

A CONTENT ANALYSIS OF WCCO RADIO  
DURING 1967

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A Thesis  
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by  
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## CHAPTER I

### THE PROBLEM AND DEFINITIONS OF TERMS USED

When compared to other metropolitan radio stations, WCCO radio in Minneapolis-St. Paul, Minnesota, occupies a unique position. It has earned the highest ratings of any station in the market by emphasizing news and by playing a variety of types of music. Its prime time audience is greater than the leading television station's prime time audience.

In most metropolitan markets, the top-rated radio station programs a "rock" music format and its largest audience (usually 6:00-9:00 A.M.) is inevitably smaller than the leading television station's evening audience. WCCO radio is an exception to these trends.<sup>1</sup>

#### I. THE PROBLEM

Statement of the problem. It is the purpose of this study to (1) describe the ratings and coverage of

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<sup>1</sup>"More Than Meets The Eye," Research Report, (a four-page sales promotional release prepared by WCCO radio, Minneapolis-St. Paul.) This release is undated, but is based on American Research Bureau (ARB) audience estimates for October and November 1967, for radio; October 1967, for television. Several of these Research Reports are used as sources in this study.



WCCO radio during 1967; (2) to analyze a representative sample of the station's programming for that year; and (3) to explain the background and preparation of the programming.

Importance of the study. WCCO radio is an excellent example of the high position which radio can attain in a metropolitan market. Probably no other station can match WCCO's combination of market position, audience share, and awards.

Limitations of the study. This is an analysis of one year of a station's programming based on a twenty-eight day purposive sample. The sample is statistically sound, but the results should not be generalized to apply to other stations in other markets. WCCO programming is continually changing and an exact copy of this study for 1968 may contain significant changes.

Part of the information in this study is based on ARB and Mediastat audience estimates for 1967. The ratings given by both these services are subject to lengthy and complicated qualifications. This writer's primary source for such material was Research Reports published by WCCO and it is assumed that this data is statistically correct.

Organization of the remainder of the study. After

defining the terms and procedures used, this study will describe the 1967 status of WCCO regarding area covered, audience share, and awards. Then a content analysis of a twenty-eight day sample is presented and discussed in Chapter IV. The next chapter is devoted to the information programming on WCCO and Chapter VI describes the music and total "program flow." The last chapter contains a summary and conclusion about WCCO's programming for 1967.

## II. DEFINITIONS OF TERMS USED

There are three basic sections of standardized definitions used in this study: (1) General, (2) Types of Programs, and (3) Types of Music. The first two sections are presented exactly as they appear in the Federal Communications Commission's (FCC) Application For Renewal of Broadcast Station License, along with their occasional application to WCCO's programming when clarification is needed. The third section is presented exactly as it appears in Spot Radio Rates and Data. The necessity of using standardized definitions is given in Chapter II.

### General

Commercial matter. This definition includes commercial continuity (the advertising message of a program sponsor) and commercial announcements (any other

advertising message for which a charge is made, or other consideration is received by the station.) This applies to both network and non-network origination of material.

Composite week. Seven days designated annually by the FCC in a public notice and consisting of seven different days of the week. The composite week is used to determine a station's programming for a year.

Local programming. Any programming originated or produced by the station, or for the production of which the station is primarily responsible, and employing live talent for more than 50 per cent of the time. Such programming, taped or recorded for later broadcast, shall be classified as local. A local program fed to a network shall be classified by the originating station as local. All non-network news programs may be classified as local.

Network programming. All programs furnished to the station by a network (national, regional, or special). Delayed broadcasts of programs originated by networks are classified as network. WCCO is an affiliate of the CBS Radio Network.

Public service time. Any announcement or program (including network) for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments or the programs, activities, or

services of non-profit organizations, and other announcements regarded as serving community interests, excluding time signals, routine weather announcements, and promotional announcements.

Recorded program. Any program not defined as local or network, including without limitations, those using recordings, transcriptions, or tapes.

Renewal application. The application for renewal of broadcast station license which is submitted to the FCC every three years. The current application is Form 303, September, 1967.

Typical week. A week which a station manager feels is typical of the proposed weekly operation. This week is part of a station's renewal application.<sup>2</sup>

#### Types of Programs

These are the definitions currently being used by the Federal Communications Commission to classify radio programming.

Agricultural. Any program which includes market

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<sup>2</sup>Federal Communication Commission, Application For Renewal of Broadcast Station License, Form 303, (Washington: Government Printing Office, September, 1967), Section IV-A, pp. 1-2. All definitions used in the General section are standardized by the FCC for industry use.

reports, farming or other information specifically addressed, or primarily of interest, to the agricultural population. For example, WCCO's "Daily Farm Bulletin Board."

Instructional. Any program involving the discussion of, or primarily designed to further an appreciation or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences; and programs devoted to occupational and vocational instruction, instruction with respect to hobbies, and similar programs intended primarily to instruct other than those classified under Agricultural, News, Public Affairs, Religious, or Sports. Examples are WCCO's "Boone and Erickson Party Line" and CBS's "Dimension on Health."

Entertainment. This definition includes all programs intended primarily as entertainment, such as music, drama, variety, comedy, and quiz. Any music program on WCCO, such as "Top of the Morning," is an example.

News. This definition includes reports dealing with current local, national, and international events, including weather and stock market reports; and when a report is an integral part of a news program, commentary, analysis, and sports news. Two examples are the CBS "World News

Roundup" and WCCO's "Noontime News."

Public Affairs. This category includes talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, round tables, and similar programs primarily concerning local, national, and international public affairs. WCCO's editorials are samples of this category.

Religious. Any program consisting of sermons or devotionals; religious news; and music, drama, and other types of programs designed primarily for religious purposes. WCCO's "Holy Bible" is an example.

Sports. This category includes play-by-play and pre- or post-game related activities and separate programs of sports instruction, news, or information including fishing opportunities and golfing instructions. WCCO's "Prep Parade" is an example of a related sports program which falls into this category.

Other. This category includes all programs not falling within the seven mentioned definitions. Two examples are WCCO's "Coffee Break" and CBS's "Betty Furness Reports."<sup>3</sup>

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<sup>3</sup>Ibid. All definitions used in the Types of Program section are standardized by the FCC for industry use.

## Types of Music

Classical. Music considered as being written especially for its aesthetic value as perceived through listening or performance, in contrast to that which is written for entertainment and/or to accompany another activity.

Country and Western. This is music of the peoples of rural areas and music written in the style of a ballad about western subject matter. The melodies and harmonies are simple and straightforward. The performances often incorporate regional characteristics either in subject matter, in instrumentation or in vocal quality.

Current hits. Popular music, regardless of type, which is commercially successful. Other terms include "Top 40" and "Pop Hits."

Ethnic. The music of a particular race or nation which incorporates the characteristics of that race or nation in language, melodic and harmonic style, instrumentation, rhythms, and customs.

Folk. Music which is most often in the ballad style reflecting trends, culture, and/or beliefs of the common people, or providing social comments. The music is characterized by simple melody and accompaniment, often

a guitar or other strummed instrument. Although this basically implies a solo singer, this category would also include larger ensembles whose arrangement does not destroy the basic simplicity of style.

General popular music. Popular music which is not suitably classed as "Rock," "Folk," "Country and Western," or "Jazz," because it contains a mixture of different styles. Included in this category are "Film Music," "Showtunes," "Standards," "Jazz-Oriented Music," "Country or Rock Oriented," and "Middle-of-the-Road."

Jazz. Popular music, vocal or instrumental, which is characterized by all or most of the following features: (1) syncopated or intricate rhythms; (2) improvisation; (3) intricate harmonic and melodic activity; (4) virtuostic instrumentalists and vocalists; (5) a form which consists of a statement of a theme, subsequent improvisation around the melody and harmonic patterns, and a return to the initial theme.

Light classic. This definition refers either to (1) a serious composition which has become very well known to the general public because of its especially appealing or attractive nature or (2) a style in which a particular piece, of either serious or popular origin, is set.



Novelty. A category which includes all music (though primarily popular) which is distinguished from the specific category of composition because of unusual performance qualities. Generally, pieces in this category create a musically humorous effect.

Religious. A general term applied to any music which by the nature of its text, deals with religious subjects, usually the Christian faith. This includes "Sacred Music," "Gospel Song," and "Spirituals."

Rhythm and Blues. A ballad type song originated by the American Negro which often employs large ensembles and vocal background. Often considered to be a type of "Rock," because of the strong rhythmic pulse and the general lack of polish, but the distinction lies in the content.

Rock. Popular music, usually vocal and with a vocal line described as having lyrics of the non-ballad type, employing a great deal of repetition of words, especially those of percussive nature, and with little or no attention paid to grammatical correctness. The music itself is characterized by strong driving rhythms, fragmentary melodic lines, and with little attention paid to refined arrangement or tone quality.

Trend music. Popular music that fits well technically into one of the other categories, but because of its association with a particular trend, fad, or era, is classed by itself. Examples are "Roaring Twenties Music," "Calypso," and "Barbershop."<sup>4</sup>

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<sup>4</sup>James Hopkins and Theodore Ashford, "Music Glossary," Spot Radio Rates and Data, Volume 50: 9-12, February 1, 1968. All definitions used in the Types of Music section are standardized by Spot Radio Rates and Data and are generally well accepted by the industry.

## CHAPTER II

### METHOD OF PROCEDURE

The sources of the data. To this writer's knowledge, there never has been a content analysis of WCCO radio. There have been several short articles published about the station, but none of them dealt with the programming in any depth. Therefore the primary sources in this study had to come from the official logs, from personal interviews with the management and staff members, and from the application for license renewal.

The secondary sources for this study include sales promotion material, various rating services, the short articles mentioned previously, and Spot Radio Rates and Data. The structure of this study was based on the views of Bernard Berelson and William Albig.

Method of procedure. There are three basic ways to discover what a radio station programs: (1) obtain a schedule from the newspaper or obtain a printed schedule from the station, (2) listen to the station, and (3) obtain the official logs. The first way is not going to be accurate, the second way is not practical, and the third way is excellent. Twenty-eight daily logs were used for

this study.

The logs are the official record of the programs and announcements with their exact length. Thus, if a minute is used as a unit of measurement, the amount of time of each activity can be calculated and placed against the arbitrary scale of the total amount of time. Then a station's personality can be seen.

Berelson found that the basis for validity and reliability in a content analysis study was the system of categories which was set up. Berelson said:

Content analysis stands or falls by its categories. Particular studies have been productive only to the extent that the categories were clearly formulated and well adopted to the problem and to the content.<sup>1</sup>

The categories used in this study are the standardized ones used by the broadcasting industry. The program classifications are defined by the FCC and the music classifications are defined in Spot Radio Rates and Data. If a personal or a very complicated system of categories had been used in this study, there would have been serious problems in reliability. Also, the study would be an example of what Cartwright criticized in 1953 when he said:

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<sup>1</sup>Bernard Berelson, Content Analysis in Communications Research, (Glencoe, Illinois: The Free Press, 1952) pp. 145.

In reviewing the work in this field, one is struck by the number of studies which have apparently been guided by the sheer fascination with counting.<sup>2</sup>

The eleven categories have been defined in Chapter I and they will be illustrated, along with the actual presentation of the data, in Chapter IV.

The sample. Albig found in 1938 that twenty-eight days was an adequate sample for a year's radio programming.<sup>3</sup> A regular statistical test reveals that this is true at the .05 level of confidence.<sup>4</sup> However, Albig used four full weeks of programs rather than drawing a purposive sample of twenty-eight days and randomizing the final selection of days. The purposive sampling process yields four composite weeks.

Coding and Tabulation. There are eleven categories in this analysis of programming: (1) Agriculture,

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<sup>2</sup>D. Cartwright, "Analysis of Qualitative Material," cited by L. Festinger and D. Katz, (eds.) Research Methods in the Behavioral Sciences, (New York: Holt, Reinhart, and Winston, 1953), pp. 447.

<sup>3</sup>William Albig, "The Content of Radio Programs 1925-35," Social Forces 16: 343, 1938.

<sup>4</sup>The level of confidence can be verified by the following formula: 
$$N = \frac{t^2 \text{ sd}^2}{e^2}$$
 In this formula N = sample size (28); t = the maximum range of standard deviations from the mean (2.052); sd = standard deviation (7.0); e = standard error (0.369). The .05 level of confidence is easily reached with a 28 day sample of 365 days.

(2) Entertainment, (3) News, (4) Public Affairs, (5) Religious, (6) Instructional, (7) Sports, (8) Other, (9) Commercial Matter, (10) Public Service Time, and (11) Network Time. Each hour of the twenty-eight day period was coded with the amount of time per category. A percentage of the total time in each day and for the entire period was calculated. Since there were about 5,000 calculations, an IBM 1710 computer was used to ensure accuracy. To ensure that each hour totaled exactly sixty minutes an automatic check was programmed. Therefore, there is a high reliability in the tabulation of the data.<sup>5</sup>

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<sup>5</sup>The computer program was done in FORTRAN IV and was accomplished by punching a separate card for each of the 672 hours in the sample. Each category was assigned five numbers on the card; the hour and the date used four spaces. The Network Time was not included in an interrelated percentage of each hour. It is an entirely separate category and was merely totaled and calculated as a percentage of sixty minutes. Therefore the first ten categories total approximately 100 per cent and the Network category is separate. The total does not equal exactly 100 per cent because of rounding from two decimal places to one.

