Why is WCCO Radio Outstanding?

WCCO Radio has long been recognized as one of the leading stations in the United States. Frequently I am asked by leaders in the broadcast industry what it is that lifts a station out of the ordinary...what makes WCCO unique among radio stations? My answer is always the same. It's people that make WCCO Radio what it is — the people you hear every day at the 8-3-0 spot on your radio dial. And here they are, the best in the business, "the people you know on 8-3-0." It's these people that make WCCO Radio one of the great stations of the nation.

PHIL LEWIS
General Manager