



F.Y.I.

For Your Information

AUGUST 2010

Welcome to the August edition of 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 Cherry Creek Radio on the Northern Plains. Comments and suggestions about our radio stations and our newsletter are welcome and encouraged.

LYLE ROMINE DEAD AT 59

Lyle Romine, longtime farm broadcaster for the Fargo-based American Ag Network that is heard on 40 stations including AM 660 KEYZ, died July 15th from cancer. He was a native of Devils Lake, and is survived by his wife, Terrie and a son.

COLGATE COUNTRY STATE FINALS

The North Dakota State Finals for the 29th annual Colgate Country Showdown will be held on Friday, August 6th at 7:30PM as part of the “*Spirit of the West*” celebration at the fairgrounds in Beach, North Dakota. Representing Cherry Creek Northern Plains Radio in the state competition will be the trio “Triple Shot” of Tina Flesness, Barb Lind and Rhonda Bartlette. “Good Luck” ladies!

REALLY BIG WINNER

The “*Really BIG Giveaway*”, sponsored by KTHC Power 95.1, “Sidney’s Radio Station”, came to an exciting end on July 2nd when we treated 27 finalists, along with their families and friends to a FREE lunch at the Village Square Mall, followed by a “Reverse Drawing” for the Grand Prize flat screen TV from Electricland Radio Shack and the Cherry Creek Northern Plains Radio Network. And the WINNER was Jim Hardy of Fairview, Montana! Congratulations Jim; and thanks to everyone who participated in this fun event!

66 CENT BREAKFAST

Cherry Creek Northern Plains Radio again co-sponsored a “66 Cent” Breakfast from 7-9AM on Friday, July 2nd in downtown Williston, as part of the 4th of July Weekend “BLAST” and Celebration. The Korner Lions once again prepared and served the meal, to over 500 hungry people; with the proceeds going to their great community projects.

NOELLE WINS

Congratulations to Noelle Hove, winner of the B-I-G Boombox that Cherry Creek Northern Plains Radio gave away on Tuesday, July 13 as part of our sponsorship of the 21st Annual *Dakota Classic Tour* Auto Races featuring Mods and IMCA stock cars at the Williston Basin Speedway.

LEANN RIMES IN SIDNEY

Country Music Superstar LeAnn Rimes will perform at the Richland County Fairgrounds in Sidney on Saturday, August 7th as part of the big Richland County Fair and Rodeo that runs August 4th through the 7th. Cherry Creek Radio will be there, meeting and greeting and Broadcasting LIVE!



Northern Plains Radio Network

“LIVE” ACTION BROADCASTS

Our station vans and microphones were busy in July, enjoying a great summer on the Northern Plains. We were on the air “LIVE” during the month of July, at:

- the “66 Cent Breakfast” in downtown Williston;
- the “Really B-I-G Giveaway in downtown Sidney;
- the “Hometown Williston” Celebration in Harmon Park;
- the “Festival of the Arts” at Veterans’ Memorial Park in Sidney; and at
- the annual “Field Day at the Ag Research Center in Sidney.

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 SEVEN NOT TO ADVERTISE

- (7) I don’t do Radio advertising.
It’s foolish to overlook an entire medium because of some silly preconceived notion. Radio works! And with the right offer and enough frequency, Radio can produce results unmatched by any other media. If you exclude Radio from your marketing plans, you are missing out!

WE LIKE TO TALK...

...about Radio? Here at Cherry Creek Northern Plains Radio, we obviously enjoy what we do; and we would love to talk about it to 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

- 13) The Everly Brothers are:
(a) Pete & Dick
(b) Don & Phil
(c) Bob & Phil
- 14) The “Big Boppers” real name was:
(a) Jiles P. Richardson
(b) Roy Harold Scherer Jr.
(c) Marion Michael Morrison

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.

PONDER THIS

The real reason that we cannot post the Ten Commandments in our county courthouses is this: You cannot post ‘Thou Shalt Not Steal’, ‘Thou Shalt Not Commit Adultery’, and ‘Thou Shalt Not Lie’, in a building full of lawyers, judges and politicians...It is bound to create a hostile work environment.

ON SALE HERE

Advertising is, simply put, a “battle for the mind” of the consumer; and whoever gets to that mind first, WINS; Every Time! No exceptions! IF they THINK of you FIRST, they will SHOP you FIRST!

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

Sustainable Success is the goal of every business; and the Cherry Creek Radio Philosophy 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 details or call Lyla at 701-572-5371.

ROCKIN’ RIBFEST

It was a “Rib Sell Out” Friday, July 2nd, at the “Rockin’ Ribfest 2010” on Main Street in downtown Williston, sponsored by the Area Chamber of Commerce. Cherry Creek Northern Plains Radio was there, as one of the many official sponsors of the exciting event, sampling the ribs, and broadcasting LIVE!

