



# F.Y.I.

*For Your Information*

## OCTOBER 2009

Welcome to this month's edition of 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.

## ROAD TRIP 2009

The 2009 Sabin Metal West "Roadtrip to Nowhere" took place on Thursday, September 3<sup>rd</sup>. Northern Plains Radio Program Director Scott Haugen, accompanied by Jeff Larson (his son Kasey has MD), went on a day-long, 325 mile, trip throughout northwestern North Dakota to raise money for the Muscular Dystrophy Association. In addition to Williston, the duo made stops in Trenton, Alexander, Watford City, Ray, Tioga, Crosby, Zahl and Grenora; and raised a total of \$3,535 for "Jerry's Kids"! Our thanks to Sabin Metal West for their support; to Pat Murphy and Murphy Motors for the use of a great vehicle, to Leo at The Sign Shop for the professional signage on the vehicle, and to KXMD-TV for helping to promote the event!

## FOOTBALL ON THE INTERNET

The excitement of High School Football is again rampant on the Northern Plains; and every exciting High School Football game that we broadcast on our three Cherry Creek Northern Plains Radio Network Radio Stations, is also "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.

## VETERANS' HONOR FLIGHT

A second "Roughrider Honor Flight" of World War II Veterans from western North Dakota flew out of Bismarck on September 17<sup>th</sup> for a visit to Washington, D.C. and the World War II Memorial. Tom Kvamme went along with his microphone and tape recorder (digital of course). Tom called back with several LIVE reports about the flight, and he recorded a series of interviews with some of the World War Two Veterans from our area.

## FANTASY FOOTBALL

"Fantasy Football" is underway on the Power 95.1 FM Website, [www.kthcradio.com](http://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-game regular season, will take home a Lazy Boy recliner courtesy of Johnson Hardware and Furniture in Sidney.

## "CHANGE" IS "NORMAL"

It seems that everyday, what is considered "normal", changes; usually a permanent change (paradigm shift), that will impact every single one of us. We call it "The New Normal"! If you want to "brainstorm" about what effect the changes of "The New Normal" will have on your business and how we can help, call Lyla at 701-572-5371.



# Northern Plains Radio Network

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## **MCKENZIE ROAD WINS**

A country band named *McKenzie Road* from Manitoba, Canada, representing KYTZ in Langdon, North Dakota, won the State *Colgate Country Showdown* championship that was showcased at the MizzJam at the Missouri Valley Fairgrounds in Bismarck. A total of 8 local winners from across the state participated in the State finals. Sisters Rhonda Bartlette and Barb Lind did a great job representing KEYZ, KYYZ and the Cherry Creek Northern Plains Radio Network.

McKenzie Road will participate in the Mid-West Regionals at the Corn Palace in Mitchell, South Dakota, on November 7<sup>th</sup>, with the winner advancing to the Nationals in Nashville, to perform for a \$100,000 Grand Prize!

## **THOMAS JEFFERSON**

*“Cherish, therefore, the spirit of our people and keep alive their attention. Do not be too severe upon their errors, but reclaim them by enlightening them. If once they become inattentive to the public affairs, you and I, and Congress, and Assemblies, Judges and Governors, shall all become wolves.”*

## **ON THE ROAD AGAIN**

The Summer might be over, but the action continues on the Northern Plains; and our station vans and microphones were busy in September, with *LIVE Action Broadcasts* at:

- Anytime Fitness in Williston;
- MonDak Motor Sports in Sidney;
- Industrial Equipment in Williston;
- O'Reilly Auto Parts in Williston;
- the Williston Basin United Way Kick-off at the new location of Jack & Jewel's Bar-B-Que; and at
- the Ribbon-cuttings at the *Tom & Shirley Davidson Tennis Complex* and at *Phil Rabon Field* on the campus of Williston State College.

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.

## **LET'S TALK "RADIO"**

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.

## **UNITED WAY KICK-OFF**

The Williston Basin United Way *Kick-Off* was held Friday September 18<sup>th</sup> in downtown Williston at the new location of *Jack & Jewel's Bar-B-Que*. For every meal served between 11AM and 2PM, \$3 was donated to the United Way; and Cherry Creek Northern Plains Radio was glad to be there, broadcasting LIVE, for the cause!

## **YOU CAN MAKE IT HAPPEN**

“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](mailto:jswanson@cherrycreekradio.com).

## **IT'S THE GREAT PUMPKIN**

*The Great Pumpkin* returns again this year, hidden somewhere within the city limits of Sidney, Montana; with clues given by J.D. Nelson each weekday morning on *THE MORNING MELTDOWN SHOW* on Power 95.1! *The Great Pumpkin* contains prizes and cash valued at over \$300, from participating Sidney merchants.

