitude of the people
It is like it ? person like

in old mental attitude
with what you glance
mental attitude of the people ?
mental attitude
is not about what is going on ?
how big is the operation ?
can you longer take it ?
own problems ?

of the operation ?
public
king

Hall script for
25 Min. baseball
Show Taped 1/12/66

Earl Roberts



Transmitter towers and building, Coon Rapids, Minn., Summer 1932

Afterword

It would take another 224 pages to properly thank everyone who contributed to, and inspired, this project. Having said that, there are a few notables:

Mark Durenberger, without whom the enclosed six audio compact discs would not exist. Mark worked his audio magic and the result is the most extensive—and best-sounding!—audio compilation ever put together for public consumption by a radio station;

Scott Skaja and the crew at Splice Here, Minneapolis, whose editing skills and production advice made a silk purse out of a sow's rear on The Basement Studio video;

Joel Boerboom and the gang at Merit Printing, Minneapolis, without whom you would not be reading this because they put the ink to the page;

Larry Berle and Rob Stock at SRO Productions, Minneapolis, who ensured that the audio and video discs included with this book came off without a hitch;

Steve Raymer and Tom Mittelstaedt at the Pavek Museum of Broadcasting in St. Louis Park, Minn., which is internationally-recognized for its collection of antique radio, television and broadcast equipment. The Pavek Museum of Broadcasting also honors the legendary Minnesota broadcasting personalities at its annual Museum of Broadcasting Hall of Fame Banquet, many of whom are in this book;

All WCCO employees past and present who had the foresight to save the images and audio found herein. I would especially like to thank... Norton Stillman at Nodin Press who helped push for this project during its genesis; former WCCO General Manager Brian Whittemore, who first entertained the idea of this project and said, "Let's do it!"; Steve Enck for his above-and-beyond work relating to the Sports CD; Steve Murphy and Bruce Hagevik who managed to squeeze in more than one additional deadline to their frenzied work schedule; Jeanne Arland Peterson for granting an extensive interview and loaning me images and newsletters from her personal collection; Clayt Kaufman, the former WCCO General Manager who spent several hours helping me to understand the inside story about the evolution of WCCO Radio; Jan Allen, Charlie Boone, Rog Erickson, Steve Goldstein, Steve Heitzeg, Roderick Kettlewell, D.J. Leary, Dave Lee, Rob Pendleton, and John Rash for granting interviews for the DVD, which also yielded lots of good information for this book; and again, Roderick Kettlewell, for his music research and keyboard performance, both on the piano and the typewriter; Pete Davis and The Plymouth Concert Band, who brought the Foshay Tower Washington Memorial March to life for the DVD; Rob Brown, Curt Beckmann, Jerry Miller and Tom Gavaras, who helped shore up the details in the final stages of the book; and WCCO engineer "Jumpin'" Joe Joncas, who came to my rescue and unlocked the gate after I locked myself inside of the transmitter site.



RAISED IN GOLDEN VALLEY, MINN. AND WEST BERLIN, GERMANY, PAUL BERGLY IS A FREE-LANCE WRITER AND COMMUNICATIONS CONSULTANT. HE WORKED WITHIN THE MARKETING DEPARTMENT OF WCCO RADIO FROM 1985 UNTIL 1996. HE'S WRITING A BIOGRAPHY, *MISS MARY*, ABOUT MINNESOTAN MARY WELSH HEMINGWAY, WRITER ERNEST HEMINGWAY'S FOURTH WIFE. HE LIVES IN PLYMOUTH, MINN., WITH HIS WIFE, KAREN, SONS MATTHEW AND JONATHAN, DOGS GILLIGAN AND SHERLOCK, AND A COUPLE OF DOZEN RADIOS.

or message using the distress wave length as provided by the International Radiotelegraphic Convention in force.

In view of special conditions the station is authorized to use for communication exclusively with stations licensed by the United States the following additional wave lengths under 1000 or over 1,500 meters

Meters **417** **CD 5 The Basement Studio Tapes: News & Weather**
Audio Compact Disc
 Complete index on page 215

The energy of wave trains shall not exceed the logarithmic decrement per complete oscillation in the wave trains shall not exceed two-tenths, except when sending signals or messages relating to vessels in distress

SENDING WAVE LENGTH	ANTENNA CURRENT	LOGARITHMIC DECREMENT	m / A	Kc/s
2000 meters				
6000 meters				
417 meters	Not ascert			
meters				
meters				
meters				

CD 6 As You Heard It
MP3 Audio Compact Disc*
 Complete index on page 216

* This disc contains more than 30 hours (yes, HOURS!) of historic WCCO audio and requires an MP3-compatible audio compact disc player, OR a computer with speakers, an audio card and MP3 player software.

The station insures rapid exchange with land wire stations at

(Company) _____
 (Company) _____
 in the following manner: _____

DVD 7 The Basement Studio
Digital Video Disc mocumentary
 Complete index on page 217

This License will expire on the 25th day of December, 1924.



B. B. ...
 Acting Secretary of Commerce

Acting Commissioner of Navigation

Washington, D. C., September 26, 1924.

INSPECTIONS

DATE	INSPECTOR	REMARKS