



# F.Y.I.

*For Your Information*

## **FEBRUARY 2010**

“Happy Valentines Day” and welcome to our F.Y.I. Newsletter, an ongoing effort to keep friends and advertisers 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.

## **ANTHONY WINS!**

A.J. (Anthony) Benson of Williston was the Grand Prize WINNER in the KTHC, Power 95.1, Website ([www.kthcradio.com](http://www.kthcradio.com)) NFL *Fantasy Football* Promotion! Anthony won a La-Z-Boy recliner from Johnson Hardware and Furniture in Sidney. Congrats to Anthony and to all 17 weekly winners (each won a Pizza Party for their team from Pizza Hut and Pepsi Cola Bottling of Sidney). 132 *Fantasy Football* Fans participated in the Promotion, sponsored by Reynolds Market, Gem City Motors and the Cattle-Ac, all of Sidney.

## **WE WELCOME WADDINGTON**

Cherry Creek Northern Plains Radio welcomed Mark Waddington to our Team in January. Mark and his wife Vickie recently moved from Miles City to Sidney, Montana, where Vickie is the Pastor at the Lonsdale United Methodist Church. Mark was the Sales Manager at KATL Radio in Miles City for the last 3 years. He joins our Sales Team, working out of our Cherry Creek Northern Plains Radio Network offices in Sidney! Welcome Mark!

## **WHEAT SHOW**

The 57<sup>th</sup> Annual *National Hard Spring WHEAT SHOW* will be held February 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> at the Airport International Inn in Williston. The keynote speaker will be Ron Hanson, Distinguished Professor of Agribusiness at the University of Nebraska. The Cherry Creek Northern Plains Radio Network is proud to once again be a sponsor of this important agricultural event, and we will be there, Broadcasting LIVE!

## **HIGH SCHOOL SPORTS FOR THE WORLD**

Again, during the Winter Sports 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 at 701-572-5371 or J.D. at 406-433-5090.

## **SUPERBOWL ON KEYZ**

“LIVE” from Miami, Florida, at 5:25PM Central Time on Sunday, February 7<sup>th</sup>; it’s SUPER BOWL XLIV; on AM 660, KEYZ. Turn down the volume on your TV and LISTEN to the game on KEYZ, and you could be a WINNER! Details on KEYZ!

## **MARK TWAIN**

*“If you don’t read the newspaper, you are UN-informed. If you do read the newspaper, you are MIS-informed.”*



# Northern Plains Radio Network

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## **LIVE FROM THE MON-DAK AG SHOW**

The annual Mon-Dak Ag Show was held last month at St. Matthew's Catholic Church in Sidney. Scott Haugen, Lyla Semenko and Ann Armstrong were there, Broadcasting LIVE, for the Cherry Creek Northern Plains Radio Network.

## **SATRAD STOCK DOWNGRADED**

Zacks Investment Research has cut its stock recommendation on Sirius XM to "Underperform"; apparently seeing the handwriting on the wall from new competition that many expect will deliver a death blow to satellite radio. ([www.rbr.com](http://www.rbr.com))

## **ANSWERS TO YOUR QUESTIONS**

Do you have questions? RADIO Questions? Have you ever wondered what "AM" stands for; as in KEYZ AM Radio? How about "FM"; as in KTHC-FM Radio? Did you 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? If you would like 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"!

## **FOR MARKETING SUCCESS**

For Your Marketing Success; use "The Marketing Bridge". It was developed by the Harvard School of Business, and is a business concept that should be a part of every Marketing Plan! If you would like 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 WIZARD SPEAKS**

Two quotes from the January 4<sup>th</sup> "Monday Morning Memo", by Roy Williams "The Wizard of Ads" :

- 1) Newspapers make more money per inch in their classified sections than in any other section; and the classified section has fewer readers than any other.
- 2) Google has replaced the Yellow Pages, but most advertisers haven't figured that out yet, so the Yellow Pages continue to make money on the momentum of previous years.

Momentum is a magical thing. It keeps an empty freight train hurtling forward even when its engines have run out of fuel.

The Yellow Pages are an empty freight train.

To subscribe to Roy's FREE Monday Morning Memo, send an email to [MondayMorningMemo@MondayMorningMemo.com](mailto:MondayMorningMemo@MondayMorningMemo.com).

## **INVESTING IN MARKET SHARE**

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.

## **ANNUAL MEETINGS**

Both the Sidney Area Chamber of Commerce and Agriculture and the Williston Area Chamber of Commerce held their annual Meetings and Banquets in January. Forrest Gump (portrayed by Steve Weber) was the speaker/entertainment at the Sidney event, while University of North Dakota President Dr. Robert J. Kelley was the Guest Speaker at the Williston banquet. Cherry Creek Northern Plains Radio is a member of both Chambers and our Radio Team is active in both organizations.

The 2010 President of the Williston Area Chamber of Commerce is Cathy Kruse from EOG Resources; and the 2010 President of the Sidney Area Chamber of Commerce and Agriculture is Marci Albin, owner of The Lucky Buckle. Congratulations Ladies!

**Power 95.1 FM – "Sidney's Radio Station"**

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## **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>. For more information and reservations, call Penny or Michele at 701-572-5371. Seats are filling up fast so don't procrastinate.

