



F.Y.I.

For Your Information

NOVEMBER 2009

Welcome to "Turkey Month"; and 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.

THE WINNING CONTINUES...

There's a winner every week in Ralph Lockwood's popular NFL "You Pick 'Em" Contest. Each week, one lucky football fan wins \$100 CASH from Ralph and our contest sponsors. Entry forms are available each week at; Super Pumper (SPF) in Sidney, and in Williston at Boldt Farm Supply, D.K.'s Lounge & Casino, M & H Convenience Store (both locations), 4-Mile Bar, Economart Deli and Economart Liquor.

...AND CONTINUES

"Fantasy Football" is underway on the Power 95.1 FM Website, www.kthcradio.com! Its FUN; its FREE; and YOU could WIN a Pizza Party for your team (yourself & 10 friends) from Pizza Hut and Pepsi Cola of Sidney! The Grand Prize Winner, the one with the most points at the end of the 17-week regular season, will take home a Lazy Boy recliner courtesy of Johnson Hardware and Furniture in Sidney.

PLAYOFFS ON THE INTERNET

Its High School Football Playoff Time on the Northern Plains; and every exciting playoff game we broadcast on our three Cherry Creek Northern Plains Radio Network Radio Stations, will also be "streamed" on the World Wide Web! Just go to the Website of the Station carrying the game you want to hear, and "click" on the "Streaming Icon". Again in 2009-2010, we are partnering with the folks at Network1Sports to provide this service, and we hope you will help spread the word, to family and friends across the country and around the world.

NEW OWNERS IN SIDNEY

Congratulations to Linda and Harry Metz, new owners of the KFC Restaurant in Sidney, Montana! Linda and Harry purchased the business from Mary and Rory Corda, with help from the Revolving Loan Fund of Richland Economic Development. If you or someone you know is thinking of buying or expanding an existing business or starting a new venture in Sidney, contact any of the Sidney financial institutions or Richland Economic Development.

RECRUIT WITH RADIO

The first thing you learn in business is "Always be Recruiting!" Don't wait until you're already shorthanded, when you might hire the first warm body that walks through the door. The best person for the job is probably already working...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 701-572-5371 for more information.



Northern Plains Radio Network

ON THE ROAD AGAIN

Fall is over; but the action continues on the Northern Plains; and our station vans and microphones were busy in October, with *LIVE Action Broadcasts* at:

- The Williston Fire Department for Fire Prevention Week;
- Froid, Montana, for a "Good Neighbor Breakfast"; and
- The Sidney Fire Department for Fire Prevention Week.

To find out how you can have the fun and excitement of a *LIVE Action Broadcast* at your business or event, call the Cherry Creek Northern Plains Radio Sales Department at 701-572-5371.

HOLIDAY FORECAST

The National Retail Federation projects holiday sales to decline 1% this season to \$437.6 billion. While that number falls significantly below the ten-year average of 3.39% holiday season growth, the expected decline is not as dramatic as last year's 3.4% drop in holiday retail sales, nor as severe as the 3.0% decline in annual retail industry sales expected for all of 2009.

"TALKIN' R-A-D-I-O"

At Cherry Creek Northern Plains Radio, we like what we do, and we like to talk about it too; so if/when your class, business, club or organization needs a Program Speaker; how about learning more about R-A-D-I-O? We have several people available to talk about Radio in general, Sales, Programming, Sports, even Careers in Radio. Call Joel at 701-572-5371 for details.

LEADERSHIP WILLISTON

The Leadership Williston Class of 2010 was introduced to the public at an Orientation Luncheon at the El Rancho on October 7th. The nine "future leaders" of Williston represent the 15th Leadership Williston Class and will be under the guidance of Program Director Lisa Soiseth. Leadership Williston was developed and implemented by the Partners in Education and Leadership Committee of the Williston Area Chamber of Commerce.

Several current community leaders will serve as Chairs of Issue Day Training and Events for the Class, including Cherry Creek Northern Plains Radio Network General Manager Joel Swanson, Chair of "Marketing through Media".

THE BRIDGE TO SUCCESS

"The Marketing Bridge" was developed by the Harvard School of Business, and is a business concept that should be a part of every Marketing Plan! Interested in knowing 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.

GOOD NEIGHBOR FROID

Our first "Good Neighbor Breakfast" of the season was held at the Community Firehall in Froid, Montana, on October 22nd! We enjoyed a great meal and even better company, meeting old friends and making new ones. Scott Haugen, Lyla Semenko and Joel Swanson represented Cherry Creek Northern Plains Radio at the event. Scott handled the "Live Action Broadcast" duties on his traveling microphone. Our annual series of four "Good Neighbor Breakfasts" (two in Montana and two in North Dakota) is sponsored by the Williston Economic Development Partnership, MDU (Montana-Dakota Utilities) Williston State College and the WSC Foundation, Mercy Medical Center and the Medical Center Foundation, and the Williston Area Convention & Visitors' Bureau. "Good Neighbor Breakfasts" are also scheduled in Culbertson, MT; and in Ray, ND and Alexander, ND.

THE PHILOSOPHY OF SUCCESS

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.

TOM PETERS

"The best leaders...almost without exception and at every level... are master users of stories and symbols."

Power 95.1 FM – "Sidney's Radio Station"

RADIO ON YOUR IPOD

From an article by Roy Williams, "The Wizard of Ads" in the October 5th issue of INK Magazine:

"Digital delivery is replacing the newspaper, but it's not replacing books. We keep books, reread books, and identify with books. Likewise, the iPod allows us to keep and relisten to the music we identify with.