## CHAPTER III

### THE STATUS OF WCCO RADIO DURING 1967

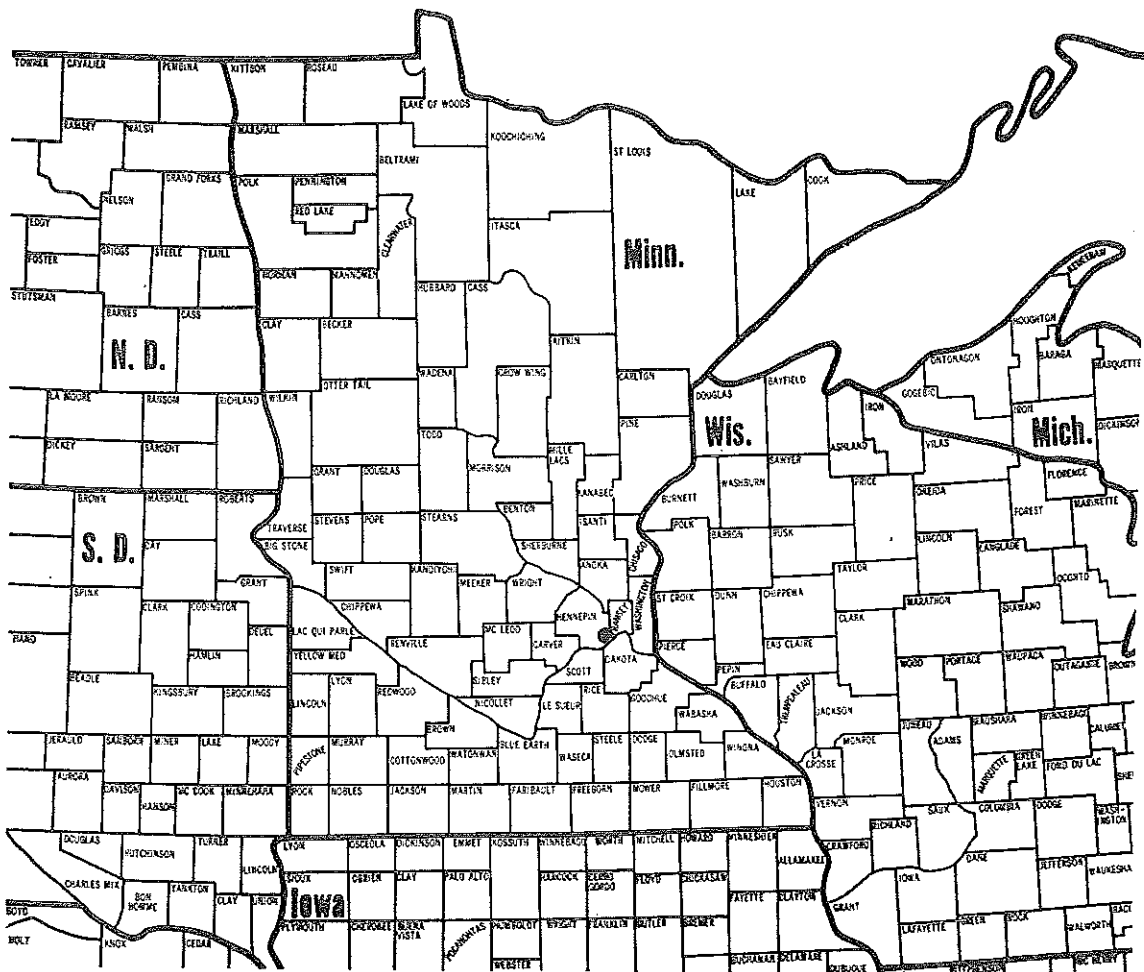
The purpose of this chapter is to describe: (1) the geographic area covered by WCCO; (2) the economic characteristics of the Minneapolis-St. Paul market and the surrounding area; (3) WCCO's audience ratings during 1967; (4) the WCCO commercial rate card in comparison to other leading stations; and (5) several of the awards WCCO won during 1967.

Geographic area covered. WCCO radio is a 50,000 watt, Class I-A, clear-channel station with studios in Minneapolis and St. Paul. There are only twenty-three other stations in the United States that have similar clear-channel power and can broadcast in a non-directional pattern. During the day, WCCO's signal is adequate for nearly the whole state of Minnesota and parts of surrounding states. (Figure I on the following page shows the counties where WCCO has "reportable daytime listeners.")<sup>1</sup>

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<sup>1</sup>A radio station's coverage area is determined by having a certain statistical minimum number of listeners in each county. These listeners are called "reportable listeners" and usually must comprise ten per cent of the sample homes in each county. The A.C. Nielson Company made the audience estimates and calculated the map in Figure 1.

FIGURE I  
WCCO'S MARKET COVERAGE AREA





The nighttime pattern is a circle with a radius of about 700 miles extending from Minneapolis. Therefore, the coverage area is quite large and WCCO has an opportunity to try and reach two different markets: the metropolitan listener and the rural listener.

Economic characteristics of the two markets. The Minneapolis-St. Paul market is one of the largest and most prosperous in the country. There are fourteen AM radio stations situated in the Twin Cities and eight of them program primarily for the urban listener. The market is easily large enough to support them.

TABLE 1  
MINNEAPOLIS-ST. PAUL MARKET DATA

	<u>Size</u>	<u>Rank in U.S.</u>
Population	1,682,900	15th
Households	501,460	15th
Consumer spendable income	\$4,939,109,000	14th
Total retail sales	\$2,936,411,000	13th *

\* "Consumer Market Data Survey," Spot Radio Rates and Data, 50: 27-33, February, 1968.

The best estimates available of a station's market size are the A.C. Nielson Company reports. The latest Nielson report was made in 1961 and shows a 124-county coverage area for WCCO. The addition of this rural market

to the metropolitan market gives WCCO an unusually large and affluent area to serve.

TABLE 2  
MARKET DATA OF THE 124-COUNTY AREA

	<u>Size</u>	<u>Per cent in metro area</u>	<u>Per cent in non- metro area</u>
Population	4,090,600	40	60
Radio homes	1,126,600	41	59
Consumer spendable income	\$9,824,001,000	51	49
Total retail sales	\$6,335,939,000	46	54
Total farm income	\$2,727,749,000	5	95 *

\* Market Guide (Four page sales promotional release prepared by WCCO Radio in 1968. This release is based on 1967 market information concerning the 124-county coverage area.)

Radio advertising is used quite extensively in the Twin Cities by local merchants and industries. In 1966, the amount of local time sales ranked this market ninth in the country. The total revenue from time sales was more than nine million dollars for Minneapolis-St. Paul, which is twelfth in the country.<sup>2</sup>

WCCO's audience ratings. There are two rating

<sup>2</sup>"A City-by-City Comparison of Radio Revenue and Expenses," Broadcasting, 73: 30-32, December 25, 1967.

services which WCCO purchased during 1967: Mediastat and American Research Bureau (ARB). The statements discussed in this section are based on Mediastat estimates for April and May, 1967, and ARB for October and November of 1967.

There is only one direct comparison possible between the two rating services' results because of differences in the number and location of outlying counties sampled. In the Twin Cities metropolitan area, Mediastat estimates WCCO's audience share to be 44.1 per cent and ARB estimates it at 42.6 per cent. According to Mediastat, the nearest competitor is WDGY with a 10 per cent share, whereas ARB estimates that WDGY has an 11.5 per cent share of the audience. The slight difference in figures may be because of the different times the surveys were taken, but both services show that WCCO has a strong lead over its competition.

Mediastat surveyed an eighty-five county area and estimates that WCCO has a 56.5 per cent share when compared with the other stations in the Twin Cities. ARB used a seventy-four county survey and estimates WCCO's audience share to be 53.1 per cent.

There is another way to show a station's potential power: cumulative weekly audience. Mediastat's eighty-five county survey estimates that 1,538,000 different people listen to WCCO each week. The seventy-four county

survey done by ARB showed that 1,366,000 different people tuned to WCCO during a week.

Using the Mediastat figure of 144,000 persons listening per half-hour, WCCO ranks fourth in the nation behind three New York City stations.<sup>3</sup> The ARB estimate of listeners per quarter-hour shows that WCCO had 112,000 listeners. This ranks tenth in the United States behind seven New York City stations and two Chicago stations.<sup>4</sup>

There is one other set of remarkable figures for WCCO for 1967. ARB compared WCCO's prime radio time (6:00-10:00 A.M.) with television's prime time (6:30-10:30 P.M.) on a nearly identical basis and estimated the respective quarter-hour audiences. The results show that WCCO had 229,000 listeners and the leading television station (WCCO-TV) had 198,000 viewers. This writer knows of no other radio station on a comparable basis that can match this rating.<sup>5</sup> (See Appendix A for Research Reports on ratings.)

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<sup>3</sup>"WCCO Radio Really Delivers," Research Report, (WCCO radio, Minneapolis-St. Paul), pp. 1-4. This report is based on Mediastat estimates for April and May, 1967, 6:00 A.M.-12:00 Midnight, seven days a week.

<sup>4</sup>"Fifty-One Market ARB Data," Research Report, (WCCO radio, Minneapolis-St. Paul), pp. 1-6. This report is based on ARB estimates for October and November, 1967, total persons twelve and older, 6:00 A.M.-12:00 Midnight, seven days a week.

<sup>5</sup>"More Than Meets The Eye," Research Report, loc. cit.

WCCO commercial rates. One method of comparing the status of radio stations is that of seeing what rate they charge for commercials. This indicates what the clients pay to place their advertising messages on the station and it also connotes the amount of confidence the clients have in the station. WCCO charges \$173 for a one-minute commercial in their prime time. This is a fixed position commercial that cannot be bumped for another client. This is extremely high compared to the other station in the Twin Cities. WDGY has the next highest rate and that is \$60.

There are only five radio stations in the country that have higher rates: (1) WNBC in New York City, \$180, (2) WNEW in New York City, \$225, (3) WOR in New York City, \$300, (4) WJR in Detroit, \$180, and WGN in Chicago, \$190.<sup>6</sup>

Apparently WCCO's management feels that this \$173 rate does not price the station out of reach of the advertisers. According to WCCO their cost-per-thousand of \$.63 is low enough to attract most clients. Their nearest competitor in regard to this pricing system is KSTP AM-FM with an \$.82 cost-per-thousand.<sup>7</sup>

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<sup>6</sup>Spot Radio Rates and Data, 49: 299, 446, 475, 618-620. February 1, 1967.

<sup>7</sup>"Lowest Cost-Per-Thousand," Research Report, (WCCO radio Minneapolis-St. Paul), pp. 1. This report is based on ARB estimates for October and November, 1967, average quarter-hour listenership between 6:00 A.M. and 10:00 A.M.

Awards. In addition to having the top ratings in a prosperous market, WCCO radio has won an impressive array of awards. Perhaps 1966 was the station's most fortunate year when it won the George F. Peabody, Alfred I. duPont, and Sigma Delta Chi awards for distinguished public service. This was the first time that one station ever received all three awards in the same year.

In 1967 WCCO received the following important awards: (1) "Best Farm Broadcaster in Minnesota Award" to Maynard Speece from Charles Pfizer and Company, (2) "Federal Land Bank 50th Anniversary Medal" for service to agriculture, (3) Minnesota Heart Association "Heart and Torch" award for special news documentary, (4) Upper Midwest College Radio Network's "Professional Station of the Year" award, and (5) public service awards from six associations and organizations.

Thus, WCCO radio has won acceptance in the Twin Cities and surrounding area to a remarkable degree. To do this, the station's programming had to be excellent. The remainder of this study is devoted to WCCO's programming and the people behind it.

## CHAPTER IV

### CONTENT ANALYSIS OF WCCO'S 1967 PROGRAMMING

WCCO radio offers a wide range of information and entertainment programming in an attempt to satisfy both the metropolitan and rural listener. A typical broadcast day includes (1) twenty-two newscasts; (2) eight farm service programs; (3) eleven weather shows; and (4) four sports programs. CBS provides three sports shows and twelve newscasts. A detailed discussion of WCCO's News, Public Affairs, Sports, and Agriculture is presented in Chapter V.

The Entertainment category on WCCO includes all types of music and frequent skits and jokes. Chapter VI describes the music and the "personalities" on WCCO. The chapter also discusses the "program flow" concept that WCCO emphasizes.

WCCO's programming percentages. In the FCC's "Application For Broadcast Station License Renewal" the programming is divided into two time periods: a twenty-four hour or all day basis and a 6:00 A.M.-6:00 P.M. or a twelve hour "daytime" basis. This breakdown provides the FCC with a fairly accurate portrait of a station's programming, even though the sample used is only seven

days.

This writer compared the category percentages of WCCO's composite week with the twenty-eight day purposive sample drawn for this study and found there were no significant differences. In short, WCCO's figures given in their license renewal based on a seven day sample, agreed with this writer's figures based on a twenty-eight day sample.

The figures in Table 3 show that WCCO devotes a significant amount of time to the News and Sports category, as well as to Entertainment. The News accounts for almost four hours of each broadcast day and the Sports amounts to slightly more than two hours. Approximately eleven hours are devoted to Entertainment each day. The other categories are not exceptionally large under this system of measurement.

WCCO's management claims their system of log-keeping does not record accurately the Public Service category because many of these announcements are interwoven into the "flow" of an entertainment program. The WCCO staff members feel that this method of blending in the Public Service category is more effective than the "stop and start" interruptions caused by scheduled announcements.<sup>1</sup>

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<sup>1</sup>Application For WCC's License Renewal, (This is a fifty-six page application in response to the FCC's Form 303, Section IV-A, "Application For Broadcast Station



The other percentages in Table 3 are accurate representations of WCCO's 1967 programming with the possible exception of the News category. News is interwoven into the "program flow" throughout the day.

Ascertainment of program needs. WCCO's program mixture is based on information from the following sources: (1) formal third party research, (2) advice from consultants, (3) analysis of public reaction received by mail or phone, (4) continual interviewing of person and groups by the WCCO staff, and (5) discussions among the WCCO staff members. All of the information from these sources is blended together to help determine the station's programming. Judging by the audience ratings previously mentioned in this study, WCCO has used these sources wisely in choosing the programming mix. Thus a more detailed discussion of the sources is needed.

The formal third party research is available to any station that desires to either purchase it or discover it. WCCO had Motivational Analysis, Incorporated, make a private study on "Listeners' Attitudes to WCCO and Its Competition." The study revealed that WCCO's listeners like the stations for (1) its news; (2) the variety of programs; (3) some of the personalities; (4)

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License Renewal," December 20, 1967). Part II, pp. 1-2.

TABLE 3

## WCCO PROGRAM PERCENTAGES FOR 1967

<u>Category</u>	<u>Mean</u> (For 24 hour day)	<u>Range*</u>	<u>Mean</u> (For 6 A.M.-6 P.M.)	<u>Range*</u>
Agriculture	2.7%	2.5- 2.7	4.5	4.3- 4.8
Entertainment	43.7	42.3-45.7	37.5	36.2-41.1
News	16.1	15.4-16.7	18.2	17.4-19.8
Public Affairs	0.6	0.4- 0.9	0.1	0.0- 0.3
Religious	1.9	1.8- 2.0	0.5	0.4- 0.6
Instructional	2.3	1.8- 2.7	4.0	2.7- 4.5
Sports	9.4	8.3-10.7	7.1	4.6- 8.8
Other	2.3	2.1- 2.6	3.4	3.2- 3.6
Commercial Matter	20.3	19.8-21.2	23.8	23.2-24.5
Public Service	0.3 <u>100%**</u>	0.2- 0.4	0.5 <u>100%**</u>	0.2- 0.7
Network Time	11.3	11.0-11.6	16.2	14.5-17.3***

\* This is the range of the four means of the four composite weeks formed with the twenty-eight day sample.

\*\* The total of the means of the first ten categories does not equal exactly 100 per cent because of rounding from two decimal places to one.

\*\*\* Network Time was calculated as a separate category and represents the percentage of each time period devoted to CBS Network programming.

its "truthfulness"; and (5) it's a long-standing habit.<sup>2</sup> The last reason may be extremely significant. According to a WCCO staff member, the station has dominated the market for forty-three years.<sup>3</sup> Therefore, WCCO's competition may have to overcome an intangible audience feeling as well as combat the present programming on WCCO. The study also revealed that the main reason given by listeners for liking another station in the market was a desire for a specific type of music played by any one of these outlets.<sup>4</sup>

Many sources of information are available to stations for little or no cost if they are willing to look for the data. For example, WCCO uses studies published by the Upper Midwest Research and Development Council and the Ninth Federal Reserve District, in addition to other studies by state and municipal organizations.

Suggestions from WCCO consultants help the station management determine program needs in special fields.

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<sup>2</sup>Dr. Philip Eisenberg, "Listeners Attitudes to WCCO and Its Competition," cited in Application For WCCO's License Renewal, Ibid, Part I, Exhibit 1, pp. 1-4.

<sup>3</sup>Statement by Gordon Mikkelson, WCCO Special Projects Director, personal interview, January 31, 1968. According to Mikkelson, the WCCO dominance was shown by mail counts before the rating services estimated audiences in the WCCO market.

