



F.Y.I.

For Your Information

JUNE 2010

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 on the Northern Plains. Comments and suggestions are welcome and encouraged.

SHOW US YOUR SIGN

Williston's "Band Day 2010" was another successful spring event, thanks to a hard-working committee and great weather. Over 90 units participated in the parade, and the crowd was the largest in several years. Cherry Creek Northern Plains Radio again joined with the Coca Cola Bottling Company and gave away 1,000 bottles of Powerade to people along the parade route who showed us their homemade KEYZ, KYYZ or KTHC Sign! Our thanks to members of the Williston State College Teton Men's Basketball Team who joined us to help hand out the Powerade.

"Cousin Earl", from the KEYZ Morning Show, and General Manager Joel Swanson manned the microphones on the Parade Reviewing Stand. Earl even interviewed "Miss North Dakota" and Parade Marshall Don Wentz, former Williston Police Chief.

POWER BRA SELLS FOR \$300

A "Power It Up For A Cure" bra, specially designed by our own Ann Armstrong, was one of over 40 decorated bras that were auctioned off when the Sidney Women's Health Coalition hosted *The Fifth Annual Best Kept Secret Pink Ribbon Month* celebration and auction at the Triangle Nite Club. The Power 95.1 Bra sold for \$300 to help the Women's Health Coalition advocate for women's health issues.

COLGATE COUNTRY FINALS

The Local Finals for the 29th annual Colgate Country Showdown will be held Tuesday, June 22nd at the Agri-Sports Complex; and will again "kick-off" the Upper Missouri Valley Fair. The local winner will receive a \$1,000 Ca\$h prize and move on to the North Dakota State competition.

REALLY BIG

The "Really BIG Giveaway" has begun in Sidney, sponsored by KTHC Power 95.1! The "in-store registration" promotion will end on July 2nd when all the finalists, families and friends will get together at the Village Square Mall for food, fun, and a "Reverse Drawing" that will determine the Grand Prize Winner of a beautiful B-I-G flat screen TV from Electricland Radio Shack and the Cherry Creek Northern Plains Radio Network. There's still time for you to register at participating sponsors. Just look for the "Register Here" poster in the window.

ROXANNA VISITS

Roxanna Saberi, former Miss North Dakota and author of "Between Two Worlds", the story of her life and 100 days of captivity in Iran, visited Williston last month. She was the Keynote Speaker at the May 14th Williston State College Graduation and she held a book-signing at the Historic Old Armory. Roxanna was born and raised in Fargo, North Dakota, was crowned Miss North Dakota in June 1997 in Williston; and was a Top Ten Finalist in the Miss America Pageant.



Northern Plains Radio Network

“LIVE” ACTION BROADCASTS

Our station vans and microphones were busy in May, getting warmed for summer on the Northern Plains. We were on the air “LIVE” during May, at:

- the Salvation Army Family Store in Williston, to celebrate their First Anniversary;
- a 66 Cent Breakfast at Williston State College, to celebrate Dr. Ray Nadolny’s First Year Anniversary as President;
- the annual “Click-it or Ticket” event at Harmon Park in Williston to promote seat belt use for everyone, everytime;
- Shadows of Everest in downtown Williston, a new and unique specialty clothing store;
- Western Cooperative Credit Union in Williston for their annual “Auto Market” Event;
- the Williston High School Graduation and Celebration; and at
- Memorial Day Ceremonies at the Williston Cemetery.

To find out how you can have a “LIVE” Action Broadcast at your business and/or event, ask your Cherry Creek Radio Marketing Partner or call our Sales Team at 701-572-5371.

REASON FIVE NOT TO ADVERTISE

(5) I tried Radio before and it didn’t work.

If your offer was weak, chances are your results were too. People respond to the need, not the ad. Or perhaps you used a station that didn’t reach your target demographic, or you didn’t have enough frequency to be effective. RADIO WORKS!

DEADWOOD FUN

Our summer bus trip to Deadwood, South Dakota, is June 11th, 12th & 13th. Why not pack a bag and join us? You won’t be disappointed. Call Penny or Michele for details at 701-572-5371.

WHAT CAN WE TELL YOU...

...about Radio? Here at Cherry Creek Northern Plains Radio, we enjoy what we do, because we do it for YOU; and we like to talk about it too! How do we decide what songs to play? How do we decide what high school games to broadcast? How do we decide how much to charge for ads on our stations? To have all your RADIO questions answered; for your business, class, organization, or club; call Joel at 701-572-5371 for details about our very own fun and informative “Radio Speakers Bureau”!

OLDIES QUIZ

- 9) Name the song with “A-wop bop a-loo bop a-lop bam boom.”
 - a. Good Golly, Miss Molly
 - b. Be-Bop-A-Lula
 - c. Tutti Fruitti

- 10) Who is generally given credit for originating the term “Rock and Roll”?
 - (a) Dick Clark
 - (b) Wolfman Jack
 - (c) Alan Freed

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.

THE “GRIZ” ON 95.1

The excitement that is University of Montana Grizzly Football will again be heard throughout eastern Montana and western North Dakota on KTHC Power 95.1!

GOING, GOING, GOING

According to the Audit Bureau of Circulations, the average daily circulation of U.S. newspapers fell another 8.7% in the 6 months that ended March 31st, compared with the same period last year. Sunday circulation fell by 6.5%!