But books have never been a threat to the news industry. We call it news because it's new every day. Unlike a newspaper, the Internet gives us 24/7, instant access to breaking news. That's why newspapers are dying. But the Internet has no such advantage over radio. That is why the Internet and the iPod were never a threat to the news and new music components of radio. To be exposed to news and new music, you need a radio tuner. Apple has finally realized this and admitted it, with the introduction of the new iPod nano."

(To subscribe to Roy's FREE "Monday Morning Memo", send an email to Roy@WizardofAds.com.)

FARM & RANCH BREAKFASTS

Our annual Cherry Creek Northern Plains Radio "Farm & Ranch Breakfasts" will be held from 7-9AM on Wednesday November 4th at Sunny's Family Restaurant in Sidney; and from 7-9AM on Thursday November 5th at the El Rancho in Williston. Tickets to the two events are available at sponsoring businesses. Call 701-572-5371 or 406-433-5090 for details.

Kent McKay will be the Guest Speaker at the Williston Breakfast. McKay is a former NDSU Research Specialist and is currently Director of Vision Research Park, an independent Ag Research Company in Minot, North Dakota.

TV COMMERCIALS SKIPPED

According to the TiVo Stop Watch Ratings Service, TV Commercials in critical and award-winning TV shows are fast-forwarded through more often than other programs. TiVo homes skip the commercials in

- "Mad Men" 83% of the time and ALL Drama 73% of the time;
- "South Park" 66% of the time and ALL TV animation 55% of the time; and
- "The Daily Show with Jon Stewart" 66% of the time and ALL Variety Shows 58% of the time.

What TV Programs are your ads being fast-forwarded through?

THE SHADOW KNOWS

Our KEYZ and KYYZ studios in Williston welcomed another student "Job Shadow" for a one day crash course in Radio on October 8th. Brett Nielsen is a sophomore at Westby High School in Westby, Montana; where the School-to-Work Coordinator is Sonja Mangel.

RED ANNUAL MEETING

The annual meeting of Richland Economic Development (RED) will be held Thursday November 12th at 6PM at the Sidney Elks Lodge. The keynote speaker will be Michelle Johnston, Montana District Director for the Small Business Administration. For more information and to register, call RED at 406-482-4679.

LEADERSHIP SKILLS

AUTHORITY is an inner confidence, a trust in your skills and abilities. It comes from the inside, from an attitude that radiates outward, as you honestly ask for what you want and need, and develop a willingness to give to others and yourself.

ASSERTIVENESS is active, direct and honest behavior that communicates an impression of self-respect and respect for others that helps you win by influencing, listening and negotiating so that other people choose to cooperate willingly.

ACCESSIBILITY through good networking increases your visibility and gives you a valuable circle of people from whom you can give and receive support and information. The powerful person is a master networker.

IMAGE can communicate a power that is consistent with strong leadership. Make eye contact and keep your handshake firm and friendly. Clearly state who you are and what you do. Is your "elevator speech" ready?

POSITIVE COMMUNICATION HABITS are paramount. Breathe deeply to project a firm voice. Avoid slang, jargon, and vocal hesitations. Use only the body movements and gestures that are necessary to make your point. Learn how to write clearly and succinctly.

(Patricia Haddock – "Leadership Skills for Women" - Crisp Publishing)

RADIO WINS AGAIN

Arbitron Inc. recently released its annual Radio Industry study, *Radio Today 2009 Edition*. The study confirmed again that more than 90% of ALL consumers aged 12 and older listen to the RADIO each week, a higher penetration than television, magazines, newspaper or the Internet. For more than a decade, Radio's overall cumulative audience rating has stayed strong, despite the availability of numerous media alternatives.

G.K. CHESTERTON

"The thing I hate about an argument is that it always interrupts a discussion."

EXPERIENCE WORKS

If you are looking for help, have you thought about an older worker? Call Experience Works at 701-774-9675 for information. The Senior Community Service Employment Program (SCSEP) is designed to help low-income, older individuals enter the workforce. It is a real win-win arrangement.

THE SEVEN DEADLY SINS

TRUTH; If it becomes a weapon against persons.

BEAUTY; If it becomes vanity.

LOVE; If it becomes possessive.

LOYALTY; If it becomes blind, careless trust.

TOLERANCE; If it becomes indifference.

SELF-CONFIDENCE; If it becomes arrogance.

FAITH; If it becomes self-righteous.

(Writer Ashley Cooper)

FACES OF AGRICULTURE

"Always Together for American Agriculture" is the way Trent Loos signs off his *LOOS LIPS* newsletter. The wisdom of Trent can be heard week day mornings at 6:30 and 7:30 on AM 660, KEYZ, with his "LOOS TALES" Program. Or you can visit him at www.facesofag.com.

RIBBON-CUTTINGS

The Ambassadors' Committee of the Williston Area Chamber of Commerce participated in two Ribbon-cuttings in October. The first was to commemorate the 10th Anniversary of the DAWA Solutions Group, owned by Jeff Zarling; and the second to celebrate the completion of an ownership change, a name change, and a major remodeling project at "J. Dub's Bar & Grill" (formerly the Rivers Edge), now owned by Jeremy Wright. If you know of a new business, new owner, a major anniversary or remodeling project in the Williston area, contact Cherry Creek Northern Plains Radio Network General Manager Joel Swanson at 701-572-5371.

"ZULU COMPANY" TAKE TWO

Williston author Neil Sorrells has written a novel about the exploits of a company of United States Marines during the Korean War. The book is in the process of being printed, but you can have your very own on-line copy, via email for just \$5.00! (You will then receive \$5.00 off the price of the hard copy of the book, IF you decide to purchase it.) The author can be heard on KEYZ Radio, reading excerpts from the book. Send \$5 and your email address to shanjerneil Publishing, P.O. Box 22, Williston, North Dakota, 58802.

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.

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