<sup>4</sup>Eisenburg, loc. cit.

Dean E.W. Ziebrath of the University of Minnesota advises WCCO on education; former Head Coach Bernie Bierman, also from the University, helps the Sports Department, and Dr. William O'Brien is the consultant on health.<sup>5</sup>

Discussion among WCCO staff members brings valuable programming ideas for two reasons: the employees are active in more than 125 organizations in the community and state and are familiar with the desires of these groups; and the staff is composed of persons with considerable broadcast experience. WCCO's management says the increased weather service and several programs on problems facing youth resulted from discussions in the staff meetings. A description of the organization of WCCO and the staff meetings is included in Chapter VI.

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<sup>5</sup>Application For WCCO's License Renewal, op. cit., Part I, Exhibit 1, pp. 3-4.

## CHAPTER V

### NEWS, PUBLIC AFFAIRS, SPORTS, AND AGRICULTURE ON WCCO

Almost seven hours of WCCO's average broadcast day in 1967 were devoted to informational programming. Since this type of programming comprises such a significant amount of time, this entire chapter is devoted to it. WCCO has established itself as the dominant information station in the Twin Cities market so the methods they use in presenting information also deserve description.<sup>1</sup>

#### I. NEWS

Jim Bormann directs the WCCO news bureau. His staff consists of seven full-time and several part-time newsmen, and is the largest radio news bureau in the region.<sup>2</sup> Bormann has thirty-five years of news experience and has been Director of News and Public Affairs at WCCO since 1951.

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<sup>1</sup>The previously mentioned ratings show the dominance that WCCO has in its market. WLOL in Minneapolis switched to an "all talk" format in mid-1967. According to Gordon Mikkleson of WCCO, the April, 1968 ARB ratings show that WLOL has increased their audience significantly, but not at the expense of WCCO's ratings.

<sup>2</sup>Application For WCCO's License Renewal, op. cit., Part II, Exhibit 6, pp. 7.

News gathering facilities and staff

Since CBS covers the national and international news, WCCO directs their efforts to the local and regional scene. The station's regional stories may come from anywhere in a five-state area.

Wire services. The station receives five major circuits in the news room: (1) Associated Press (AP) national trunk newspaper wire, (2) AP Minnesota radio service, (3) United Press International (UPI) national trunk newspaper service, (4) UPI Wisconsin radio service, and (5) UPI Minnesota radio service. WCCO also has the Western Union sports wire and a dual-purpose teletype that prints both Minnesota Highway Department emergency information and U.S. Weather Bureau information for the Twin Cities area.

Other facilities. CBS provides WCCO with background information and Net Alert to cover the national scene; police, fire department, and sheriff's radio monitors help WCCO stay on top of the local and regional news. The station has a complete mobile studio and several mobile news units. Perhaps the most remarkable aspect of the station's equipment is its telephone system. According to Director of Special Projects Gordon Mikkelson, a special booster and filter system enables long distance phone reports to have a quality almost comparable to that

of a live broadcast. A listener, he says, cannot tell if the call is being made from four miles or from four-hundred miles away. The WCCO engineers also have invented a device that fits into the mouthpiece of a telephone in order to boost the speaker's level. Thus it is feasible for a newsman to use rural phone lines which ordinarily would not have a high enough quality for phone reports.

Weather service. A series of floods and tornadoes over the last three years prompted WCCO to employ three professional meteorologists to operate a regional weather service in the WCCO offices. This service is now an independent organization called Weather Forecast, Inc., and WCCO is the prime subscriber. This corporation receives information from three U.S. Weather Bureau wires and the Weather Bureau facsimile network.<sup>3</sup>

News stringers. News Director Bormann has built up a network of approximately 150 news stringers in the five-state WCCO region. About half of these people are employees of the American Automobile Association; some of others are county newspaper editors. A private line for the newsroom was installed so that these stringers can contact the news bureau without going through the regular

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<sup>3</sup>Statement by Gordon Mikkelson, Director of Special Projects, personal interview, January 31, 1968.

switchboard.

The stringers are not paid; they are just mentioned as the source of the story. Bormann says that this method works because it is a "valuable sales asset" to the auto clubs.<sup>4</sup> As for the newspaper editors, Bormann maintains:

When there's a big story in their home towns, they prefer to call us, rather than see their story in print in a nearby daily. It may be days before they go to press with the story, but when they give it to us, we credit them by name and we mention their paper, and that makes it "their story."<sup>5</sup>

#### An analysis of WCCO's News

There are nearly four hours of News on WCCO each day, and the station's news staff prepares and broadcasts sixty-two per cent of it. The remaining thirty-eight per cent comes from CBS.<sup>6</sup>

There are four major blocks of the WCCO prepared newscasts: (1) 7:15 A.M., (2) 12:30 P.M., (3) 5:00 P.M. and (4) 10:00 P.M. The emphasis in these blocks is on local and regional stories. This writer classifies a local story as one originating in Minneapolis or St. Paul;

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<sup>4</sup>Statement by Jim Bormann, News Director, personal interview, January 31, 1968.

<sup>5</sup>Jim Bormann, "News and Public Service," in Sherril W. Taylor (ed.) Radio Programming in Action, (New York: Hastings House, 1967), pp. 43.

<sup>6</sup>Application For WCCO's License Renewal, op. cit., pp. 4.



a regional story as one in WCCO's five-state area. Table 4 shows the percentages of 2,676 stories prepared by WCCO in these two categories plus the national-international category during the twenty-eight day sample.

TABLE 4  
ORIGINATION OF WCCO NEWS STORIES

<u>Time</u>	<u>Local</u>	<u>Regional</u>	<u>National and International</u>
7:15 A.M.	50%	39	11
12:30 P.M.	31	28	41
5:00 P.M.	46	46	8
10:00 P.M.	36	53	11
All news from 5:00 A.M. - 1:00 A.M.	32	34	34

Table 4 shows that WCCO does not just rely on the Twin Cities for news stories. Slightly more than one-third of the stories prepared by the newsmen come from outside the metropolitan area, yet still within the station's coverage area. There is no tabulation kept of the number of stories or leads submitted by the stringers, but the number is sizeable enough that Bormann believes the system is worthwhile.

The news stories that are originated locally are not written to appeal only to the metropolitan listeners. The vast majority of the stories are of interest to the whole

coverage area. One reason for this universal interest is that St. Paul is the state capital of Minnesota and the second is that the WCCO news staff tries to select "only stories that are likely to command region-wide interest."<sup>7</sup> (A complete numerical breakdown of the 2,676 news stories prepared during the sample period is given in Appendix D).

CBS News is presented on the hour throughout most of the day and WCCO newsmen bracket these newscasts with their own. For example, at 10:00 A.M. CBS has a nine-minute newscast. WCCO leads into this with five minutes of local and regional news from 9:55-10:00 and exits with a three-minute weather report from 10:09 to 10:12. Therefore, the listener has a balanced, complete summary of the major news events and WCCO's identity is given to this summary.<sup>8</sup>

#### News flow

The entire WCCO program structure is built around the newscasts. The carry-over of listeners to the other programs is maintained because listeners know that when a story breaks, WCCO will not wait for a newscast. The news is aired immediately. This policy also applies to weather. When tornadoes are in the coverage area, all available information quickly is given to the listener regardless of the type of program in progress. The News

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<sup>7</sup>Bormann, op. cit., pp. 42.

<sup>8</sup>Ibid., pp. 44.

category is one part of the overall 'program flow' discussed in Chapter VI.

## II. PUBLIC AFFAIRS.

The spot news broadcasts on WCCO are not the sum total of informative programs. The WCCO news staff prepared forty-eight documentaries during 1967 and presented a dozen other specials. These programs fit into the Public Affairs category in most cases.

### Documentaries

WCCO's news staff makes an effort to have their documentaries describe a "specific activity within the region and show its relation to broader national concerns."<sup>9</sup>

During 1967, the subjects ranged from a national park controversy to racial problems in the Twin Cities. A variety of radio techniques were used, too. In the "Editors Cross Section" a number of journalists were asked the same question and their answers were spliced together, while in "Legislation to Aid the Mentally Retarded," legislative correspondent Arv Johnson presented a detailed commentary on pending legislation.

The sources of the documentaries were not limited to the WCCO coverage area. Dick Chapman, Sigma Delta Chi

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<sup>9</sup>Application For WCCO's License Renewal, op. cit., Part I, Exhibit 3, pp. 3.

award winner, traveled to Eastern Europe, and Jim Bormann reported on Minnesota's trade mission from the Iron Curtain Countries. Perhaps the most spectacular broadcast occurred on April 13, 1967, World Communication Day. WCCO linked the Plaisted Polar Expedition on the Arctic ice with scientists in Antarctica. This was the first hook-up of the North Pole and the South Pole in history. This three-way discussion with both groups of scientists was recorded and made into a thirty-minute documentary.<sup>10</sup>

"Clear Channel News Conference"

WCCO has joined together several clear channel stations and linked them with a prominent individual in the news. The news directors or the farm directors of each station question such men as Stewart Udall or Orville Freeman. Two of these fifty-five minute news conferences were presented on WCCO during 1967.

"Governors News Conference"

The panel show technique was used on a regional basis on four different occasions when WCCO held the "Governors News Conference." Minnesota Governor Harold Levander was questioned by a panel of editors and broadcasters from different parts of the state. WCCO held eight other similar news conferences with the

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<sup>10</sup>Ibid., Part II, Exhibit 5, pp. 8.

governors of neighboring states and the Premier of Saskatchewan. However, in these programs, the guests were questioned by listeners who called in, rather than by an assembled group of newsmen.<sup>11</sup>

The Public Affairs category averages less than thirty-minutes a day, but forty-eight documentaries and twelve news conferences do constitute an important element in WCCO's programming. The station does not strive for a certain quota of specials each year, rather it presents them when the occasion demands. This same policy also applies to WCCO editorials. (A list of many of WCCO's special news programs is presented in Appendix D).

### III. SPORTS

The WCCO sports department is directed by Paul Giel, former All-American football and baseball player at the University of Minnesota. Giel shares the sports mike with well known sports figures like Ray Scott and Halsey Hall. WCCO has continuous coverage of all the major sports activities in the region throughout the year. During 1967, the station devoted nearly two hours a day to play-by-play broadcasts and general sports shows. The WCCO audience listened to events ranging from the World Series to the "Chunk-Kicking" contest at St. Paul's Winter Carnival.

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<sup>11</sup>Ibid., pp. 4.

The sports department also devotes a great deal of time to personal appearances and to attending special sports events. For example, Giel traveled to Winnipeg in March of 1967 to make reports on the Pan American Games.

Fall and Winter sports broadcasts. WCCO probably could satisfy most fall football diets by just covering the University of Minnesota and Minnesota Vikings football. However, the station goes further. Each Friday evening they broadcast a play-by-play account of the top high school football game in the area. Interest in these high school games is built by having a half-hour "Prep Parade" program on Thursday night. These programs consist of music by the school band, fight songs, and interviews with the coaches and players. WCCO chooses a "Prep Team of the Week" and staff members participate in scholar-athlete banquets in the area.

This same technique was used when professional hockey came to the Twin Cities. WCCO broadcast daily feature stories on hockey and how to score the game. In 1967, WCCO carried both University of Minnesota and Minnesota North Stars hockey, and audience acceptance was good. At the end of the hockey season, the station broadcast the finals of the Catholic and public high

school state hockey tournaments.<sup>12</sup>

WCCO broadcasts the University of Minnesota basketball games throughout the season, but restricts its high school coverage to the two state tournaments. "Prep Parade" is continued through the season and a "Team of the Week" is selected each week.

Each year about the end of January, St. Paul stages a Winter Carnival. WCCO carries a variety of events from this activity, including reports on speed skating and the "Chunk-Kicking" contest.

Skiing is a popular sport in Minnesota and Wisconsin, so WCCO presents two ski reports each Thursday and Friday evening during the season. These reports include weather forecasts, snowfall measurements, and telephone remotes from popular skiing areas.

There are two special sports weekends on WCCO each fall: the opening of Minnesota's deer season and the start of the pheasant season. Approximately two hundred-thousand deer hunters charge into the fields on the first weekend of the season. WCCO broadcasts remote reports from a small town that is generally regarded as the hunting capital for that year. The station not only gives hunting and safety tips, but also tells the hunters about weather

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<sup>12</sup>Statement by Paul Giel, Sports Director, personal interview, January 30, 1968.

conditions and how to avoid traffic jams on the trip home. The pheasant season is longer and involves more hunters than the deer season, but the WCCO broadcasting technique is basically the same.<sup>13</sup>

Spring and summer sports broadcasts. The opening of the bass fishing season and the general fishing season are two more WCCO sports weekends. Approximately one-million fishing licenses were sold last year in Minnesota. (The state's population is 3.6 million.) All of these four sports weekends are classified as part of WCCO's "service for weekenders"

Obviously the Minnesota Twins baseball team is popular with the sports-minded people of Minnesota. In fact, WCCO estimates this enthusiasm is high enough to merit daily reports from the Twins spring training camp in Orlando, Florida. WCCO has numerous interviews with coaches, players, and managers during the baseball season in the pre-game, "Fan in the Stands" show. All of the Twins games, both in St. Paul and on the road, are Broadcast over WCCO.

Another summer sports activity covered by WCCO is golf. The station broadcasts two tournaments each year: the \$100,000 St. Paul Open and the Women's Western Amateur.

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<sup>13</sup>Statement by Robinson Brown, Director of Program Promotion, personal interview, January 31, 1968.



To round out its summer schedule, WCCO carries the Invitational Tennis tournament from Minikahda.<sup>14</sup>

All of these play-by-play activities are supplemental to WCCO's four regular sports programs a day and the numerous sports stories and scores that are woven into the regular Entertainment programming.

#### IV. AGRICULTURE

There are nearly two-hundred-thousand farm operators in the WCCO 124-county coverage area and their annual gross income is more than 2.7 billion dollars. Therefore, agriculture is the biggest single industry in WCCO's market. In 1967 the station devoted nearly three per cent of its broadcast day to Agriculture category, which doubled the amount of such programming in 1957.<sup>15</sup> This is significant since many other stations in the midlands, notably WHO in Des Moines, are decreasing the amount of agricultural programming.<sup>16</sup>

Probably the main reason for the increase is potential revenue. In 1967, about one-fourth of WCCO's

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<sup>14</sup>Giel, loc. cit.

<sup>15</sup>Statement by Maynard Speece, Farm Service Director, personal interview, February 1, 1968.

<sup>16</sup>Bob Rees, "WCCO Gives Rural Listeners Equal Treatment," Variety, 247: 33, July 26, 1967.

total billing came from agri-business.<sup>17</sup> With such a rich and stable market to tap, WCCO cannot afford to neglect it. Also, the urban businessmen are interested in the status of agriculture because the economy of the Twin Cities is closely related to it.

The WCCO farm service department. Maynard Speece has been WCCO Farm Service Director since 1952 and is regarded by his peers as one of the best farm broadcasters in the nation. He is a past-president of the National Association of Television and Radio Farm Directors, a recipient of the 1964 "Oscar in Agriculture" award presented by the DeKalb Agricultural Association, and three-time winner of the "Best Farm Broadcaster in the Twin Cities" award from the American Federation of Radio and Television Artists.<sup>18</sup>

Chuck Lilligren, the Associate Farm Service Director at WCCO since July 1, 1967, has been in broadcasting for fourteen years. He helps Speece present a schedule of more than fifty programs a week.