CHERRY CREEK RADIO CARES

We are proud to be a part of the communities we serve, and we work hard to do our part as good “Corporate Citizens”. We do that in several ways:

-Public Service Announcements: We air literally hundreds of national, state and local announcements each month. In May we informed our listeners about; Pets that are available for adoption at the MonDak Humane Society, the meeting time and place for the Compassionate Friends of Williston, the 2010 Bicycle Rodeo, the meeting time and place for the Committee on the Employment and Advancement of People with Disabilities, the Spring Job Fair, the North Dakota Safety Council’s “Alive at 25” Defensive Driving Course, a golf tournament in Sidney to benefit the Sunrise Pregnancy Resource Center and the “first-responder” Convoy of Hope organization.

-In-Studio Guests: Each weekday morning we invite members of our community to stop in as an In-Studio Guest to talk about “their cause”. During the month of May, our In-Studio Guests talked about: The Relay For Life, Safe Kids ND, the Bike Rodeo, the Jaycees Sandbox Fill, the Foster Parent Program, the High School Rodeo, the Classic Car Club Show, the Powers Lake High School Production of Grease, the Williston Band Day Celebration, new programs and people at Williston State College, the Roxanna Saberi Book Signing, the Blood Drive, the Korner Lions Club, and more.

-In-Kind Sponsorships: If we really like your “cause” or “event” we will sign on as a co-sponsor with an in-kind donation to get the word out and help make it a success. We have recently made in-kind donations to the local Dolly Parton Imagination Library Foundation and the Williston Community Builders Playground Project.

REPETITION IS REPUTATION

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! Simply put;

Frequency = Top-of-Mind-Awareness = 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. 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 Radio Marketing Partner for info.

ROCKIN’ RIBFEST

“Rockin’ Ribfest 2010” will be held Friday, July 2nd on Main Street in downtown Williston, sponsored by the Area Chamber of Commerce. Cherry Creek Northern Plains Radio will be there, as an official sponsor of the exciting event, sampling the ribs, and broadcasting LIVE!

ENTREPRENEURS HONORED

Williston State College, the Small Business Development Center, the Williston Area Development Foundation and the Tri-County Regional Development Council, presented four “Entrepreneur of the Year” Awards at an Appreciation and Awards Luncheon held last month at the Williston Elk’s Club:

NEW ENTREPRENEURS: Jenny Monson and Steph Jore of Monjores in Watford City;

ESTABLISHED ENTREPRENEURS: Dana Ebel, Daminan Ebel, John Maristuen and Steve Kemp from Ebel Integrators in Williston;

WOMEN’S ENTREPRENEURS: Dr. Beverly Tong and Dr. Sara Solberg of the Great Plains Women’s Health Center in Williston; and

AG ENTREPRENEURS: Donna and Andy Simms of Old School Meats in Alexander.

The City of Stanley was named “City of the Year”; and Gene Veeder, McKenzie County JDA Director, was honored with the “Ambassador of the Year” Award!

Z 96.1 FM – “Country Thunder on the Northern Plains”

RECRUIT WITH RADIO

We are pleased with the number of oilfield-related and other businesses who are using RADIO to recruit new employees. When you hear a recruitment ad on one of our stations; be sure to ask them how it is working. And then you can call our Sales Team and start your own recruitment schedule. North Dakota's current Unemployment Rate is UNDER 4% and in the Oil Fields of the Northern Plains, we are at 2% Unemployment.

SCAREY

In a letter to John Taylor in 1814, Founding Father JOHN ADAMS wrote:

“Remember democracy never lasts long. It soon wastes, exhausts, and murders itself. There never was a democracy yet that did not commit suicide.”

“LIVE” FROM THE EXPO

A record 2750 people attended the 18th Williston Basin Petroleum Conference and Expo in Bismarck last month; and Cherry Creek Radio aired “LIVE” Reports from the B-I-G Event, thanks to the Williston Area Development Foundation, the Williston Wire, and Steve Slocum from 1st National Bank in Williston.

WHITE PAGES GONE

Citing a 2008 Gallup survey that showed only about one of every nine households actually uses the hard-copy white pages of a telephone directory; Verizon, the dominant local phone company in New York State has officially asked regulators to allow them to discontinue providing White Pages to all of its customers in that state. Verizon says it will save nearly 5,000 tons of paper!

“TOOT TOOT!”

Here we go again, “Tooting Our Own Horn”! Program Director Scott Haugen received a great letter last month from one of our great listeners, Pat Bjella! I am sharing the last paragraph with you:

“You (Scott), Earl, Max and Ross are not told enough how much fun you make it for your listening audience. Your enthusiasm and sincere concern for all who tune in shows every day. Whether we are in our house, vehicle or boat, KEYZ is our station of choice. Thanks!”

It is indeed, great to be appreciated! Thanks Pat; the feeling is mutual! We appreciate each and every one of our listeners, callers, and advertisers. We consider you all to be “close personal friends”! We like what we do because we do it for you, and we are glad that you also like what we do!

ANSWERS TO THE “OLDIES QUIZ”

9) The correct answer is (c) Tutti Fruitti

10) The correct answer is (c) Alan Freed

VISIT AND REVIEW

We invite you to visit our Station Websites and let us know what you think? Do they look like you thought they would? Are they just like all the others or do they have something special/unique? Do they give you the information you wanted? Will you go back; or was once enough? www.keyzradio.com. www.kyyzradio.com and www.kthcradio.com. If you are interested in an ad on one or more of our Websites; guess what? We CAN do that! Ask your Marketing Partner, or call 701-572-5371 for details.

EMAIL DELIVERY

If you want us to email our F.Y.I. Newsletter to you, just email 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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News Radio 660 KEYZ Country – “The Information Station for the Northern Plains”