## **ALWAYS BE RECRUITING**

The Bakken is still a Rockin' and 2010 will be another booming year in the oil fields of the Northern Plains. Don't wait; start your "people search" NOW! "Always be Recruiting!" Don't wait until the last minute, when you might hire the first warm body that walks through the door. The best person for the job is already working...probably for your competition, and has no idea that you have a better opportunity, a better future, waiting for them. 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!

## **MAD COWS AND ALIENS**

Is it just me, or does anyone else find it amazing that during the mad cow epidemic, our government could track a single cow, born in Canada almost three years ago, right to the stall where she slept in the state of Washington? But they are unable to find 21 million illegal aliens wandering around our country. Maybe we should give them each a cow.

## **COUSIN/GRANDPA EARL**

Cousin Earl was all smiles on January 29<sup>th</sup> when he gave Mrs. Boyeff's Kindergarten Class a tour of the Cherry Creek Northern Plains Radio Stations. The class included Earl's granddaughter Haley Hexom; and "Grandpa" was pretty proud!

## **OLDIES QUIZ**

- 1) When did "Little Suzie" finally wake up?
  - (a) The movie's over, it's 2 o'clock
  - (b) The movie's over, it's 3 o'clock
  - (c) The movie's over, it's 4 o'clock
  
- 2) "Rock Around The Clock" was used in what movie?
  - (a) Rebel Without A Cause
  - (b) Blackboard Jungle
  - (c) The Wild Ones

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).

## **COLGATE COUNTRY SHOWDOWN**

The "Colgate Country Showdown" will be back in 2010! The 29<sup>th</sup> Annual Music Event will give amateur songsters all across the Northern Plains the opportunity to perform and 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 more information on sponsorship and venues, ask your Cherry Creek Northern Plains Radio Network Marketing Partner, or call 701-572-5371.

## **TASTE THAT CHILI**

Chili-lovers will be in heaven on Saturday, February 13<sup>th</sup> when the annual *API Chili Cook-Off* takes 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 will again lead the Cherry Creek Northern Plains Radio Network "Team of Chefs" into the tough competition.

## **SELLING STRATEGIES**

The "New Normal" that is all around us these days, means the marketplace has changed and will continue to change. That means we all must change the way we do business. According to business author Tom Hopkins, there are four ways that we can maintain our edge in 2010:

- 1) Maximize your lead pipeline by frontloading it with leads that give you the best opportunity for success.
- 2) Sell Value over Price.
- 3) Embrace new marketing channels and modes of communication.
- 4) Differentiate your offer. (Selling In Tough Times by Tom Hopkins)

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## **THE INVERTED PYRAMID**

Some of the best companies today have flipped the pyramid over, giving employees more say in what goes on; and it seems to be working. Is your company ready to tap into the experience and brain power of those who work for you? Here are some tips on how to do it:

- 1) Challenge your employees to come up with their own better way to do their jobs. You might be surprised at how valuable some of their suggestions are.
- 2) Seek out ideas from everyone, not just those who have a direct involvement with the job. Sometimes good ideas come from unlikely sources.
- 3) Treat employees with honesty and respect. Keep them in the loop, and explain to them the reasons that underlie a decision or policy.
- 4) Spread the responsibility and the authority around; and make sure they understand the relationship and the difference between the two.

(From *Ragan's Management Resources* at [www.managementresources.com](http://www.managementresources.com))

## **10-10-IN 2010**

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 in March. 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.

## **TOURNAMENT TOWN**

February is "Tournament Time in Tournament Town"; Sidney, Montana! The *Under 12* and the *Under 19 Girls Hockey Tournaments* will be held February 5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup>; the *Bantams Hockey Tournament* is February 12<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup>; the *Squirts Hockey Tournament* takes place on February 19<sup>th</sup>, 20<sup>th</sup> & 21<sup>st</sup>; and the *2C Girls District Basketball Tournament* will be held on February 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>!

## **REASON ONE NOT TO ADVERTISE**

- 1) Everybody knows me. I don't need to advertise.

*Really? There are new people moving to your town every week, and plenty of visitors too. Just because you've been on the same corner since 1972 is meaningless to newcomers. A successful business reaches out on an ongoing basis and INVITES people to do business with them. Without new customers, even long-established businesses eventually die.*

## **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.

## **CORRECTION**

In the January F.Y.I. Newsletter, we wrote that the Williston Herald had run an erroneous front page (above the fold) story about a "Lights on for Life" Parade; and that the headline and the story had the wrong day in it. That is all true. We also wrote that they had NOT made any correction or apology. We were wrong on that count. At the bottom of page 2 in the Friday edition, was a somewhat smaller correction. In fact, it was so small that we didn't see it, even when we were looking for it. Apparently that is the Herald's standard correction policy.

F.Y.I.: The Williston Herald is owned by Wick Communications out of Sierra Vista, Arizona. At last report, Wick owned 28 newspapers in 13 states, including 3 in North Dakota, and the Sidney Herald, in Sidney, Montana. Wick Communications also owns RADIO Stations in Safford and Clifton, Arizona. In 1998, Wick sold 16 Radio Stations to Citadel Broadcasting for \$77 million.

## **ANSWERS TO THE "OLDIES QUIZ"**

- 1) Answer is (c) "The Movie's over, it's 4 o'clock".
- 2) Answer is (b) "Blackboard Jungle".

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