The farm programming blocks. There are two major farm blocks each weekday on WCCO: 5:50-6:45 A.M. and 12:10-1:00 P.M. On Saturday the early morning block is the same, but the noon block is shortened; on Sunday both

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<sup>17</sup>Speece, loc. cit.

<sup>18</sup>Ibid.

blocks are replaced by an 8:10-9:30 "farm hour." There are several short programs in each block. (See Appendix B for program schedule.)

Since WCCO's farm market is a combination of dairy, livestock, field crop, and poultry raisers, the farm programs must disseminate diverse types of information.<sup>19</sup> Grain markets, dairy trends, livestock markets, and insecticides are a few of the topics covered. News of 4-H and Future Farmers of America clubs is often used in the farm programs. The Farm Service Department, like the Sports Department, encourages and promotes activities for youth.

WCCO farm specials. Three agricultural documentaries were produced by WCCO in 1967: "Agri-Business Careers," "Farm Forum Resume," and "Soybean Special." The first one was a fifty-five minute study of the "crying need" for talent in agri-businesses. The second program was a "serious and high-level discussion of long-range farm problems" based on the Twenty-first Annual Ninth Federal Reserve District Forum. The "Soybean Special" was an in-depth discussion of the top cash crop

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<sup>19</sup>See Appendix A, Research Report titled "WCCO-Land: One of the Great Farm Markets of the Nation," for a tabulation of the agricultural data in WCCO's market.

in Minnesota.<sup>20</sup>

In 1967 Speece's department broadcast two "National Farm News Conferences" with the president of the National Farmers Organization and the chairmen of the House and Senate Agricultural Committees. There were several other special reports from 4-H livestock judging contests, the state fair, and the Minnesota Inventors Congress.

The goal of WCCO's farm department is to give comprehensive coverage of events and trends to the rural listeners and still not alienate the urban listener. Judging by the ARB audience ratings in WCCO's 124-county coverage area, this goal has been accomplished.<sup>21</sup> One of the reasons for the success is the skillful blend of humor and information that Speece presents. His technique, along with the approaches of the other announcers, is discussed in Chapter VI.

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<sup>20</sup>Application For WCCO's License Renewal, op. cit., Part II, Exhibit 5, pp. 6-8.

<sup>21</sup>"WCCO Really Delivers," Research Report, loc. cit.

## CHAPTER VI

### ENTERTAINMENT AND PROGRAM FLOW

The news broadcasts on WCCO provide the basic structure for all programming. Other informational programs, special events, and entertainment fit in around the news. Entertainment is the largest category on WCCO, comprising nearly forty-four per cent of each day. This category includes comedy and quiz shows, but usually the main element is music. At WCCO, music plays a secondary role to the News and to what the program director calls "program flow." This chapter will describe the types of music played on WCCO and, more importantly, tell how the different categories blend together into the flow of the programming on WCCO.

#### I. MUSIC

The music system at WCCO is simple on the surface: let the announcers select any music that they want. Perhaps the key to why WCCO has pleased many listeners with their music is that the announcers have time to pick their music carefully and plan a show in advance.<sup>1</sup> One

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<sup>1</sup>Statement by Ernie Garven, WCCO Music Director. personal interview, January 31, 1968.

reason they have time is that the twenty-thousand records in the WCCO library are classified carefully and the music has been screened before it is put in the library. Thus, what seems to be a spontaneous selection of music actually is planned with care.

"Rock records" and any records that are "controversial" are not placed in the music library. The Music Director, Ernie Garven, screens all of the incoming music and classifies it according to type of music and artist.<sup>2</sup> WCCO receives approximately two-hundred "45's" and thirty albums each week. Virtually all of this music is given to WCCO at no charge from the record companies, distributors, and promotion men. The station buys only replacement records, duplicates, and sound effects recordings.

Since there are duplicates in the library, an announcer can select his music up to a week in advance of his show without fear that he is monopolizing certain records. After he is finished with a group of records, he returns them to the library and Garven files them in the proper place. Garven feels that the strengths of the

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<sup>2</sup>The albums in the WCCO library are arranged in the following categories and then placed in alphabetical order according to the artist: (1) Movies, (2) Instrumental, (3) Female vocal, (4) Male vocal, (5) Vocal groups, (6) Duos, (7) Guitar, (8) Piano, (9) Broadway, (10) Christmas, and (11) Miscellaneous. The "45's" are cross indexed by artist and title.

system are the "good taste of the announcers due to their experience," and that "it's easy to find the record that they want with the alphabetized system."<sup>3</sup>

Since the engineers actually play the records on the air, the announcers draw up a list of the music in triplicate. The first copy they keep themselves, the second is given to the engineers, and the third is filed in the music library. These lists were made available to this writer and the music played during the twenty-eight day sample was analyzed. Table 5 shows the results.

The music played on WCCO appeals to a wide range of listeners: farmers, urbanites, young adults, and middle-aged persons. There is no formula or set order to play records. The announcers play different types of music in any order they prefer. The station's music is about the same throughout the entire day with the emphasis being on General Popular music (sixty-five per cent). Since this category is so broad, it is subdivided in Table 5 in order to give a better picture of WCCO's music. In the General Popular category, the "Middle-of-Road" music is played the most on WCCO. One out of every four records on the air during the day is "Middle-of-Road."

The Current Hits category amount to twelve per cent during the day. However, only those records which

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<sup>3</sup>Garven, loc. cit.

TABLE 5

## WCCO MUSIC PERCENTAGES FOR 28 DAY SAMPLE OF 1967

Weekdays:	<u>6:45- 10:00 A.M.</u>	<u>3:00- 5:00 P.M.</u>	<u>6:30- 9:30 P.M.</u>	Total sample <u>6:45 A.M.- 9:30 A.M.*</u>
<u>Category</u>				
Current Hits	14.0%	14.6%	7.6%	12.0%
Trend	3.5	6.1	3.2	3.9
General Pop:				
Film	8.3	9.7	7.3	8.4
Show	7.8	10.0	7.9	8.8
Standard	12.0	10.0	12.1	10.7
Jazz-Oriented	9.2	10.1	12.4	9.0
Country or Rock Oriented	3.2	3.3	3.1	3.1
Middle-of-Road	22.6	21.6	29.4	25.0
Jazz:				
Dixieland	0.1	0.3	0.7	0.7
Swing	0.0	0.3	0.3	0.2
Modern	0.0	0.0	0.3	0.1
Popular	2.0	4.6	1.7	2.5
Folk	1.7	1.5	4.5	2.7
Rock	0.1	0.0	0.0	0.2
Rhythm and Blues	0.3	0.0	0.0	0.2
Country and Western	5.0	2.4	2.4	4.8



TABLE 5--CONTINUED

Weekdays:	<u>6:45- 10:00 A.M.</u>	<u>3:00- 5:00 P.M.</u>	<u>6:30- 9:30 P.M.</u>	Total sample <u>6:45 A.M.- 9:30 A.M.*</u>
<u>Category</u>				
Light Classic	0.3 %	0.3 %	0.0 %	1.0 %
Ethnic	1.5	1.2	2.8	1.4
Religious	2.5	0.9	0.7	1.8
Novelty	<u>5.7</u> 100 %	<u>2.1</u> 100 %	<u>2.7</u> 100 %	<u>3.4</u> 100 %**

\* These are percentages of all 2,141 tunes played on WCCO between 6:45 A.M. and 9:30 P.M.

\*\* The categories do not add up to exactly 100% because of rounding.

have a mild sound are played. The "up-beat" or "hard rock" tunes are not on the air.

The Country and Western records amount to slightly less than five per cent of the music. This category is being increased slightly in 1968 in order to please more rural listeners.<sup>4</sup> The same restrictions relate to this category as are applied to Current Hits; only the mild sounds are played.

Several announcers on the WCCO staff feel that another station could play the same amount of music in each category or even could play the same tunes, yet not have the "WCCO sound." The difference is the "program flow" which is discussed in the second part of this chapter.

## II. PROGRAM FLOW

There are many background elements which comprise the "sound" of a radio station. The announcers, engineers, writers, and producers all must excel at their respective positions. Coordination of the efforts of all the people is often a problem in many radio outlets, especially in a station the size of WCCO. This station has eighty-three full-time and eleven of the part-time staff members work

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<sup>4</sup>Statement by Val Linder, Program Director, personal interview, February 1, 1968.

in programming.<sup>5</sup>

Organization. Larry Haeg has been general Manager of WCCO since 1952. His influence on the "sound" of the station can be recognized in the farm programming. Haeg had organized the Farm Service Department in 1941 and was the first president of the National Association of Radio Farm Directors.

Haeg has two basic philosophies about broadcasting which he uses at WCCO: he feels that a station should provide a complete radio service and personnel must have freedom of action. The first viewpoint can be observed by an examination of WCCO's program schedule. (See Appendix B). The second needs elaboration.

Haeg feels that a manager "can't utilize the total capacity of people if you have strict lines." There must be a "lack of rigidity." The announcers must "generate enthusiasm, enterprise, and ideas into communication," thus, "the more freedom, the better."<sup>6</sup> Basically, Haeg believes that if people are given sufficient freedom they can take more pride in their work. Naturally, he believes there are some limitations.

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<sup>5</sup>Application For WCCO's License Renewal, op. cit., Part VI, exhibit 9, pp. 1.

<sup>6</sup>Statement by Larry Haeg, General Manager, personal interview, February 2, 1968.

For example, the producers at WCCO must have engineers record tapes because of union agreements.<sup>7</sup> Therefore, some of the quality of the tape may be lost because a person probably can do the job himself better than telling someone else what he wants done. The solution is getting the engineers "involved in what they are doing so they will have a sense of pride."<sup>8</sup>

To coordinate the activities of the staff, Haeg has a Monday morning meeting with the department heads.<sup>9</sup> The projects of the current week are discussed and each department then is primarily on their own. The sales staff and the program staff each have meetings of their own later in the week to work out details.

Program guidelines. Val Linder is the Program Director at WCCO and is responsible for the entire broadcasting schedule. Linder joined the staff in 1960 after thirty years of broadcast experience in all aspects of programming. He gives the announcers freedom to be creative on their shows, but does offer some guidelines.

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<sup>7</sup>The WCCO engineers are members of the International Brotherhood of Electrical Workers. Their contract stipulates that they do all of the recording and editing at WCCO.

<sup>8</sup>Haeg, loc. cit.

<sup>9</sup>The meeting with the General Manager includes the following staff members: (1) Program Director, (2) Chief Engineer, (3) Sales Manager, (4) Special Projects

For example, the slight increase in Country and Western music was instigated on his recommendation. Linder also suggests that the announcers strive for a "one-to-one" relationship with the listener. Basically this means talking "with" rather than talking "at" the listener. This policy applies to men who read the news, give commercials, and introduce records. Linder believes this technique relates to a specific and difficult problem in announcing, the proper use of humor. Everything must be done with the audience in mind.<sup>10</sup>

Another quality in announcing that Linder feels is valuable is "awareness." The person on the air always must sound as though he is on top of the news and the general situation. In order to help the announcers keep "aware" the newsmen constantly brief them on events and a "Program Promotion Guide" is prepared each day. These guides contain weather history, program cues, future program highlights, and up-coming personal appearances of the announcers. (See Appendix B for a "Program Promotion Guide.")

This "awareness" technique also refers to having

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Director, (7) Sports Director, (8) Farm Director, (9) Sales Promotion Director, (10) Program Promotion Director, and (11) Accountant.

<sup>10</sup>Linder, loc. cit.

the announcers alert to community events. Joyce Lamont broadcasts "Special Events" five times each weekday on WCCO. These programs are about ninety seconds long and contain news of events that are open to the general public. In most cases the publicity is for a non-profit organization such as the Red Cross.<sup>11</sup> These broadcasts are counted in WCCO's Public Service category. However, when an announcer simply repeats the data about an event within his program, the time is not logged. (WCCO broadcast 168 Public Service announcements in the 1967 composite week. This is considered a relatively high number in the industry.)

Program flow. The manner in which all these diverse elements (News, Sports, Public Service, Agriculture, and Entertainment) are blended together is best illustrated by examining a typical day's programming on WCCO. (See program schedule in Appendix B).

First of all, there are several overriding characteristics of WCCO's presentation of programming. There are few theme songs or sound effects used to introduce programs. A program simply starts with an announcer's live transition from the previous program. When a show ends, there are no "good-bye until tomorrow"

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<sup>11</sup>Statement by Joyce Lamont, Announcer, personal interview, February 2, 1968.

routines. The listener is carried along to the next unit of programming.

News stories and weather information are always given to the audience in a conversational tone. The announcer simply tells the listeners about an event as though he was talking to his neighbor. Thus a large amount of information can be relayed to the audience without a feeling of being "talked down to" developing.

Each announcer on WCCO has a slightly different method of relating to the audience. Speece's philosophy on "Top of the Morning," a show he shares with Roger Erickson from 6:00-6:25 A.M. is:

You cannot sell anything or teach anything until people are awake . . . in a better mood. Many of them don't really want to get out of bed so you must go overboard with humor, novelty records, and light remarks. Once the audience is in a better mood and aware of what's happening, then you can slip in some commercials and information to teach them something.<sup>12</sup>

Speece makes comments about the weather, markets, time and temperature, and jokes with all the audience, not just the farmer. The show has broad appeal in the Twin Cities as well as outlying areas according to ARB.

The 6:25 A.M. news is integrated into the "Top of the Morning" program. More news is woven into Chuck Lilligren's "Farm and Home" show from 6:30-6:45 A.M. and

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<sup>12</sup>Statement by Maynard Speece, Farm Service Director, personal interview, January 31, 1968.

then Howard Viken takes over for "Chuckle Wagon." Viken plays novelty records, tells stories, and chats with the listeners on a one-to-one basis. After CBS News, local news, and sports, Viken continues his morning show until 10:00. The music is lively and the whole show is informal. He aims at the "adult listener" for the program and zeroes in on the housewife from 9:00-10:00 A.M. Viken is puzzled and pleased with his "ridiculous domination of the market" during the morning.<sup>13</sup> (Some of his quarter-hour listenership ratings are more than 250-thousand.<sup>14</sup>) He does not feel, however, that his music is the key to the ratings, rather Viken says that "it must be the flow of the whole morning's programming and the direct relationship with the audience."<sup>15</sup>

An afternoon announcer, Charlie Boone, also feels that it is a team effort which satisfies the listener. Boone continually teases the newsmen so that they become part of the program. He says that the WCCO announcers "talk with" the audience and give the impression that "if a person does not listen to WCCO he will miss

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<sup>13</sup>Statement by Howard Viken, Announcer, personal interview, January 31, 1967.

<sup>14</sup>"More Than Meets the Eye," Research Report, op. cit., pp. 4.

<sup>15</sup>Viken, loc. cit.



something."<sup>16</sup> Thus, there is always something coming up on WCCO that the listener wants to hear.

