



# F.Y.I.

*For Your Information*

## MARCH 2010

“Happy St. Patrick’s Day” and welcome to our F.Y.I. Newsletter, our continuing effort to keep advertisers and friends up to date on all the exciting happenings in the world of Radio, at Cherry Creek Radio and the Northern Plains Radio Network. Comments and suggestions are always encouraged.

## SPORTS AND RECREATION SHOW

Williston’s 25<sup>th</sup> Annual *SPORTS and RECREATION SHOW* will be held March 19<sup>th</sup> thru the 21<sup>st</sup> at the Raymond Family Community Center. The Big Event is sponsored by the Williston Convention and Visitors Bureau; and the Cherry Creek Northern Plains Radio Network will be there, Broadcasting LIVE! Be sure to stop by our booth on the second floor and say “Hi!”!

## SPRING WHEAT SHOW

The 57<sup>th</sup> Annual *National Hard Spring WHEAT SHOW* was held February 1<sup>st</sup> thru the 3<sup>rd</sup> at the Airport International Inn in Williston. The keynote speaker was Ron Hanson, Distinguished Professor of Agribusiness at the University of Nebraska. The Cherry Creek Northern Plains Radio Network was a sponsor of this important agricultural event, and Earl was there, Broadcasting LIVE!

## HIGH SCHOOL TOURNAMENTS ON THE INTERNET

Again, during the Winter Sports Tournament Season; EVERY high school sporting event we broadcast on any of our three Cherry Creek Northern Plains Radio Network stations, is being “streamed” LIVE on the Internet. Just go to the Website of the station broadcasting the game, and click on the “Streaming” Icon! Please help us spread the word to family and friends across the country and around the world! If you have any questions or problems, call Scott Haugen at 701-572-5371 or J.D. Nelson at 406-433-5090.

## DARLENE WINS BIG

Congratulations to Darlene Klein of Sidney, Montana, another BIG WINNER in our daily *CASH CAROUSEL GAME* on “Country Thunder”; Z-96.1! Darlene won a whopping \$568, and she is probably still screaming! Tune in, daily from 6-10AM, for your opportunity to WIN!

## DEADWOOD HERE WE COME

Our next exciting bus trip to Deadwood, South Dakota, is March 12<sup>th</sup> through the 14<sup>th</sup>. Both buses are full; but Penny is taking names for a waiting list. Call her at 701-572-5371. CALL TODAY!!

## ANONYMOUS

*“The two hardest things to handle in life are failure and success!”*



# Northern Plains Radio Network

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## YOU HAVE QUESTIONS?

We have answers; to your RADIO Questions. Ever wondered what “AM” stands for; as in KEYZ AM Radio? What about “FM”; as in KTHC-FM Radio? Ever wonder why Cherry Creek Northern Plains Radio has only ONE Tower for both our FM antennas; and FOUR Towers for our one AM station? To have all your RADIO questions answered; for your business, class, organization, or club; call Joel Swanson at 701-572-5371 for details about our own RADIO “Speakers Bureau”!

## TEDDY TALENT TREK X

If you would like the opportunity to perform on-stage at Medora, North Dakota, this summer; then be sure to sign up for the TEDDY TALENT TREK X; Saturday, March 20<sup>th</sup> at 1:30PM during the Sports and Recreation Show at the Raymond Family Community Center in Williston. First Place Winners in both the Vocals and Variety categories go to Medora to perform. Entry Forms are available ONLY at the participating sponsors; Williston Convention and Visitors Bureau, American State Bank and Trust, KUMV-TV, the Theodore Roosevelt Medora Foundation, and the Cherry Creek Northern Plains Radio Network. If you have questions or need more information, call 701-572-5371.

## MARKET FOR SUCCESS

If you want to Market for the Success of your business; use “The Marketing Bridge”. Developed by the Harvard School of Business, the “Marketing Bridge” is a business concept that should be a part of every Marketing Plan! Want to know more? Let’s talk! Let’s Brainstorm! Let’s make it happen! Call the Cherry Creek Northern Plains Radio Sales Team at 701-572-5371, or send an email to [jswanson@cherrycreekradio.com](mailto:jswanson@cherrycreekradio.com).

## THE “SHOWDOWN” IS BACK

The “Colgate Country Showdown” is back for 2010! The 29<sup>th</sup> Annual Music Event will again give amateur performers all across the Northern Plains the opportunity to participate in local, state and regional competition; with five regional winners taking the stage in Nashville, vying for the really big prize of \$100,000. For information on sponsorship and venues, ask your Cherry Creek Northern Plains Radio Network Marketing Partner, or call 701-572-5371.

## OLDIES QUIZ

- 3) What’s missing; from a “Rock & Roll” standpoint? “Earth \_\_\_\_\_”
  - a. Angel
  - b. Mother
  - c. worm
  
- 4) “I found my thrill on \_\_\_\_\_” (it’s a place)
  - (a) Kansas City
  - (b) Heartbreak Hotel
  - (c) Blueberry Hill

Answers are on the back page of this Newsletter. If you want to take the entire Oldies Quiz of 30 questions, put “Oldies Quiz” in the subject line and send an email to [jswanson@cherrycreekradio.com](mailto:jswanson@cherrycreekradio.com).

