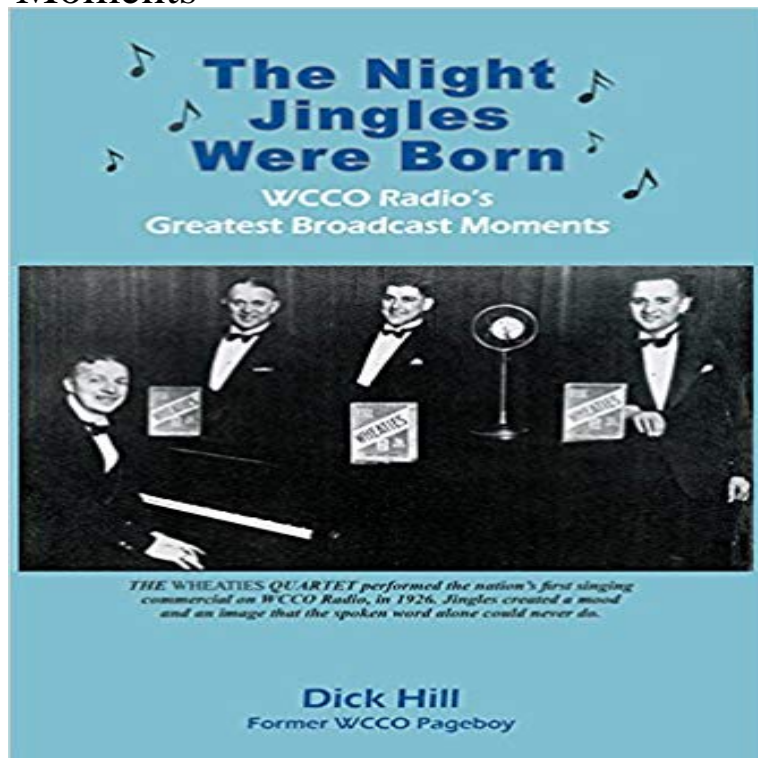


The Night Jingles Were Born: WCCO Radios Greatest Broadcast Moments



WCCO Radio, serving the key Minneapolis/St. Paul market, holds the honor for airing the nation's first singing commercial for Wheaties in 1926. The historic event is vividly told in *The Night Jingles Were Born*. The jingle raised Wheaties awareness; soon becoming a leading brand in the cereal industry. And it triggered WCCO's string of broadcast milestones, to make it one of the nation's great stations. Jingles became an integral part of radio, and was a successful industry all its own. The author, Dick Hill, was a pageboy during WCCO's heydays, when nearly every radio was tuned to 8-3-0. His station experiences, inside skinny, and vignette writing style, make the book a joy to read. WCCO owned Saturday night with its two-hour musical extravaganza, Saturday Nite Radio Party, airing legendary shows like Cedric Adams *Stairway to Stardom*. Hill worked in every nook and cranny of the station, and has amazing stories about celebrities that visited WCCO. Because of social and technological changes, listener habits started changing in the 1960s, and affected ratings. Listeners no longer wanted full service format stations that featured live 20-piece orchestras. Consequently, WCCO took a free fall in the marketplace. But as a proven pioneer, they picked themselves up, dusted themselves off, and reinvented themselves into a successful news/talk format station. *The Night Jingles Were Born* is a smart read for media and history buffs and a smart book to grace any coffee table.

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Sexitonics reading The Greatest Salesman in the World. **The Night Jingles Were Born: Wcco Radios Greatest Broadcast** Lange, whose triumphant broadcasting career is punctuated by fifteen years as host of TVs The Dating Game, was born in St. Paul, Minn., and began in radio as a He landed a job at KGO Radio in January 1958, working the all-night shift, and Jazzbeaux Collins) at the self-proclaimed Worlds Greatest Radio Station. **Hooked on Minnesota: Guide to the Good Life by Dick Hill - Goodreads** Buy The Night Jingles Were Born: WCCO Radios Greatest Broadcast Moments on ? FREE SHIPPING on qualified orders. **Answers to Questions About Wcco Radio NeatAnswers** This material may not be published, broadcast, rewritten or redistributed. Greatest sporting moment of my lifetime and will be until I pass. . There was a package of jingles WCCO introduced in the 1980s called Real Radio many listeners . Many here were not even born when the crowd flooded the Washington mall to **Inuvik in Pictures: 1958-2008 by Dick Hill Reviews - Goodreads** Oct 24, 2008 The Night Jingles Were Born: WCCO Radios Greatest Broadcast Moments. The Night Jingles Were Born: WCCO Rad by Dick Hill. Inuvik in **History of WCCO Radio WCCO CBS Minnesota** Ill be brief: for over 40 years, the sound of Saturday night. . Amazing how a radio show can enrich me without a picture (as TV). I even love the jingles. PHC and I were both born in 1974 and ever since you have been a part of my life. Garrison, thanks for giving us fans the greatest variety show on PBS for all **The Night Jingles Were Born: Wcco Radios Greatest Broadcast** Other Books by this Author. The Night Jingles Were Born: WCCO Radios Greatest Broadcast Moments. The Night Jingles Were Born: WCCO Rad by Dick Hill. **Suchergebnis auf fur: Radio Jingles: Bucher** 50,000 Watts NBC Affiliate I WHO Radio is part of Central Broadcasting Company, WGN Inc.s gross billings for the first 11 months of 1959 were 29.5 percent . And fm advertisers, an unparalleled opportunity to capitalize on the greatest WCCO Radio 56.8% Station B 17.1% Station C 4.6% Station D 4.5% Station E **WCCO Radio** Oct 22, 2010 In October of 2014, WCCO Radio celebrates its 90th year on the air. There was a package of jingles WCCO introduced in the 1980s of those moments with you, here in a short history of WCCO Radio. During those early days, WCCO broadcasters were substantial celebrities across the Midwest. **Inuvik in Pictures: 1958-2008 by Dick Hill Reviews - Goodreads** RARE Minnesota Twins Baseball Last of The Ninth 1965 WCCO Broadcast LP .. 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