When Boone and Roger Erickson team up for their 1:05-2:00 P.M. show, the role of music is still secondary. Erickson has a remarkable ability with dialects and many of the skits are based on this technique. He does dialects so well that many sponsors request that he ad-lib their commercials using this skill. In order to avoid a "rehearsed" sound when doing a routine on the air, one member of this team will be a "reaction machine." He tries to ask the normal questions that a person in the audience would ask and react to the answers in the same manner. Basically these announcers try to relate everything to the audience and eliminate "inside" jokes between the two of them.<sup>17</sup>

This same pattern of weaving jokes, news, and sports into an announcer's show, continues throughout the day. All of the announcers try to make the "WCCO sound" a team effort. Naturally different aspects of programming are accepted during certain hours of the day because of the composition of the audience, but the team effort technique always applies. The ratings indicate that the listeners like this "sound."

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<sup>16</sup>Statement by Charlie Boone, Announcer, personal interview, February 1, 1968.

<sup>17</sup>Statement by Roger Erickson, Announcer, personal interview, February 1, 1968.

## CHAPTER VII

### SUMMARY AND CONCLUSIONS

The purpose of this study was to describe the market position and programming of WCCO during 1967. This chapter is devoted to a brief summary of these aspects of WCCO and offers some conclusions drawn from this writer's observations.

Summary. WCCO is a 50,000 watt clear channel station situated in a prosperous metropolitan market surrounded by rich farmland. The station would have a sufficiently large audience if it just programmed for the urban listener. However, it has been able to please both the urban listener and his country-counterpart, thereby creating one of the largest audiences in the country.

News always has been the cornerstone of WCCO. It balances CBS News with local and regional information drawn from a 124-county area. Thus, the listener has a comprehensive news package to keep him informed of a wide range of events. WCCO supplements these scheduled newscasts with documentaries and special news conferences. News programming amounted to sixteen per cent of each day's programming during the twenty-eight day sample of 1967.

An important element of the News category is weather. WCCO has organized an independent weather forecasting company and located it within the WCCO studios. This gives the station the best weather information available in the Twin Cities and is valuable in the event of a tornado. WCCO has developed emergency service procedures to relay information to the listeners when the weather dictates it.

Both the WCCO Farm Service and Sports Departments prepare documentaries in addition to their regularly scheduled programs. Nine per cent of the average broadcast day is devoted to Sports and nearly three per cent is Agriculture. The WCCO management feels that these percentages are sufficiently large to attract the specialized audiences and still blend into the overall "program flow" of the station.

This "program flow" concept can be defined as a continual combination of information and music broadcast in an interwoven manner. News provides the basic structure of the day, and music and other informational programming lead into and out of the News. The WCCO announcers try to have a high carry-over from each aspect of a program into the next section. Obviously, their ability to capture and hold the audience is the key to the "program flow" concept.

This writer doubts if anyone can pick one factor

such as "program flow" in WCCO's broadcasts and say it is the key to the station's success. A combination of many factors, some of them intangible, must enter into any hypothesis. This unknown element is what makes programming an art.

Conclusions. Content analysis is one way to clarify and add order to a description of a station's programming. The statistical procedures used in this study are all sound but a limited number of inferences can be drawn from them. Therefore this writer was forced to turn to other sources in an attempt to further describe WCCO's programs. Perhaps not all of the sources were ideal, but they were the best available. Specifically it would have been advantageous to obtain the complete fifty-one market study from ARB and the Minnesota study from Mediastat in order to draw one's own comparisons between WCCO and its competition. However, this was not possible.

This writer would have a problem in justifying many criticisms of WCCO. Obviously the program mix could be changed to enlarge its appeal to special audiences. However, if, for example, the agricultural programming is increased, then the urban listener might be alienated. WCCO cannot afford to have a lower audience share in the metropolitan area or the station's cost-per-thousand would be too high for local advertisers.

Since the basic organization of WCCO is designed to give freedom to staff members, this writer's first impression on his visit to WCCO was that the organization was slightly inefficient. However, if rigid rules were instigated, the creativity and motivation of the staff might decrease. Someone could do an interesting study on cost-control and organization efficiency in order to determine the proper combination of rules and freedom of personnel. Perhaps the results would show that WCCO already has found that combination.

All of the categories of programming on WCCO would make good studies, especially if the comparable aspects of other stations in the Twin Cities were included. Another possibility would be to duplicate this study in several years and analyze the changes. Probably the researcher's real reward of such an effort is not the study itself, but the experience gained in doing it.

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APPENDIX A

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

ARB Reports . . .

53.1% SHARE OF AUDIENCE FOR WCCO RADIO!

More Listeners Per Quarter-Hour Than All Other

Minneapolis-St. Paul Stations . . . Combined!

WCCO Radio's standing as the outstanding audience leader in the Minneapolis-St. Paul market is pointed up strongly and clearly in the American Research Bureau (ARB) Market Report for October-November 1967.

The study--based on listening estimates among persons 12 and older in 74 counties of Minnesota and Wisconsin--includes such points as:

- \* 53.1% SHARE OF AUDIENCE: That's WCCO Radio's overall average for the entire measured broadcast week--6:00 A.M.-12:00 Midnight, 7 days a week. It's based on an average of 112,000 listeners per quarter-hour. And means WCCO Radio attracts more listeners than all other Minneapolis-St. Paul stations combined!
- \* DOUBLE-BARRELED DOMINANCE: In both the Twin Cities metropolitan area and the 69-county area beyond, WCCO Radio's leadership is solid. A 42.6% share of audience in the metro center . . . 65.3% share in the rural region. Two markets in one--both delivered by WCCO Radio.
- \* 1,366,000 TOTAL LISTENERS: That's the weekly circulation of WCCO Radio--the number of different persons who listen each week. It's 91% adults . . . and nearly 900,000 greater than the next station.

WCCO RADIO ATTRACTS MORE LISTENERS PER QUARTER-HOUR THAN  
ALL OTHER MINNEAPOLIS-ST. PAUL STATIONS . . . COMBINED!

Persons 12 and older reached per average quarter-hour,  
6:00 A.M.-12:00 Midnight, 7 days a week, 74-county total  
survey area:

<u>Station</u>	<u>Listeners</u>	<u>Share</u>
WCCO	112,000	53.1%
WDGY	23,000	10.9
KDWB	20,000	9.5
KTGR	14,000	6.6
KSTP	11,000	5.2
WWTC	10,000	4.7
WPBC	7,000	3.3
WLOL	4,000	1.9
WAYL-FM	4,000	1.9
WMIN	4,000	1.9
KANO	1,000	.5
KSTP-FM	<u>1,000</u>	<u>.5</u>
TOTAL	211,000	100.0%

LISTENERS PER AVERAGE QUARTER-HOUR6:00 A.M.-12:00 Midnight, 7 Days a Week5-COUNTY METROPOLITAN AREA

<u>Station</u>	<u>Listeners</u>	<u>Share</u>
WCCO	63,000	42.6%
WDGY	17,000	11.5
KDWB	10,000	6.8
WWTC	10,000	6.8
KSTP	9,000	6.1
WPBC	7,000	4.7
KTCR	6,000	4.1
WLOL	4,000	2.7
WMIN	4,000	2.7
WAYL-FM	4,000	2.7
KANO	1,000	.7
KSTP-FM	1,000	.7
Others	<u>12,000</u>	<u>7.9</u>
TOTAL	148,000	100.0%

NON-METROPOLITAN AREA (69 COUNTIES)

WCCO	49,000	65.3%
KDWB	10,000	13.3
KTCR	8,000	10.7
WDGY	6,000	8.0
KSTP	<u>2,000</u>	<u>2.7</u>
TOTAL	75,000	100.0%

WCCO RADIO'S CIRCULATION: 1,366,000 LISTENERS PER WEEK!

Cumulative reach--total persons 12 and older--6:00 A.M.-  
12:00 Midnight, 7 days a week--74-county total survey  
area:

<u>Station</u>	<u>Listeners</u>	<u>Adults</u>
WCCO	1,366,000	1,241,000
WDGY	488,000	273,000
KDWB	388,000	219,000
KSTP	287,000	272,000
WWTC	170,000	159,000
WPBC	138,000	136,000
KTCR	149,000	138,000
WLOL	130,000	122,000
WMIN	100,000	95,000
WAYL-FM	82,000	77,000
WPBC-FM	55,000	55,000
KANO	26,000	25,000
KSTP-FM	22,000	22,000

AMONG ADULTS: WCCO Radio reaches nearly one million more adults than any other station. Because the WCCO Radio audience is 91% adult compared with 55% for WDGY and 56% for KDWB.

Source: Based on ARB estimates, Oct.-Nov. 1967,  
subject to qualifications which WCCO Radio  
will supply on request.

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

51-MARKET ARB DATA SHOW:

WCCO RADIO SETS NATION'S AUDIENCE LEADERSHIP PACE!

Radio audiences in 51 of the largest markets across the U.S. were measured by the American Research Bureau (ARB) in October-November 1967. An analysis of all 51 reports shows:

- \* WCCO Radio has the nation's highest share of audience. 53.1% for the average quarter-hour!
- \* Outside of New York City and Chicago . . . WCCO Radio delivers more listeners per average quarter-hour than any station in the U.S.
- \* WCCO Radio records the strongest "market impact power" score of any station. 56.2% of the total population in ARB's 74-county Minneapolis-St. Paul market survey area listens to WCCO Radio each week.
- \* Minneapolis-St. Paul is the No. 7 radio market in the nation--based on WCCO Radio's weekly circulation of 1,366,000 persons.

No other station in the nation has a record of audience leadership that compares with WCCO Radio's on all of the points above. Which is why we say WCCO Radio is one of the great stations of the nation!

AH

Top Stations of Nation . . . . . 25 Major Markets

SHARE OF AUDIENCE--LISTENERS PER QUARTER-HOUR

Here are the Top 15 Radio Stations in the 25 largest markets of the U.S. measured in October-November 1967 by ARB. Based on share of audience per average quarter-hour, 6:00 A.M.-12:00 Midnight, 7 days a week, among listeners 12 years and older.

<u>Rank</u>	<u>Station</u>	<u>Market</u>	<u>Share</u>
1.	WCCO	Minneapolis-St. Paul	53.1%
2.	WSB	Atlanta	33.6
3.	KDKA	Pittsburgh	33.6
4.	WHB	Kansas City	28.3
5.	KIMN	Denver	27.6
6.	KXOK	St. Louis	25.8
7.	WBEN	Buffalo	25.0
8.	WKBW	Buffalo	25.0
9.	WJR	Detroit	24.4
10.	WKRC	Cincinnati	23.6
11.	WLW	Cincinnati	21.7
12.	KLIF	Dallas	21.6
13.	WQAM	Miami	21.3
14.	WCAO	Baltimore	20.9
15.	WTMJ	Milwaukee	20.5

Top Stations of Nation

## SHARE OF AUDIENCE--LISTENERS PER QUARTER-HOUR

Here are the Top 25 Radio Stations in the U.S.--based on share of audience per average quarter-hour, 6:00 A.M.-12:00 Midnight, 7 days a week, among listeners 12 years and older, as reported for 51 markets measured in October-November 1967 by ARB.

<u>Rank</u>	<u>Station</u>	<u>Market</u>	<u>Share</u>
1.	WCCO	Minneapolis-St. Paul	53.08%
2.	WELI	New Haven	53.06
3.	WHO	Des Moines	49.2
4.	KFAB	Omaha-Council Bluffs	44.9
5.	WKY	Oklahoma City	41.7
6.	WTIC	Hartford	41.0
7.	KIOA	Des Moines	41.0
8.	WSM	Nashville	36.2
9.	WAYS	Charlotte	35.5
10.	WSPD	Toledo	35.2
11.	WSLR	Akron	34.3
12.	WSB	Atlanta	33.6
13.	KDKA	Pittsburgh	33.6
14.	WSYR	Syracuse	33.3
15.	WHAM	Rochester	32.4
16.	WTVN	Columbus	30.9
17.	KOMA	Oklahoma City	30.6
18.	WGY	Albany-Schenectady-Troy	29.9
19.	WVOK	Birmingham	29.5
20.	KYNO	Fresno	29.3
21.	WHB	Kansas City	28.3
22.	WHIO	Dayton	28.2
23.	KIMN	Denver	27.6
24.	WNDR	Syracuse	27.1
25.	WING	Dayton	26.8



Top Stations of NationSIZE OF AUDIENCE--LISTENERS PER QUARTER-HOUR

Here are the Top 25 Radio Stations in the U.S.--based on listeners 12 and older per average quarter-hour, 6:00 A.M.-12:00 Midnight, 7 days a week, as reported for 51 markets measured in October-November 1967 by ARB.

<u>Rank</u>	<u>Station</u>	<u>Market</u>	<u>Listeners</u>
1.	WOR	New York	234,000
2.	WABC	New York	210,000
3.	WMCA	New York	155,000
4.	WNEW	New York	147,000
5.	WINS	New York	134,000
6.	WLS	Chicago	121,000
7.	WGN	Chicago	120,000
8.	WHN	New York	118,000
9.	WNBC	New York	117,000
10.	WCCO	Minneapolis-St. Paul	112,000
11.	WJR	Detroit	108,000
12.	WIND	Chicago	106,000
13.	KDKA	Pittsburgh	103,000
14.	WPAT	New York	99,000
15.	WIP	Philadelphia	96,000
16.	KHJ	Los Angeles	92,000
17.	CKLW	Detroit	89,000
18.	WBBM	Chicago	76,000
19.	WBZ	Boston	73,000
20.	WRKO	Boston	72,000
21.	KLAC	Los Angeles	72,000
22.	WAIT	Chicago	72,000
23.	WIBG	Philadelphia	68,000
24.	KXOK	St. Louis	63,000
25.	KFI	Los Angeles	63,000

Top Stations of Nation.'MARKET IMPACT POWER' -PER CENT OF POPULATION

Here are the Top 25 Radio Stations of the U.S.--based on "market impact power" as reported for the 51 markets measured in October-November 1967 by ARB. "Market impact power" is the percentage of the total population a station reaches each week within its service or survey area.

