

## **WCCO TIMELINE**

Television is, by nature, a fast paced industry. A high demand is placed on its participants, with few moments reserved for reflection. This is a time, however, to pause and look back to our beginnings; to recall our pioneering efforts; to marvel at the accomplishments of the past, live in the work of the present, and look forward to the efforts that will ring us into the future.

- 1925 – The roots of what would later become WCCO –TV were formed when radio station WRHM was founded.
- 1934 – Twin Cities Newspapers, a joint venture of the owners of the St. Paul Pioneer Press-Dispatch and the Minneapolis Tribune, purchased the WRHM radio station, then operating from the Wesley Temple Building at 115 East Grant Street, and changed its call letters to WTCN.
- 1946, October – WTCN’s Vice President and General Manager F. Van Konynenburg encouraged WTCN owners to go into television and the FCC granted the station a broadcast license.
- 1949, July – With a staff of 26 people, WTCN-TV Channel 4 went on the air, broadcasting from its one room studio in the old Radio City Theater building at 50 South Ninth Street.
- 1950 – Dave Moore joined WTCN-TV Channel 4 as a booth announcer and spokesman for live commercials.
- 1950, September – The coaxial cable was extended to the Twin Cities, connecting Channel 4 to the network programs in New York for the first time.
- 1951, January – WTCN-TV Channel 4 gained national recognition when a strike closed Minneapolis Public Schools and over 63,000 children were unable to attend class. Channel 4, in cooperation with the Minneapolis School Board, commenced a two-hour daily program, “Video School,” during which volunteer teachers telecast school lessons.
- 1952, August – WTCN-TV’s parent company sold its radio stations, allowing the purchase of WCCO Radio. The merge between WTCN-TV and WCCO Radio formed Midwest Radio and Television Inc. They decided to keep the TV station and its call letters were changed to WCCO –TV, and its primary network affiliation became CBS. The letters WCCO stand for Washburn Crosby Company, the old General Mills who were the original owners of what is now WCCO –AM.

- 1952 – During its first week of operation, WCCO –TV presented about 35 hours of programming. Today, viewers enjoy more than 160 hours of programming per week.
- 1953, February – Senators Edward J. Thye and Hubert H. Humphrey had the honors pressing the key in Washington, D.C., to signal WCCO –TV's increase in power to 100,000 watts, making Channel 4 the fourth station in the United States to operate with maximum power permitted under the FCC rule.
- 1953, April – Studio II was added as the station grew in popularity and sophistication. There were no elevators and so all props for this studio had to be carried up the stairs.
- 1953, September – Cedric Adams did his first TV news show on Channel 4
- 1954, June – WCCO –TV, as the host station, pool-fed live footage of the total eclipse of the sun to both CBS and NBC. This marked the first time an eclipse had been covered on national television.
- 1954, October – Continuing the pattern of always being first, WCCO –TV Channel 4 aired the first local live program broadcast in full color, Axel and His Dog.
- 1954, November – In order to comply with a new FCC ruling limiting network ownership of TV station to five, CBS sold its minority (47%) interest in Midwest Radio and Television Inc. to the Minneapolis Star and Tribune Company.
- 1955, September – The Radio Television News Directors Association named WCCO –TV the “Outstanding News Operation of the Nation.” National RTNDA awards were presented to the station again in 1960, 1965, 1966, 1967, 1969 (2), and 1974.
- 1956, September – Two and a half stories were added to the Radio City building, including a new fourth floor studio.
- 1957 – Dave Moore was chosen by Rollie Johnson as the new anchorman for the 10 o'clock news where he became a local legend. Moore remained with the 10 o'clock news for 28 years from 1957-1985 and he also anchored the number one ranked 6 p.m. news from 1968-1991.
- 1958, October – WCCO –TV purchased the Radio City building, closed its doors and completed its conversion into studios and offices exclusively.
- 1959 – Bill Carlson, who began his broadcasting career producing on-air programs at WCCO Radio, started working part-time on-air at WCCO –TV. He has been a devoted member of the company ever since.
- 1959, April – WCCO Television became the first station in the Northwest to be equipped with an Ampex Videotape Recorder.

