How To Get With The Program.

If You Think WCCO Radio Is All Hog Reports & Recipes,

WCCO RADIO 830
Turn to a friend.
At WCCO Radio, we've been the most listened to station in the Twin Cities for over 80 years. Why? Because no other radio station offers the personality and variety of programming you'll find on WCCO 830. Take a closer look, and see what we mean.

We cover a lot of ground on just the air.

To get the news from around the world, there's no need to search around the dial. WCCO Radio broadcasts CBS News all day and local news at five minutes before the hour. With updates whenever and wherever big news stories break. Our commitment to news is unmatched in the Twin Cities. WCCO Radio has received every major award in broadcast journalism, including five Peabody Awards, the most prestigious award in journalism. And when it comes to news, we deliver quality news when you need it. Our regular news plus features on topics like health, sports, and more all day.

Radio for help.

We're the place people turn to when they need emergency information. In fact, more people turn to WCCO Radio for severe weather information than any other station. And we're the source for school closings, tornado warnings and other important announcements. When times are at their worst, we're at our best.

Traffic is a battle. We provide the air cover.

If you're fighting traffic, WCCO Radio is a strong ally. John Lunder reports on traffic from high above the Twin Cities. Last night, he spotted a major accident on I-35 and told listeners it was causing delays. And when you need to know the weather, there's no other radio station that can deliver it like WCCO Radio. We start bright and early every morning and don't stop until after you do.

Our weather is more than just hot air.

We have the Twin Cities leading meteorological staff. Complete with a state-of-the-art computerized weather center. That's how we offer fast, accurate weather updates that keep you one step ahead of the weather, no matter how fast it changes.

We're business majors.

When it comes to business, we've always been on the job. With stories about big business, small business, and agriculture. In fact, we're the only Twin Cities radio station to carry the Wall Street Journal Report. It includes stock market updates and breaking business and economic stories. You can hear the Wall Street Journal Report at 5:20 a.m. and at 50 minutes past the hour, 5:50 a.m. to 6:50 p.m. weekdays.

And what about those hog reports? Nobody does them better. In fact, we cover agriculture business like nobody's business. With regular reports on commodity and livestock prices, and special features that really contribute to the business of agriculture.

If you're interested in business, you'll want to invest a little time with us.

Not all great programs are on television.

Unless you listen to WCCO Radio twenty-four hours a day, you may be surprised by some of our regular programs. Jim Rogers' Tonight, for example. Jim Rogers' Tonight is a phone-in talk show that turns up the heat on the hottest topics in the news, with different guests each evening. Of course, we have nothing against old favorites. That's why we run classic radio shows like Dragnet and The Lone Ranger every Saturday night.

Even if you only get a few minutes, you can run some of our shorter features like Point of Law, Home Life in Hollywood, or The Fitness Doctor. Listen to programming so good, it's hard not to picture it being interesting.

No other radio station has our athletic ability.

When it comes to sports, we're major league. We've got the best group of sportscasters on any station in the nation. Consider this team: Sid Hartman, Jim Kelly, John Gordon, Herb Cameron, Ray Christensen, Dave Minor, Paul Pitlyk, Steve Cannon and Jim McClymonds. They're the reason our play-by-play broadcasts are so popular. From Twins baseball to University of Minnesota football, basketball and boxing. We also cover the Twin Cities Marathon and State High School Tournaments. Plus special national sports events like the Super Bowl and the World Series.

But our coverage goes beyond play-by-play. Some of our most popular sports shows are on the air around the clock. Like Sportscast Live from Campus, Sports Cast Live from Campus, or The Fitness Doctors. These shows let fans call in and talk directly with some of their favorite WCCO sportscasters and their famous guests.

Nobody brings more muscle to sports than we do.

We've got connections.

We're a part of the CBS Radio network, giving us access to their worldwide news and information resources. It also gives us access to some of the biggest names in CBS television news. We'll hear editorial commentary from people including Walter Cronkite, Charles Osgood and Dan Rather.

When you think about it, our CBS affiliation makes us a radio station with the best of everything. Including television.

Do a good turn.

We have twice as many listeners as any other Twin Cities radio station. Why? Because we do more for our listeners than any other Twin Cities radio station.

And we have the kind of personalities who are willing and interesting to listen to. They're more than just voices on the radio. All of which is why when you turn your dial to 830 AM, you're not just turning on a radio station. You're turning on a friend.

WCCO RADIO 830
Turn to a friend.