<u>No.</u>	<u>Station</u>	<u>Market</u>	<u>Survey Area Population</u>	<u>Listeners Per Week</u>	<u>Pct. of Population</u>
1.	WCCO	Mpls.-St. Paul	2,431,100	1,366,000	56.2
2.	WSB	Atlanta	1,367,400	693,000	50.7
3.	WKY	Oklahoma City	1,192,300	571,000	47.9
4.	KDKA	Pittsburgh	3,520,400	1,649,000	46.8
5.	KXOK	St. Louis	2,457,400	957,000	38.9
6.	WHAM	Rochester	979,300	380,000	38.8
7.	WJR	Detroit	4,617,000	1,738,000	37.6
8.	WTIC	Hartford	1,994,900	730,000	36.6
9.	KMOX	St. Louis	2,457,400	894,000	36.4
10.	WHO	Des Moines	1,439,100	516,000	35.9
11.	KSL	Salt Lake City	661,200	230,000	34.8
12.	WBZ	Boston	4,512,000	1,558,000	34.5
13.	WHB	Kansas City	1,949,600	667,000	34.2
14.	WWL	New Orleans	1,708,800	565,000	33.1
15.	WTMJ	Milwaukee	1,686,400	554,000	32.9
15.	WZXI	Atlanta	1,367,400	450,000	32.9
17.	WSM	Nashville	1,651,400	539,000	32.6
18.	WHAS	Louisville	1,469,700	475,000	32.3
19.	WLCY	Tampa-St. Ptrbg.	1,148,300	354,000	30.8
20.	KTSA	San Antonio	1,292,900	392,000	30.3
20.	WLS	Chicago	8,858,400	2,868,000	30.3
22.	WLW	Cincinnati	2,414,000	729,000	30.2
23.	WABC	New York	15,104,200	4,485,000	29.7
23.	WGY	Albany-Troy-Schenectady	1,426,500	424,000	29.7
25.	KFAB	Omaha-Cncl. Blfs.	1,613,300	478,000	29.6

Top Markets of NationBASED ON WEEKLY CIRCULATION OF LEADING STATION

Here are the Top 25 Radio Markets of the U.S.--with the position of each determined by the weekly circulation (total cumulative listeners 12 years and older) of the leading station in each market--as measured in October-November 1967 by ARB:

<u>Rank</u>	<u>Market</u>	<u>Leading Station</u>	<u>Listeners Per Week</u>
1.	New York	WABC	4,485,000
2.	Chicago	WLS	2,686,000
3.	Detroit	WJR	1,738,000
4.	Pittsburgh	KDKA	1,649,000
5.	Los Angeles	KFI	1,560,000
6.	Boston	WBZ	1,558,000
7.	Minneapolis-St. Paul	WCCO	1,366,000
8.	Philadelphia	WIP	1,302,000
9.	San Francisco	KFRC & KSFO	978,000
10.	St. Louis	KXOK	957,000
11.	Cleveland	WKYC	793,000
12.	Hartford	WTIC	730,000
13.	Cincinnati	WLW	729,000
14.	Atlanta	WSB	693,000
15.	Dallas-Ft. Worth	KLIF	672,000
16.	Kansas City	WHB	667,000
17.	Baltimore	WCAO	637,000
18.	Washington, D.C.	WMAL	618,000
19.	Houston	KILT	593,000
20.	Oklahoma City	WKY	571,000
21.	New Orleans	WWL	565,000
22.	Buffalo	WKBW	558,000
23.	Milwaukee	WTMJ	554,000
24.	Nashville	WSM	539,000
25.	Des Moines	WHO	516,000

Source: Based on ARB estimates, October-November 1967, Total survey areas, 6:00 A.M.-12:00 Midnight, 7 days a week, subject to qualifications which WCCO Radio will supply on request.

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

MORE THAN MEETS THE EYE . . .

WCCO RADIO DELIVERS BIGGER AUDIENCES THAN TV!

For the first time in several years, we are able to compare the WCCO Radio audience with those of the television stations in Minneapolis-St. Paul on a nearly identical basis.

The results of these comparisons add up to another astounding and convincing chapter in WCCO Radio's continuing story of audience leadership and acceptance.

For example . . .

- \* During the Day . . . WCCO Radio attracts a greater average quarter-hour audience than all four Minneapolis-St. Paul television stations combined!
- \* In Prime Time . . . WCCO Radio morning audience is larger than the evening audience of any Twin Cities TV station!
- \* Around the Clock . . . WCCO Radio has two hour-long periods with bigger audiences than any hour on any TV station in the Twin Cities market!

All of the above are based on virtually identical data: ARB estimates for both radio and television . . . average quarter-hour figures among persons 12 years and older . . . Oct. 12-Nov. 1 measurement period for radio; Sept. 27-Oct. 24 for television .

DURING THE DAY: WCCO RADIO ATTRACTS GREATER AUDIENCES

THAN ALL FOUR MINNEAPOLIS-ST. PAUL TV STATIONS COMBINED!

Take a look at the average quarter-hour audiences, 6:00 A.M.- 6:00 P.M., Monday thru Friday, for WCCO Radio. Compare them with the combined totals for the four Twin Cities television stations. You will find WCCO Radio is the undisputed leader.

WCCO Radio delivers more total persons (12+) . . . more adults . . . more women . . . more men. At a fraction of the cost!

Here are the comparative average quarter-hour figures:

	<u>WCCO RADIO</u>	<u>ALL 4 TV STATIONS</u>
Total persons (12+)	145,800	102,600
Adults (18+)	140,900	90,100
Women (18+)	86,700	67,200
Men (18+)	54,200	22,900

IN PRIME TIME: WCCO RADIO'S MORNING AUDIENCE IS BIGGER THAN EVENING AUDIENCE OF ANY TWIN CITIES TV STATION!

Here is a meaty and meaningful comparison of WCCO Radio's most popular daypart (6:00-10:00 A.M., Monday thru Friday) with television's glamorous prime time (6:30-10:30 P.M., Monday thru Friday).

By every measure, the largest average quarter-hour audiences are found on WCCO Radio. Larger than the audience of any Minneapolis-St. Paul television station. WCCO Radio's dominance sweeps the boards with the most total persons (12+) . . . the most adults . . . the most women . . . and the most men.

Here's the prime time box score, based on average quarter-hour estimates:

<u>Station &amp; Time</u>	<u>Persons (12+)</u>	<u>Adults</u>	<u>Women</u>	<u>Men</u>
WCCO RADIO 6:00-10:00 A.M., M-F	229,000	222,000	133,000	89,000
WCCO-TV 6:30-10:30 P.M., M-F	198,000	164,700	97,300	67,400
KSTP-TV 6:30-10:30 P.M., M-F	184,800	149,300	85,300	63,800
KMSP-TV 6:30-10:30 P.M., M-F	117,100	94,400	54,500	39,900
WTCN-TV 6:30-10:30 P.M., M-F	45,200	39,900	20,700	19,200

WCCO RADIO HAS TWO HOUR-LONG PERIODS WITH LARGER AUDIENCES  
THAN ANY HOUR ON ANY TV STATION IN THE TWIN CITIES MARKET!

Here's one more remarkable example of WCCO Radio's leadership on the Minneapolis-St. Paul market broadcast media scene. Two separate Monday-thru-Friday hours on WCCO Radio attract bigger audiences than any hour on any of the four Twin Cities TV stations.

The chart below is based on average quarter-hour figures--listing WCCO Radio's top two hours and the best hour of each TV station:

<u>Station &amp; Time</u>	<u>Persons (12+)</u>	<u>Adults</u>	<u>Women</u>	<u>Men</u>
WCCO RADIO 7:00-8:00 A.M., M-F	316,000	300,000	169,000	131,000
WCCO RADIO 6:00-7:00 A.M., M-F	284,000	275,000	134,000	141,000
KSTP-TV 9:30-10:30 P.M., M-F	238,700	212,400	120,900	91,500
WCCO-TV 8:00-9:00 P.M., M-F	238,150	191,200	116,300	74,900
KMSP-TV 8:30-9:30 P.M., M-F	147,140	123,650	75,600	48,050
WTCN-TV 8:30-9:30 P.M., M-F	50,510	43,140	21,620	21,520

Sources: Radio-ARB estimates, Oct.-Nov. 1967  
 TV-ARB estimates, Oct. 1967

All data subject to qualifications which  
 WCCO Radio will supply on request.

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

WCCO RADIO REALLY DELIVERS . . .

- \* Nearly One Million More Total Listeners a Week Than Any Other Minneapolis-St. Paul Station!
- \* More Listeners Per Half-Hour Than All Other Twin Cities Stations Combined! 56.5% Share!

WCCO Radio's position of audience leadership in the Minneapolis-St. Paul market has soared to its highest level since Mediastat began measuring the market nearly two years ago.

Here are a few highlights from the Mediastat Report for April-May 1967--based on estimates for persons 12 and older in 85 counties of Minnesota, Wisconsin & South Dakota:

1,538,000 Total Listeners Per Week

WCCO Radio's cumulative weekly audience numbers 1,538,000 different persons. This is a 20% increase over a year ago--and is virtually one million more than any other station in the market. Among adults, the WCCO Radio lead tops the million mark.

56.5% Share of Audience

For the average half-hour, 6:00 A.M.-12:00 Midnight, 7 days a week, WCCO Radio attracts 144,400 listeners. A 56.5% share of audience--more listeners than all other stations combined. And the highest share ever reported by Mediastat.

Metropolitan Mastery

In the Twin Cities metro area, WCCO Radio has a 44.1% share of audience on 29,300 listeners per average half-hour. As big as the audience for the next nine stations combined!

Rural Runaway

In the 80-county survey area beyond the Twin Cities, WCCO Radio's share of audience is 72.0%. That's  $2\frac{1}{2}$  times more than all other stations combined!

WCCO RADIO DELIVERS 1,538,000 TOTAL LISTENERS PER WEEK--

NEARLY ONE MILLION MORE THAN ANY OTHER TWIN CITIES STATION!

Total weekly cumulative reach by stations--total survey area--all hours:

<u>Station</u>	<u>Listeners</u>	<u>Adults</u>
WCCO	1,538,000	1,384,000
WDGY	547,000	291,000
KDWB	337,000	153,000
KSTP	212,000	203,000
WWTC	159,000	145,000
KTCR	110,000	102,000
WMIN	108,000	101,000
WPBC	106,000	101,000
WLOL	94,000	89,000
WAYL-FM	79,000	75,000
KRSI-FM	66,000	63,000
KRSI	61,000	56,000
WPBC-FM	42,000	41,000
KSTP-FM	29,000	26,000
WLOL-FM	27,000	26,000

AMONG ADULTS: WCCO Radio's advantage is more than a million more than any other station. The WCCO Radio audience is 90% adult compared with 53% for WDGY and 45% for KDWB.



WCCO RADIO DELIVERS MORE LISTENERS PER AVERAGE HALF-HOUR  
THAN ALL OTHER MINNEAPOLIS-ST. PAUL STATIONS COMBINED!

Average persons reached per half-hour, 6:00 A.M.-12:00  
Midnight, 7 days a week, 85-county survey area:

<u>Station</u>	<u>Listeners</u>	<u>Share</u>
WCCO	144,400	56.5%
WDGY	30,300	11.8
KDWB	20,700	8.1
KSTP	13,500	5.3
WWTC	8,600	3.4
WMIN	8,300	3.2
KTCR	5,500	2.2
WAYL-FM	5,400	2.1
WPBC	5,300	2.0
WLOL	4,900	1.9
KRSI-FM	3,600	1.4
KSTP-FM	1,700	0.7
KRSI	1,300	0.5
WPBC-FM	1,300	0.5
WLOL-FM	900	0.4
Total	255,700	100.0%

AVERAGE LISTENERS PER HALF-HOUR6:00 A.M.-12:00 Midnight, 7 Days a Week5-COUNTY METROPOLITAN AREA

<u>Station</u>	<u>Listeners</u>	<u>Share</u>
WCCO	79,300	44.1%
WDGY	17,900	10.0
KDWB	13,700	7.6
KSTP	12,700	7.0
WMIN	8,300	4.6
WWTC	8,300	4.6
WPBC	5,300	2.9
WLOL	4,900	2.7
WAYL-FM	4,300	2.4
KTCR	3,900	2.3
KRSI-FM	2,100	1.2
KSTP-FM	1,400	0.8
KRSI	1,300	0.7
WPBC-FM	1,000	0.6
WLOL-FM	900	0.5
Others	14,500	8.0
Total	179,800	100.0%

NON-METROPOLITAN AREA (80 COUNTIES)

WCCO	65,100	72.0%
WDGY	12,400	13.7
KDWB	7,000	7.8
KSTP	800	0.9
All Others	5,100	5.6
Total	90,400	100.0%

Source: Based on Mediastat estimates, April-May 1967,  
subject to qualifications which WCCO Radio will  
supply on request.

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

LOWEST COST-PER-THOUSAND? WCCO RADIO HAS IT!

Less Than One-Third the Average of All

Other Minneapolis-St. Paul Stations!

Charted below is the cost-per-thousand story for Twin Cities radio stations. It is based on the one-time, one-minute announcement rate for each station during morning drive time and average quarter-hour audiences for 6:00-10:00 A.M., Monday through Friday.

You will see that WCCO Radio's CPM is easily the lowest in the market--less than one-third the average of all other stations.

<u>Station</u>	<u>Listeners Per 1/4-Hr. 6-10 A.M.</u>	<u>1-Time, 1-Min. A.M. Drive Time Annct. Rate</u>	<u>Cost Per Thousand</u>
WCCO	229,000	\$144.00	\$ .63
KSTP AM-FM	28,000	23.00	.82
WPBC AM-FM	12,000	14.00	1.17
KTCR	11,000	16.00	1.45
KDWB	22,000	40.00	1.81
WWTC	15,000	28.00	1.87
WDGY	20,000	40.00	2.00
KANO	2,000	4.10	2.05
WAYL-FM	3,000	8.50	2.83
WMIN	6,000	19.00	3.17
WLQL	4,000	18.00	4.50

Average CPM for all stations (exclusive of WCCO) is \$2.17

WCCO Radio Also Provides a 53.1% Share of Audience!

More Listeners Than All Other

Twin Cities Stations Combined!

Sources: Audience data based on ARB estimates, Oct.-Nov. 1967, subject to qualifications which WCCO Radio will supply on request

Rates--SRDS, 12-1-67.

WCCO RADIO  
Minneapolis-St. Paul

RESEARCH  
REPORT

WCCO-LAND: ONE OF THE GREAT FARM MARKETS OF THE NATION

The WCCO-Land Farm Market--embracing 124 counties in six states--is one of the biggest and most important agricultural areas of the U.S.

According to newly-compiled data from the 1964 U.S. Census of Agriculture, WCCO-Land has 5.8% of the nation's farms--producing 18.7% of its dairy products . . . 10% of its corn for grain . . . 10% of its soy beans . . . 20% of its oats . . . 18% of its turkeys . . . and 6.5% of its poultry for slaughter.

WCCO-Land farm operators own 7.7% of the nation's farm tractors . . . 19% of its milk cows . . . and 14% of its milk storage tanks.

Other WCCO-Land Farm Market Highlights . . .

Number of Farms	\$	183,363
Acres in Farms	\$	43,780,585
Farm Population	&	727,565
Total Farm Income	\$	2,727,749,000
Average per Farm	\$	14,876
Value of Lands & Buildings	\$	7,732,417,000
Average per Farm	\$	42,170

<u>Value of Farm Products</u>		<u>Equipment on Farms</u>	
Livestock	\$ 718,768,006	Tractors	442,831
Dairy	\$ 508,794,317	Trucks	148,375
Field Crops	\$ 485,175,564	Automobiles	240,752
Poultry	\$ 142,465,061	Combines	91,886
Other products	\$ 39,334,083	Pickup Bailers	82,706
Total	\$1,894,537,031	Milk Tanks	27,510

<u>Farm Expenditures</u>		<u>Types of Farms</u>	
Feed (all types)	\$281,142,704	Dairy	68,613 (37%)
Livestock-Poultry	\$212,783,410	Livestock	35,019 (19%)
Petroleum Products	\$117,935,388	Field Crops	29,686 (16%)
Fertilizer	\$ 66,209,775	General	16,014 ( 9%)
Hired Labor	\$ 57,082,322	Poultry	2,593 ( 1%)
Seeds, Bulbs, etc.	\$ 45,075,268	Miscellaneous	30,843 (17%)

Sources: All data from U.S. Census of Agriculture except Income figures, which are from SRDS Consumers Markets 1-1-67.