## ON-SALE HERE

If your business goal is to achieve *Sustainable Success*, we would like to talk to you about the Cherry Creek Radio Philosophy. It is *The Key* to gaining Market Share. Simply put;

**Frequency = Top-of-Mind-Awareness = Market Share**

Whoever gets there first in the mind of the consumer, WINS; Every Time! No exceptions! If they THINK of you FIRST, they will SHOP you FIRST! If they THINK of you FIRST, they will SHOP you FIRST! If they THINK of you FIRST, they will SHOP you FIRST! You get the idea! We’ll work with you to create a Plan That Works; and then we’ll do it again and again and again. Increased Market Share for your business is “On-Sale” here! Ask your Cherry Creek Northern Plains Radio Marketing Partner for details, or call 701-572-5371.

## RECRUIT WITH RADIO

The “Bakken is Rockin” and we are “Frakin’ the Forks”! 2010 will indeed be another booming year in the oil fields of the Northern Plains. If your company needs workers, start your “search” NOW! It is vital that you “Always be Recruiting!” RADIO reaches people before they even start looking for another job. RECRUIT WITH RADIO! Call our Sales Department at 701-572-5371, and we’ll work with you to get the job done!

**Power 95.1 FM – “Sidney’s Radio Station”**

## WARRANTS ISSUED

Rumor has it that Arrest Warrants have been issued for at least four (4) Cherry Creek Northern Plains Radio Network employees. Michele Olson, Scott Haugen, Ross Carpenter and Maxine Jones are busy getting their affairs in order, expecting to be arrested on March 10<sup>th</sup> and jailed for a good cause in the MDA "Lock-up"! The four felons will be calling relatives, friends, and others, asking for bail money for the Muscular Dystrophy Association! Please be generous!

## BE COUNTED

2010 is a "Census Year". An accurate census secures our share of more than \$400 Billion for schools, roads and other community projects, so it is VERY Important WHERE you are counted! It will only take 10 minutes to answer the 10 Census questions that you will receive in the mail this month. It is the LAW that you must participate in the Census; and it is also a LAW that all personal information obtained in a Census be encrypted and sealed for 72 years.

The 10-10-2010 "Be Counted" Census will be kicked off with a 10-cent breakfast from 7-10AM on March 10<sup>th</sup> at the Williston State College Cafeteria. The public is welcome and the event will be hosted by the Williston Census Committee and by the First Baptist Church of Williston.

## NIGHT OF MUSIC

The 4<sup>th</sup> Annual "Night of Music" will be held Saturday April 10<sup>th</sup> at the Airport International Inn in Williston. The event is a Fun Fundraiser for the Virgil Syverson Performance Center; with proceeds also going to the Wade Westin Scholarship at Williston State College. A variety of local and area musicians will perform. The Cherry Creek Northern Plains Radio Network is a co-sponsor and will again broadcast the "Night of Music" LIVE on KEYZ AM 660!

## BETHEL AUCTION

The Cherry Creek Northern Plains Radio Network will again be a participating sponsor of the Bethel Lutheran Foundation's One-Of-A-Kind Benefit Auction. 50 participating sponsors each "bought" a handcrafted, unfinished child's Adirondack chair to be decorated and then sold to the highest bidder during the 4<sup>th</sup> of July celebration in Harmon Park. The proceeds will go towards the new Assisted Living Center building debt. The chairs were designed and crafted by Charles Snyder.

## BURT PRELUTSKY

*"Two centuries ago, King George III was told that President George Washington, who had eight years earlier turned down the opportunity to be the king of the United States, was planning to give up the presidency at the conclusion of his second term and return to his farm in Mount Vernon. The astonished monarch, who had lost a war to General Washington, said, 'if he does that, he will be the greatest man in the world.' Washington did, and he was. Does anything more clearly illustrate how far we have fallen in 210 years?"*

## CHILI

Chili-lovers were in heaven on Saturday, February 13<sup>th</sup> when the annual API Chili Cook-Off took place at the Airport International Inn in Williston. The event is a fund-raiser for the American Petroleum Institute, with the monies raised going towards college scholarships for area students. Program Director Scott Haugen again led the Cherry Creek Northern Plains Radio Network "Team of Chefs" into the tough competition.

The Winners were:	1 <sup>st</sup> Place: Falcon Pump	4 <sup>th</sup> Place: Eagle Operating
	2 <sup>nd</sup> Place: National Oil Well Varco	5 <sup>th</sup> Place: Wilson Supply
	3 <sup>rd</sup> Place: DC&B Hot Shot	6 <sup>th</sup> Place: Scallon Auto Body

The Best Booth Award went to Nabors Drilling; and the People's Choice Award to Borsheim Crane Service.

## MARCHING IN

The New Orleans Saints went marching in to NFL history with a 31-17 victory over the Indianapolis Colts in the 44<sup>th</sup> Big Game on February 7<sup>th</sup>; and you heard it LIVE on KEYZ AM 660!