- 1961, April – The George Foster Peabody Award, broadcasting's highest and most significant award, was awarded to WCCO –TV for "Meritorious Local Public Service Programming."
- 1962, July – During the first international live broadcast via the new Telstar satellite, WCCO –TV's mobile units provided the feed for all three networks, ABC, CBS and Dumont, for a special program from the Black Hills, showing Mount Rushmore to the world.
- 1962, November – Dave Moore's Bedtime Nooze began.
- 1963, September – FCC finalized its grant for new television antenna towers to be built in Shoreview.
- 1964, August – WCCO –TV engineers designed a 40 foot mobile cruiser capable of handling 6 monochrome cameras, this was the first "live truck."
- 1968, January – Start of The Scene Tonight with Dave Moore, Bud Kraehling, Hal Scott, Skip Loescher, and George Rice.
- 1968, May – The old 1948 "Blue Goose" van was retired and replaced by a new 28-foot International, air-conditioned video tape truck, with 2 video tape units.
- 1968, August – The new Minnesota State Fair Grounds Studio was opened.
- 1968, September – Start of The Scene at Six.
- 1969, February – Alfred I. DuPont-Columbia University Award presented to WCCO Television for Grunt's Little War. WCCO –TV was again awarded in 1970, 1975 (2), and was a finalist in 1979.
- 1969, April – WCCO –TV presented with the Sigma Delta Chi Award, Distinguished Service in Journalism, for Grunt's Little War as well as in 1970, 1971, and 1979.
- 1971, September – The Shoreview accident...the nearly completed candelabra tower collapsed during the final installation of the top 100 foot triangular platform.
- 1973, July – The two new Shoreview towers were completed.

1974, July – Ridder Publications, Inc., the owner of 50% of Mid Continent, which owned 53% of Midwest Radio and Television, Inc., announced its intention to merge with Knight Newspapers and sell its interest in WCCO –TV.

1976, August – MTC Properties, Inc., the owner of the other 50% of Mid Continent, purchased the Ridder interest and, acquired the 47% Minneapolis Star and Tribune Company interest in Midwest. MTC thus became the 100% owner of WCCO -TV

1977, October – WCCO –TV Channel 4’s 10 PM Report converted to a co-anchor format with Doug Moore joining Dave Moore. Also joining the news team was meteorologist Mike Fairbourne.

1978, July – Pat Miles and Don Shelby joined WCCO –TV as co-anchors for the weekend news.

1978, December – The much heralded A Death in the Family took a critical look at our daily dependence on television.

1979, January – The 10 PM Report returned to 30 minutes.

1979, January – The 5 PM Report aired for the first time.

1979, April – WCCO –TV introduced the newest member of its news team: a helicopter.

1979, May – WCCO –TV opened the new St. Paul News Bureau.

1979, July – WCCO –TV celebrated its 30<sup>th</sup> anniversary.

1980 – WCCO –TV’s I-Team (investigative team) was created and the hard work and dedication of the team did not go unnoticed as they won a National Emmy for their first story.

1983 – WCCO –TV moved to its current state-of-the-art Communications Center at 90 South Eleventh Street. The building was designed by award winning architectural firm, Hardy, Holzman, Pfeiffer Associates of New York to resemble a TV tower. The building was constructed from red variegated sandstone (some rough and some polished) quarried in Mankato, Minnesota, as well as copper that was mined and crafted in Minnesota. The inside of the building is approximately 200,000 square feet and contains mahogany and ebony wood from the Philippines that was found stored in an abandoned building. WCCO –TV remains the only station located downtown Minneapolis.

1987 – Another form of investigative journalism, Dimension, was conceptualized and distinguished WCCO –TV from the other local stations with a unique approach to reporting current issues.

1996, March – WCCO –TV launched its official Web site, Channel 4000, [www.wcco.com](http://www.wcco.com), providing the most in-depth and up-to-date local news and information on the Internet. Channel 4000 won awards from the National Press Club and the Society of Professional Journalists for excellence in on-line news coverage.

1999, June – WCCO –TV celebrated its 50<sup>th</sup> Anniversary with a public “Hometown Gala” on Peavey Plaza in downtown Minneapolis.

2009 – WCCO TV Celebrates 60 years. Switches to High Definition broadcast.