APPENDIX B

## WCCO PROGRAM SCHEDULE

<u>TIME</u>	<u>PROGRAM TITLE</u>	<u>PROGRAM TYPE</u>
5:00-5:10 A.M.	WCCO News	News
5:10-5:24	Sunrisers	Entertainment
5:24-5:25	Markets	Agriculture
5:25-5:30	Holy Bible	Religious
5:30-5:35	WCCO News	News
5:35-5:50	Sunrisers	Entertainment
(5:40-5:45)	Maynard Speece	Agriculture*
5:50-5:55	Farm Bulletin Board	Agriculture
5:55-6:00	WCCO News	News
6:05-6:25	Top of the Morning	Entertainment
6:25-6:30	WCCO News	News
6:30-6:45	Lilligren's Farm and Home	Agriculture
6:45-6:55	Viken's Chuckle Wagon	Entertainment
6:55-7:00	Ray Scott Weather	News
7:00-7:15	CBS World News Roundup	News
7:15-7:25	Breakfast Time News	News
7:25-7:30	WCCO Sports	Sports
7:30-7:55	First Bank Notes	Entertainment
7:55-8:00	Good Morning	Other
8:00-8:05	WCCO News	News
8:05-8:30	Howard Viken Show	Entertainment
8:30-8:35	WCCO News	News
8:35-8:55	Howard Viken Show	Entertainment
8:55-9:00	Allen Jackson Reports (CBS)	News

<u>TIME</u>	<u>PROGRAM TITLE</u>	<u>PROGRAM TYPE</u>
9:00-9:09 A.M.	CBS News	News
9:09-9:12	WCCO Weather	News
9:12-9:55	Howard Viken Show	Entertainment
9:55-10:00	WCCO News	News
10:00-10:09	CBS News	News
10:09-10:12	WCCO Weather	Weather
10:12-11:00	Arthur Godfrey (CBS)	Entertainment
11:00-11:09	CBS News	News
11:09-11:12	WCCO Weather	News
11:12-11:30	Jergen Nash	Entertainment
11:30-11:35	CBS Dimension in Health	Instructional
11:35-11:55	Jergen Nash	Entertainment
(11:40-11:45)	Allen Gray	Other*
11:55-12:00	Joyce Lamont	Other
12:00-12:30 P.M.	Good Neighbor Time	Entertainment
(12:00-12:05)	WCCO Weather	News*
(12:10-12:15)	Farm News	Agriculture*
(12:25-12:30)	Livestock Summary	Agriculture*
12:30-12:40	Noontime News	News
12:40-12:45	St. Paul Livestock Markets	Agriculture
12:45-12:55	Noon Farm Report	Agriculture
12:55-1:00	CBS in Hollywood	Entertainment
1:00-1:09	CBS News	News
1:09-1:30	Boone and Erickson	Entertainment
1:30-1:35	Ask Betty White (CBS)	Instructional

<u>TIME</u>	<u>PROGRAM TITLE</u>	<u>PROGRAM TYPE</u>
1:35-1:55 P.M.	Boone and Erickson	Entertainment
1:55-2:00	WCCO News	News
2:00-2:09	CBS News	News
2:09-2:12	WCCO Weather	News
2:12-2:55	Party Line	Instructional
2:55-3:00	WCCO News	News
3:00-3:09	CBS News	News
3:09-3:12	WCCO Weather	News
3:12-3:30	Boone in the Afternoon	Entertainment
3:30-3:35	CBS Personal Close-up	News
3:35-3:55	Boone in the Afternoon	Entertainment
3:55-4:00	WCCO News	News
4:00-4:09	CBS News	News
4:09-4:12	WCCO Weather	News
4:12-4:25	Boone in the Afternoon	Entertainment
4:25-4:30	Allen Gray's Coffee Break	Other
4:30-4:35	WCCO News	News
4:35-4:55	Boone in the Afternoon	Entertainment
4:55-5:00	WCCO Weather	News
5:00-5:10	Five O'Clock News	News
5:10-5:19	CBS News	News
5:19-5:25	WCCO Sports	Sports
5:25-5:30	Point of Law	Other
5:30-5:35	Business News	News
5:35-6:00	Viken in Person	Entertainment



<u>TIME</u>	<u>PROGRAM TITLE</u>	<u>PROGRAM TYPE</u>
6:00-6:10 P.M.	Lowell Thomas (CBS)	News
6:10-6:15	Today's Sports Hero	Sports
6:15-6:20	Dick Enroth News	News
6:20-6:25	Paul Giel Sports	Sports
6:25-6:30	WCCO Weather	News
6:30-7:00	On the Go, With 'CCO	Entertainment
(6:40-6:45)	CBS Sports	Sports*
7:00-7:05	Walter Cronkite	News
7:05-7:30	'CCO On the Go	Entertainment
(7:15-7:20)	CBS Harry Reasoner Report	News*
7:30-7:45	CBS World Tonight	News
7:45-8:00	CBS Wide World of Sports	Sports
8:00-8:05	Alexander Kendrick (CBS)	News
8:05-9:30	'CCO On the Go	Entertainment
9:30-10:00	Jergen Nash Presents	Entertainment
10:00-10:10	Big Ten News	News
10:10-10:15	CBS News	News
10:15-10:20	WCCO Weather	News
10:20-10:30	WCCO Sports	Sports
10:30-11:00	Hobbs House	Entertainment
11:00-11:05	WCCO News	News
11:05-11:30	Hobbs House	Entertainment
11:30-11:35	WCCO Weather	News
11:35-12:00	Hobbs House	Entertainment

<u>TIME</u>	<u>PROGRAM TITLE</u>	<u>PROGRAM TYPE</u>
12:00-12:05 A.M.	WCCO News	News
12:05-5:00	Hobbs House	Entertainment

. . . News on the hour and weather on the half-hour during Hobbs House until 5:00 A.M.

\* Approximate time of program within the program heading immediately above.

WCCO  
RADIO

PROGRAM PROMOTION  
GUIDE

TUESDAY

February 7, 1967

Sunrise: 7:26

Sunset: 5:29

Weather History:

Yr. Ago: Hi, 36 Lo, 19 Precip. T/History: Hi, 50 (1925)

Lo, -23 (1933)

PROGRAM CUES

(VIKEN-WEATHER BUREAU BIRTHDAY)

Howard Viken takes you On The Go to the Weather Bureau Thursday morning from 8 to 10 here on 8-3-0. Studios . . .

(POPE PAUL VI MESSAGE)

WCCO Radio will broadcast Pope Paul's Ash Wednesday message, tomorrow morning at 10:50 here on 8-3-0. Studios . . .

(KOSYGIN'S NEWS CONFERENCE)

You'll hear Soviet President Kosygin's London News Conference Thursday night at 8:35. Studios . . .

(PREP PARADE)

The Dassel High School Band provides the music Thursday night at 8:00 when the WCCO Radio Prep Parade names high school athletes to the WCCO Radio Prep Parade Team of the Week. Studios . . .

PROGRAM HIGHLIGHTS:

GOVERNOR LEVANDER Q. & A.: Tomorrow night at 8:05

Governor Harold Levander will face a panel of WCCO-Land newspaper editors, in a 55-minute session of questions and answers on issues of state government. This will be Governor Levander's first such broadcast on WCCO Radio and we're sure you'll want to join us. On the panel will be: William Sumner, Editor, St. Paul Dispatch & Pioneer Press; Arch Pease, Publisher, Anoka County Union; and John Tilton, Surburban Publications, Inc. Tomorrow night at 8:05!

OPEN MIKE FOR TEENS: Sunday night on WCCO Radio's "Open Mike For Teens" the topic is: "IS PROTEST UNPATRIOTIC?"--and our teen panel will include: Estelle Johnson, Post-grad at Vocational High School, Minneapolis; Lance Heddan (HEAD-an), Roosevelt High School, Minneapolis; Connie Wise, University of Minnesota; and Jon Martin, Augsburg College. Ray Christensen is the moderator, and you are invited to join us by phone, on WCCO Radio's "OPEN MIKE FOR TEENS."

PARTYLINE GUEST: Guest on the Boone-Erickson PARTYLINE tomorrow will be medical expert, Dr. William O'Brien.

PERSONAL APPEARANCE:

JIM HILL will speak at the Farmer's Cooperative Association annual meeting in the Municipal Building at Belgrade tomorrow.

APPENDIX C

## TWENTY-EIGHT DAY PURPOSEIVE SAMPLE OF 1967

<u>Number</u>	<u>Date</u>	<u>Number</u>	<u>Date</u>
1	Saturday, February 11, 1967	21	Sunday, October 22, 1967
2	Sunday, July 9	22	Monday, March 31
3	Friday, August 25	23	Tuesday, October 3
4	Tuesday, February 7	24	Wednesday, May 31
5	Wednesday, February 8	25	Thursday, July 13
6	Thursday, March 9	26	Friday, January 6
7	Monday, February 6	27	Saturday, April 22
8	Wednesday, May 3	28	Sunday, February 26
9	Monday, December 11		
10	Thursday, January 19		
11	Tuesday, March 21		
12	Sunday, April 16		
13	Friday, September 15		
14	Saturday, June 24		
15	Monday, July 24		
16	Tuesday, August 29		
17	Wednesday, October 25		
18	Thursday, December 14		
19	Friday, April 28		
20	Saturday, January 28		

MEANS OF FOUR COMPOSITE WEEKS  
FORMED WITH 28 DAY SAMPLE

Category	Means of 6:00 A.M.-6:00 P.M.			
	Week #1	Week #2	Week #3	Week #4
Agriculture	4.5%	4.8%	4.4%	4.3%
Entertainment	36.3	36.2	36.4	41.0
News	18.1	17.4	18.9	18.4
Public Affairs	0.0	0.0	0.3	0.0
Religious	0.6	0.4	0.4	0.4
Instructional	4.3	4.5	4.3	2.7
Sports	8.8	7.9	7.2	4.6
Other	3.5	3.2	3.2	3.6
Commercial Matter	23.2	24.5	23.7	23.6
Public Service	0.2	0.6	0.6	0.7
Network Time	16.7	16.5	14.5	17.3

Category	Means of 24-Hour Period			
	Week #1	Week #2	Week #3	Week #4
Agriculture	2.7	2.7	2.7	2.5
Entertainment	42.3	43.7	42.5	45.7
News	16.7	15.4	16.4	15.7
Public Affairs	0.4	0.5	0.6	0.9
Religious	1.9	1.9	1.8	2.0
Instructional	2.4	2.2	2.7	1.8
Sports	10.7	8.9	9.5	8.3
Other	2.3	2.6	2.1	2.2
Commercial Matter	19.8	21.2	20.3	20.0
Public Service	0.2	0.4	0.3	0.3
Network Time	11.3	11.1	11.0	11.6

CONTENT ANALYSIS OF 28-DAY SAMPLE OF WCCO'S 1967 PROGRAMMING

Percentage for 24-hour day:

Category	#1	2	3	4	5	6	7	8	9	10	11	12	13	14
Agriculture . . . . .	2.6%	3.9	2.9	2.9	2.1	2.1	2.2	2.9	2.1	2.8	2.9	4.0	2.7	1.8
Entertainment . . . . .	47.9	29.2	31.8	49.0	43.8	45.7	48.6	39.7	44.7	47.5	48.7	39.2	40.2	45.5
News . . . . .	14.6	9.2	12.4	18.0	22.7	21.8	18.1	17.3	18.4	17.7	15.8	10.1	16.4	12.1
Public Affairs . . . . .	0.3	0.0	0.0	2.1	0.2	0.4	0.2	0.0	0.0	0.2	3.8	0.0	0.0	0.0
Religious . . . . .	0.0	11.7	0.3	0.2	0.9	0.3	0.2	0.3	0.3	0.3	0.3	11.7	0.3	0.0
Instructional . . . . .	0.0	0.5	2.8	3.2	2.7	2.9	4.7	3.0	3.1	3.0	2.8	0.5	3.2	0.0
Sports . . . . .	11.5	25.5	27.2	2.6	2.1	3.4	2.6	12.2	3.3	4.6	2.2	13.6	12.5	13.8
Other . . . . .	3.3	1.4	1.2	1.7	3.7	3.1	2.1	1.5	4.9	3.4	1.7	2.9	1.7	2.3
Commercial Matter . . . . .	18.4	18.3	20.8	19.8	21.3	19.8	20.4	22.4	21.9	19.7	20.8	17.5	22.2	24.0
Public Service* . . . . .	1.1	0.0	0.1	0.1	0.0	0.0	0.3	0.3	0.7	0.3	0.5	0.1	0.4	0.2
	100%													
Network Time** . . . . .	10.7	9.5	8.4	12.6	13.1	13.0	12.6	11.0	11.8	13.3	13.4	8.9	12.2	6.9

\* The first ten categories, Agriculture through Public Service, total approximately 100%. There is a very slight variation in the totals because of rounding from two decimal places to one.

\*\* The Network Time is a separate category and merely represents the percentage of each day devoted to CBS Network programs.



CONTENT ANALYSIS OF 28-DAY SAMPLE OF WCCO'S 1967 PROGRAMMING

Percentage for 24-hour day:

Category	#15	16	17	18	19	20	21	22	23	24	25	26	27	28
Agriculture . . . . .	1.7%	3.9	1.9	1.9	3.0	2.5	4.0	3.0	2.3	2.6	2.5	2.5	1.3	3.4
Entertainment . . . . .	45.8	40.0	40.9	43.1	38.6	50.4	38.9	48.6	47.2	42.0	42.2	42.6	49.0	47.9
News . . . . .	20.4	15.6	16.1	18.4	18.3	15.7	10.1	16.8	18.6	15.2	15.8	19.4	12.9	11.3
Public Affairs . . . . .	2.6	0.0	0.0	2.0	0.0	0.0	0.0	3.2	0.5	0.2	0.2	0.6	0.2	1.6
Religious . . . . .	0.3	0.3	0.0	0.3	0.4	0.0	11.5	0.7	0.6	0.4	0.3	0.3	0.0	11.6
Instructional . . . . .	3.3	3.1	2.7	3.0	6.6	0.0	0.0	2.3	3.1	1.6	1.7	0.2	0.0	3.8
Sports . . . . .	2.7	13.2	12.0	4.8	9.0	9.3	15.4	3.0	4.0	10.4	12.2	13.1	11.7	4.0
Other . . . . .	1.5	1.5	1.5	3.1	1.5	2.4	3.2	3.8	1.3	2.0	2.8	2.9	1.4	1.5
Commercial Matter . . . . .	21.0	21.8	19.5	22.5	22.0	19.2	16.1	17.6	21.7	24.8	21.5	17.6	23.0	14.2
Public Service* . . . . .	0.2	0.2	0.7	0.4	0.2	0.1	0.4	0.6	0.3	0.4	0.3	0.3	0.1	0.3
<u>100%</u>														
Network Time ** . . . . .	15.4	10.3	10.5	11.0	10.2	9.3	10.3	12.4	12.3	9.6	10.8	13.7	8.4	14.3

\* The first ten categories, Agriculture through Public Service, total approximately 100%. There is a very slight variation in the totals because of rounding from two decimal places to one.

\*\* The Network Time is a separate category and merely represents the percentage of each day devoted to CBS Network programs.