## NASCAR BEGINS

The 2010 NASCAR season got under way in February with the Super Bowl of NASCAR, the Daytona 500! Jamie McMurray was able to hold off Dale Earnhardt Jr. to win the delay-filled race. You heard the action LIVE, from start to finish, on KYYZ, 96.1 FM; "NASCAR for the Northern Plains". A BIG "Thank You" to all our great NASCAR sponsors! For the 4<sup>th</sup> year in a row; the entire season of programs and race action is SOLD OUT!

**Z 96.1 FM – "Country Thunder on the Northern Plains"**

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## MADNESS ON KEYZ

“*March Madness*” that is! We will again carry the two semi-final games and the Championship game of the NCAA Men’s Basketball Tournament on AM 660! There are still a few sponsor avails; but you’d better hurry! 701-572-5371.

## INTERNET SPORTS LISTENERS

During the month of January; in addition to the thousands of people who listened to local and area high school games on our three Cherry Creek Northern Plains Radio Network stations; another 1,043 from across the country and around the world, tuned in on the Internet for all the exciting action. We work with [www.network1sports.com](http://www.network1sports.com) to provide this service; and you can go to the Website of the station carrying the game to find the “Streaming” button!

## A DROP IN THE BARREL

The Energy Development Impact Office (EDIO) is accepting applications for oil impact grants through March 26<sup>th</sup>, from local political subdivisions that are experiencing negative impacts related to oil and gas development in North Dakota. Approximately \$3.9 million will be available this year, \$1 million more than last year; and still just a “drop in the barrel”.

## PERSONAL POWER

According to business writer Patricia Haddock, you can “Communicate a sense of personal power by developing these five (5) traits: *Authority, Assertiveness, Accessibility, Image and Communication Habits*”. (Crisp Publishing - Leadership Skills for Women)

## LAPTOP TO LAPTOP SPORTS

Ralph Lockwood and our Sports Department works hard to make sure that we get as many high school sporting events on the air as possible. Even with three stations, we often have to pick and choose, and someone gets left out. But; Thanks to our Sports Doctor Ron Seeley, and Brad Westphal at the Williston High School; we were able to broadcast a 4<sup>th</sup> game on February 11<sup>th</sup>; the Big Boys Hockey Game between Bismarck Century and Williston at the Agri-Sports Complex. Ron plugged the play-by-play microphone into his laptop at rinkside; and magically (there is no other way to say it) sent the signal to Brad’s laptop at the High School; and he connected his laptop to Midcontinent’s Community Access Cable Chanel 19 that is headquartered at the High School. So fans could listen to basketball on KEYZ, KYYZ and KTHC, or they could turn their television set to Channel 19 and hear Coyote Hockey action! It worked so well, we might even do it again! Stay tuned!

## REASON TWO NOT TO ADVERTISE

2) I don’t advertise. Word-of-Mouth is all I need.

*Word-of-mouth is one of the most INeffective forms of advertising there is! You can’t control it. You don’t know what’s being said and to whom. Plus, word-of-mouth is usually negative. People who have an acceptable business transaction with you and your business are likely to tell few, if any other people; while those who had a bad experience will tell everyone they know. Relying solely on word-of-mouth can be a serious marketing mistake.*

## ANSWERS TO THE “OLDIES QUIZ”

3) The correct answer is (a) “Angel”.

4) The correct answer is (c) “Blueberry Hill”.

## EMAIL DELIVERY

If you want us to email our F.Y.I. Newsletter to you, just email [jswanson@cherrycreekradio.com](mailto:jswanson@cherrycreekradio.com) with your email address. As always, comments and suggestions are welcome. If you no longer want to receive this monthly F.Y.I. Newsletter in any form, be sure to let us know at the same email address.

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Cherry Creek Northern Plains Radio Network; KEYZ-AM and KYYZ-FM, P.O. Box 2048, 410 6<sup>th</sup> Street East, Williston, ND 58802-2048; 701-572-5371 / FAX 701-572-7511. Program Director Scott Haugen at [shaugen@cherrycreekradio.com](mailto:shaugen@cherrycreekradio.com). KTHC-FM, Power 95.1, 120 East Main, Sidney, MT 59270; 406-433-5090 / FAX 406-433-5095. Program Director J.D. Nelson at [Power95@midrivers.com](mailto:Power95@midrivers.com); News Director Earl Gross at [earlg@nccray.net](mailto:earlg@nccray.net); Music Director Ross Carpenter at [rcarpenter@cherrycreekradio.com](mailto:rcarpenter@cherrycreekradio.com); Sales Manager Lyla Semenko at [lsemenko@cherrycreekradio.com](mailto:lsemenko@cherrycreekradio.com); Business Manager Michele Olson at [molson@cherrycreekradio.com](mailto:molson@cherrycreekradio.com) and General Manager Joel Swanson at [jswanson@cherrycreekradio.com](mailto:jswanson@cherrycreekradio.com).

**News Radio 660 KEYZ Country – “The Information Station for the Northern Plains”**