## **AMERICAN HERRO**

Cherry Creek Northern Plains Radio is proud to join with the Williston Young Professionals as a Media Sponsor, in the screening of a film entitled “American Herro”, by North Dakota filmmaker Kirk Roos. The film is a powerful, inspiring documentary about Herro Mustafa's flight from Iraq to Minot, North Dakota. Herro speaks 8 languages, and has worked in the National Security Council and the State Department. She is currently serving as the Senior Advisor on the Middle East to Vice President Joe Biden. The movie will be screened October 9<sup>th</sup> at 7PM at the Williston Community Library. Seating is limited, so please, RSVP to 570-5251.

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

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## **GET THERE FIRST**

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.

## **A GREAT STORY**

Everyone loves a great story; adventure stories, funny stories, suspense stories, scary stories, love stories. We like to hear them and we like to tell them. Like everyone else, you have your own story, your personal story and your professional story. If you own and operate a business, then you have a professional story that is very personal. You went into business because you had a great idea! You believed, you KNEW, that you had a product or service that the world needed. That is WHO YOU ARE! Your business not only gives you and your family financial security, it also helps make the lives of those around you, better. YOUR STORY is a GREAT STORY! People NEED to hear it! And, we can help you tell your story, to thousands of people at a time. Call 701-572-5371 for more information. We are Cherry Creek Northern Plains Radio; and WE TELL STORIES!

## **SPORTS RIBBON CUTTINGS**

Among the September "Ribbon-Cuttings" conducted by the Williston Chamber of Commerce Ambassadors Club were dedications of the new *Tom & Shirley Davidson Tennis Complex* in *Davidson Park* and the new *Phil Rabon Baseball Field* on the Williston State College Campus. Cherry Creek Northern Plains Radio was at both BIG events, Broadcasting LIVE!

## **KUDOS TO RESULTS UNLIMITED**

Congratulations to the folks at Results Unlimited on their TWO Emmy nominations from the Upper Midwest Chapter of The National Television Academy. Results Unlimited is an advertising and marketing agency in Fargo/Moorhead and Minot.

## **GET ON THE RADIO**

There are several ways that you can get your business/organization/project/event on the Radio:

- 1) **NEWS STORY:** Is it a legitimate news story? With NO release restrictions?
- 2) **PUBLIC SERVICE ANNOUNCEMENT:** A free service of CCR Northern Plains Radio, unless you are paying another medium to run it.
- 3) **IN-STUDIO GUEST:** We put you on-the-air LIVE between 7-7:30AM weekdays. This is also a free service of CCR Northern Plains Radio, but be advised that IF our Sales Manager hears you, she WILL talk to you about investing in RADIO Advertising. It's her job!
- 4) **PAID ADVERTISING:** By far the BEST way to get on the air, a real win-win-win for everyone. You CONTROL the "word of mouth" message; our listeners are informed about your business, organization, event or project; we get paid; and everyone is happy.

## **CUSTOMER SERVICE IN SIDNEY**

Sidney Job Service and Richland Economic Development are sponsoring two seminars for businesses and business people on Tuesday, October 13<sup>th</sup>, at the Sidney Lutheran Brethren Church. Steve Beck will return to Sidney to present *Exceptional Customer Service Part III* from 8AM to Noon; and *Life-Work Balance* from 1-5PM! For more information or to register, call Sidney Job Service at 406-433-1204 or Richland Economic Development at 406-482-4679.

## **TIME**

*"Hold fast the time! Guard it, watch over it, every hour, every minute! Unregarded it slips away like a lizard, smooth, slippery, faithless. Hold every moment sacred. Give each clarity and meaning, give each the weight of thine awareness, give each its true and due fulfillment. (Thomas Mann 1875-1955)*

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

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## “ZULU COMPANY”

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.

## LOOS TALES

“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](http://www.facesofag.com).

## THOMAS JEFFERSON

“The strongest reason for the people to retain the right to keep and bear arms is, as a last resort, to protect themselves against tyranny in government.”

## YOU PICK ‘EM!

It’s B-A-C-K! Ralph Lockwood’s popular NFL “You Pick ‘Em” contest is back again this season and going strong. 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.

## THE PLACE TO RETIRE

According to a recent survey of real estate agents by Coldwell Banker; Helena, Montana is the #1 place in the country to “buy now & retire later”! The Butte-Silver Bow, Montana, area is ranked #5; Huron, South Dakota is ranked #11; and WILLISTON, NORTH DAKOTA, is ranked #13! (USA WEEKEND Magazine)

## UNCOMMON

A new series of 60 second motivational vignettes, written and voiced by former NFL player, and Super Bowl Winning Coach, Tony Dungy, entitled “UNCOMMON” are now airing on AM 660, KEYZ. Be sure to check out Tony’s new book, by the same title.

## RELAY SETS RECORD

Cherry Creek Northern Plains Radio was again proud to be a Corporate Partner and GOLD SPONSOR of the 2009 *Upper Missouri Relay for Life* that was held in Williston on August 7<sup>th</sup> & 8<sup>th</sup>! The event raised a record \$171,539.43 for the American Cancer Society’s continued research, education, advocacy and patient service programs.

## 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.

## 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.

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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”**