CONTENT ANALYSIS OF 28-DAY SAMPLE OF WCCO'S 1967 PROGRAMMING

Percentage for 6:00 A.M.--6:00 P.M.:

Category	#1	2	3	4	5	6	7	8	9	10	11	12	13	14
Agriculture . . . . .	4.2%	7.8	4.2	4.6	4.0	3.2	3.5	4.5	3.6	5.1	4.7	8.0	4.2	3.2
Entertainment . . . . .	47.0	18.1	29.7	40.8	38.0	39.5	40.8	38.7	38.4	40.5	41.4	26.9	37.7	29.9
News . . . . .	17.0	9.6	15.7	19.3	21.2	23.6	20.5	20.8	20.4	19.9	18.5	10.4	20.1	11.8
Public Affairs . . . . .	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Religious . . . . .	0.0	3.3	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0
Instructional . . . . .	0.0	1.0	5.7	6.4	5.4	5.9	5.8	6.0	6.3	6.0	5.7	1.0	6.4	0.0
Sports . . . . .	3.7	38.1	16.5	0.9	0.8	0.9	0.9	0.9	0.9	0.8	0.9	25.6	1.0	25.5
Other . . . . .	4.5	2.8	2.4	3.4	4.0	3.1	4.3	2.8	2.5	3.0	3.5	4.6	3.4	2.8
Commercial Matter . . . . .	23.4	19.1	25.1	24.0	24.8	22.9	23.0	25.4	26.6	23.8	24.0	19.6	26.1	26.1
Public Service* . . . . .	0.0	0.0	0.2	0.2	0.1	0.1	0.7	0.6	1.0	0.6	0.9	0.3	0.8	0.4
<u>100%</u>														
Network Time** . . . . .	15.5	10.1	16.9	17.7	19.8	18.6	18.5	19.3	16.8	19.9	19.9	10.7	19.4	9.4

\* The first ten categories, Agriculture through Public Service, total approximately 100%. There is a very slight variation in the totals because of rounding from two decimal places to one.

\*\* The Network Time is a separate category and merely represents the percentage of each day devoted to CBS Network programs.

CONTENT ANALYSIS OF 28-DAY SAMPLE OF WCCO'S 1967 PROGRAMMING

Percentage for 6:00 A.M.--6:00 P.M.:

Category	#15	16	17	18	19	20	21	22	23	24	25	26	27	28
Agriculture . . . . .	1.4%	6.6	3.7	3.2	4.8	3.1	8.1	4.8	3.7	4.6	4.0	4.4	1.6	6.9
Entertainment . . . . .	40.0	38.2	38.1	38.0	35.5	38.9	26.4	40.7	38.6	37.3	40.7	42.7	37.7	49.7
News . . . . .	21.6	19.2	20.6	21.6	23.1	15.7	10.5	20.7	20.8	20.3	19.8	23.3	12.0	12.1
Public Affairs . . . . .	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Religious . . . . .	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Instructional . . . . .	6.6	6.3	5.5	6.0	6.0	0.0	0.0	4.7	6.3	3.3	3.4	0.5	0.0	1.0
Sports . . . . .	0.8	1.0	2.2	0.9	0.9	16.4	28.4	0.9	0.9	0.8	1.3	0.9	21.3	6.3
Other . . . . .	3.1	3.0	3.0	2.3	3.0	2.9	5.2	3.4	2.6	4.0	4.0	5.8	2.2	2.9
Commercial Matter . . . . .	23.3	25.0	25.0	26.6	26.0	22.5	17.2	23.2	25.4	28.3	25.7	21.3	24.7	16.8
Public Service* . . . . .	0.5	0.4	1.5	0.8	0.4	0.2	0.5	1.2	0.6	0.8	0.6	0.6	0.2	0.5
	<u>100%</u>													
Network Time ** . . . . .	19.8	15.8	16.7	15.8	14.4	11.1	8.0	19.2	17.8	18.7	19.0	20.4	10.0	16.0

\* The first ten categories, Agriculture through Public Service, total approximately 100%. There is a very slight variation in the totals because of rounding from two decimal places to one.

\*\* The Network Time is a separate category and merely represents the percentage of each day devoted to CBS Network programs. 100

APPENDIX D

## ORIGINATION OF WCCO NEWS STORIES DURING 1967

## Number of Stories Per Category

<u>Time of Newscast</u>	<u>Local</u>	<u>Regional</u>	<u>National and International</u>
5:00, 5:30 and 5:55 A.M.	46	50	87
6:25 A.M.	22	27	51
7:15	94	73	20
8:00	52	30	97
8:30	44	29	85
9:55	62	91	15
12:30 P.M.	97	88	126
1:55	46	55	3
2:55	49	45	11
3:55	50	68	15
4:30	31	19	65
5:00	86	86	15
6:15	39	40	67
7:50	11	9	19
10:00	90	134	28
11:00	22	22	60
12:00	10	17	89
1:00 A.M.	9	21	39*

\* At 12:00 and 1:00 A.M. probably more stories were read on the air, but the news scripts were not saved because they were straight wire copy. This is also true for the newscasts on the hour after 1:00 A.M.

WCCO DOCUMENTARIES AND NEWS SPECIALS IN 1967

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
1. "RAY SCOTT REPORTS"		
"Is the Bar Handcuffing the Press?"	An investigation of changes in civil rights procedures in arrest and trial	8:05 P.M., 25 minutes 4/11/67
"Correction and Control of Crime"	Investigation of criminal control procedures in our basic service area	8:05 P.M., 25 minutes 1/27/67
"Pollution Solution"	Causes and cures of water pollution in the "Land of 10,000 Lakes"	8:35 P.M., 25 minutes
2. "IMPRESSIONS OF RUSSIA"		
"Dick Chapman Reports"	WCCO newsman tells of eastern Europe and views of 60 guests of WCCO tours	One hour each: 2-part series 1-2 P.M. 10/16/67 2-3 P.M. 10/23/67
3. "CHANGES IN MINNESOTA'S ABORTION LAW"	Discussions by WCCO political reporter	8:35 P.M., 20 minutes

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
4. "OPEN MIKE FOR TEENS"	A different teenage panel each week discussed a subject and answered questions posed by listeners. Prepared in cooperation with Minnesota Counsellors Association; honor citation given by Minnesota Council of Churches	All programs 55 minutes long, broadcast at 8:05 P.M. Sunday evenings
"Communism in the Classroom"		1/15/67
"American Field Service Students"		1/22/67
"Sex, and Dating Popularity"		1/29/67
"What's Wrong With School?"		2/5/67
"Birth Control and Abortion"		2/19/67
"Are Draft Laws Unfair?"		2/26/67
"When Should We Vote?"		3/5/67
"Juveniles Go To Court"		3/12/67
"Vietnam--What Should We Do?"		3/19/67
"Religion--Going, or Growing?"		3/26/67

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
5. "TRADE WITH THE REDS?"	Programs based on WCCO Radio News Director Jim Bormann's study tour with the "Minnesota Trade Mission to the Iron Curtain Countries"	Each program 30 minutes long, broadcast at 9:00 P.M.
"U.S. Trade Mission"		6/8/67
"Russia"		6/15/67
"Russia--Part II"		6/20/67
"Poland"		6/22/67
"Czechoslovakia"		6/29/67
"Bulgaria-Rumania"		6/29/67
6. "WCCO RADIO CLEAR CHANNEL NEWS CONFERENCE"	This 6-part series, began in May, 1966, with 2 units in 1967. Farm directors of several clear channel stations were linked by wire with a newsmaker and all interviewed him. Other newsmakers included Orville Freeman, Stewart Udall, Charles Schumann and Oren Lee Stanley.	8:05 P.M., 55 minutes
"Senator Ellender and Congressman Paogue on the 1967 Farm Programs"		10/26/67
"Tony Deschant, president of the National Farmers Union"		2/15/67
7. "NOBEL CONFERENCE HIGHLIGHTS"	Produced in conjunction with Gustavus Adolphus College, St. Peter, Minn., summarizing the annual gathering of Nobel winners	8:05 P.M., 55 minutes 1/31/67



<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
8. "HOWARD VIKEN VISITS THE SYMPHONY".	WCCO Radio's popular morning personality moved his two-hour morning program to the rehearsal hall of the Minneapolis Symphony Orchestra to broaden the base of public appreciation for serious music.	8-10 A.M., 2 hours 9/25/67
9. "GOVERNERS NEWS CONFERENCE"	As a WCCO Radio exclusive, selected editors and broadcasters from WCCO Radio basic service area questioned Minnesota Governor Harold Levander in this series.	8 P.M., 50 minutes 3/8/67 4/12/67, 5/19/67, 6/22/67
10. "MAYOR NAFTALIN TELLS ABOUT T.C.O.I.C." (Twin Cities Opportunity Industrial Center.)	A personal explanation by Minneapolis Mayor Arthur Naftalin of a daring self-help project in vocational training	7:30 P.M., 30 minutes 1/20/67
11. "LEGISLATION TO AID THE MENTALLY RETARDED"	During the legislative sessions, WCCO Radio legislative correspondent Arv Johnson discussed in depth pending legislation.	7:30 P.M., 20 minutes 3/30/67
12. "ASK WCCO RADIO ABOUT COLLEGE ADMISSIONS"	In cooperation with Association of College Admission Counselors, WCCO gave parents and students opportunity to find out how to enter colleges from panel of Massachusetts, Minnesota and New Jersey counselors.	8:05 P.M., 50 minutes Oct. 14 10/12/67

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
13. "PARTYLINE"	<p>"Father Groppi Live on Open Housing"</p> <p>"Father Whiten Differs with Father Groppi"</p> <p>"Mature Women Going Back to Work"</p> <p>"Adoption in a Racially-Mixed Situation"</p> <p>"Husbands, Wives and Heart Attacks"</p> <p>"The Tyrone Guthrie Theater"</p> <p>"Safe Boating in Minnesota's Summer"</p> <p>"Mental Health"</p> <p>"Dr. O'Brien"</p> <p>"Bob Provost on Insurance"</p>	<p>2:10 P.M., 50 minutes M--F</p>
14. "MILESTONES '66"	<p>Personal and family health problems</p> <p>Family insurance information</p> <p>Annual review of major trends and news developments in the <u>region</u></p>	<p>Monthly</p> <p>Monthly</p> <p>6-7 P.M. 1 hour 1/1/67</p>

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
15. "SOUNDS OF '66"	Annual review of major trends and news developments in the <u>nation</u> .	5-6 P.M., 1 hour 1/8/67
16. "PASSOVER PLOT"	A discussion, by distinguished theologians, about the proposed "drug theory" of the crucifixion	8:05 P.M., 55 minutes
17. "CROSS-SECTION" "Editors" "Educators"	A program technique used by WCCO Radio in which the same question is asked of groups of experts, with answers "spliced" together in final form	8:05 P.M., 30 minutes 3/13/67 7/12/67
18. "AGRI-BUSINESS CAREERS"	A study by the WCCO Radio Farm Service Department of the "crying need for even unskilled talent in agri-business industries"	8:05 P.M., 55 minutes 4/10/67
19. "PAN AMERICAN GAMES OPENING"	A special broadcast by WCCO Radio Sports Director Paul Giel upon occasion of opening of 1967 Pan Am games in Winnipeg	5 minute summaries 3/20 & 3/21/67
20. "FARM FORUM RESUME"	Broadcast of highlights of 21st Annual Ninth Federal Reserve District Forum; a serious and high-level discussion of long-range farm problems	8:05 P.M., 30 minutes 3/7/67

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
21. "INVENTORS CONGRESS"	An annual WCCO Radio special event in which the inventions of individuals are brought to public attention	Various times of day, for 2 days, from Redwood Falls, Minn. 6/7/67
22. "ARMED FORCES DAY"	Special broadcast on Armed Forces Day to draw attention to Armed Forces activities in region	11-12:30 P.M., 90 minutes, from Fort Snelling 5/17/67
23. "SIGN OF THE CROSS"	An original local music composition performed by Augsburg College band and broadcast exclusively by WCCO Radio	8:05 P.M., 50 minutes 3/26/67
24. "HOWARD VIKEN VISITS THE U.S. WEATHER BUREAU"	Believed to be a "first" for the U.S. Weather Bureau nationally. Our popular morning man introduced listeners to the science of weather prediction.	8-10 A.M., 120 minutes 2/9/67
25. "NORTH POLE-SOUTH POLÉ COMMUNICATIONS"	After numerous spot news broadcasts with the Plaisted Polar Expedition, WCCO linked the expedition on the Arctic ice with scientists in Antarctica and broadcast live a three-way discussion on World Communications Day. It was a radio "first."	4:00-4:30 P.M., April 23 1/2 hr. live

<u>Title</u>	<u>Brief description</u>	<u>Time broadcast and duration</u>
26. "OPENING OF SOUTHWEST STATE COLLEGE"	WCCO Radio's afternoon Personality team of "Boone and Erickson" did special broadcasts to help open a new state college.	1-5 P.M., 4 hours 9/18/67
27. "SOYBEAN SPECIAL"	WCCO Radio Farm Service Director Maynard Speece in an in-depth discussion of <u>Minnesota's #1 cash crop</u>	8:05 P.M., 25 minutes 8/22/67

APPENDIX E

## WCCO MUSIC FOR 28 DAY SAMPLE OF 1967

Time periods:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10*
<u>Category</u>										
Current Hits	84	18	3	48	11	22	25	15	12	18
Trend	21	3	2	20	3	11	2	12	3	7
GENERAL POP:										
Film	50	13	2	32	4	21	18	16	12	12
Show	47	10	2	33	7	23	15	21	6	25
Standard	73	13	4	34	7	35	21	18	12	12
Jazz-oriented	55	7	3	35	7	36	13	16	7	14
Country or Rock oriented	19	5	1	11	1	9	6	5	6	4
Middle-of- Road	136	31	5	71	17	85	38	48	43	57
JAZZ:										
Dixieland	1	0	1	1	0	2	0	9	1	0
Swing	0	0	0	1	0	1	0	1	0	1
Modern	0	0	0	0	0	1	0	0	0	0
Popular	12	2	0	15	0	5	6	8	2	4
Folk	10	6	0	5	4	13	4	6	4	7
Rock	1	0	2	0	0	0	0	2	0	0
Rhythm and Blues	2	1	0	0	1	0	0	0	1	0
Country and Western	30	11	0	8	7	7	10	8	20	7
Light Classic	2	0	0	1	0	0	0	0	0	20

Time periods:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10*
Ethnic	9	5	0	4	0	8	1	1	0	2
Religious	15	0	0	3	0	2	1	0	13	4
Novelty	<u>34</u>	<u>4</u>	<u>2</u>	<u>7</u>	<u>4</u>	<u>8</u>	<u>10</u>	<u>1</u>	<u>4</u>	<u>0</u>
Total tunes	601	129	27	329	73	289	170	183	146	194

- \* Key to the time periods:
- #1-6:45-10:00 A.M., Monday-Friday
  - #2-11:15-1:00 P.M., " "
  - #3-1:00-3:00 P.M., " "
  - #4-3:00-5:00 P.M., " "
  - #5-5:00-6:00 P.M., " "
  - #6-6:30-9:30 P.M., " "
  - #7-6:45-Noon, Saturday
  - #8-Noon-9:30 P.M., Saturday
  - #9-6:00-Noon, Sunday
  - #10-Noon-9:30 P.M., Sunday