Power 95.1 FM – “Sidney’s Radio Station”

ALWAYS BE RECRUITING

One of the first things we learn as a business person is to *Always Be Recruiting!* Don't wait until the last minute to fill that important position. It costs your company to hire and train a new person, and it's your job to make sure that time and money is not wasted. Recruit with Radio. Radio works because *they're listening!* For more information on how you can "Recruit With Radio", ask your Cherry Creek Radio Marketing Partner or call our Sales Department at 701-572-5371.

OIL INFORMATION

With all of the exciting oilfield activity in the Williston Basin; more and more people are tuning in to the Northern Plains Oil Show, Saturdays at 11:45AM and Mondays at 12:45PM on AM660 KEYZ. You'll find out how many rigs are drilling in North Dakota and Montana, how many new Permits to Drill have been issued, to whom and where; and some interesting oil and energy-related information too. The Northern Plains Oil Show is also heard on KATQ Radio in Plentywood, Montana, and parts of it are reprinted on the Fairfield Sun Times Website (Fairfield, Montana). The complete script for the Oil Show is also available each week at www.keyzradio.com.

ALEXANDER HAMILTON

"If it be asked, What is the most sacred duty and the greatest source of our security in a Republic? The answer would be, An inviolable respect for the Constitution and Laws, the first growing out of the last."

RICHLAND COUNTY FAIR AND RODEO

The B-I-G Richland County Fair and Rodeo runs August 4th through the 7th at the Fairgrounds in Sidney, Montana. Fairgoers will enjoy the excitement of PRCA Rodeo action on August 5th and 6th and the music of Country Music Superstar LeAnn Rimes on Saturday evening, August 7th. Cherry Creek Northern Plains Radio will be there, Broadcasting LIVE on Opening Day, 4-H Day and Co-op Day!

MORE THAN OIL

Oil isn't the only industry booming here in the MonDak Region. The Williston area is the largest producer of pulse crops (dry peas, lentils and chickpeas) in the United States, with 65-75% of the total grown right here. And they are marketed through United Pulse Trading of Williston, part of an international company with plants in Canada and Turkey, as well as here on the Northern Plains. You can read more about this unique company at www.willistonwire.com.

CHOCHECHERRY (CREEK) FESTIVAL

The 4th Annual "*The Original!*" Chokecherry Festival, *the Home of North Dakota's Chokecherry Kids*, will be celebrated on August 20th and 21st in Harmon Park in north Williston. The Festival includes a pancake breakfast, a 5K run, a youth parade, entertainment, a back-to-school fashion show, crafts, kid's activities, food and fun for the entire family. (Choke)Cherry Creek Radio is a sponsor of this great community event, and we'll be there, Broadcasting LIVE!

IT DOESN'T TAKE A GENIUS

Albert Einstein said, "*Insanity is doing the same thing over and over again and expecting different results.*"

Are you still advertising the same way you always have?

How is that working for you?

EXTENDED STAY MOTEL

Construction has begun on the second "extended stay" motel in Williston. The 78-room *HomStay Suites* is being built next to the *Candlewood Suites* that opened in February. Both properties are owned by Brutger Equities of Minnesota. The new motel is expected to open early in 2011.

LALIMS WIN CONTEST

Our own Traffic Manager Penny Lalim and her husband Doug were the First Place Winners in the recent camper/campsite decorating contest during the "*Christmas in July*" celebration at Lewis & Clark State Park east of Williston on Highway 1804. Congratulations to Penny & Doug! Penny is also our "go-to gal" when it comes to decorating around the stations.

RED, WHITE AND BLUE

As a sponsor of the 21st annual Dakota Classic Tour Auto Races at the Williston Basin Speedway in July, Cherry Creek Northern Plain Radio again handed out red, white & blue, helium-filled balloons, complete with station call letters, to kids and adults alike. Then following the singing of the Canadian and American National Anthems, the balloons were all released into the bright blue sky, signaling the start of another exciting night of racing action.

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

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 were aired in July for:

Relay for Life Team Leader meetings; entries for the 4th of July Weekend Parade; donations for the September Roughrider Honor Flight to Washington, DC; the Season of Hope Concert; donations to the Community Builders “Splash Pad” Project; North Dakota American Legion; and more.

-In-Studio Guests represented the following causes/events:

Relay for Life, Season of Hope Concert, Mercy Garden Show & Tour, Community Builders, NDSU Research Center Field Day, Williston State College, and more.

-Co-sponsorship of: the Community Picnic, Ribbon-cutting and Grand Opening of the

new Community Builders Playground; the “Rockin’ Ribfest” as part of the 4th of July Weekend celebration; the “Radio Stars” concert in Harmon Park; the “66 Cent Breakfast” in downtown Williston; the 4th of July Weekend Parade; the Ag Appreciation Golf Tournament in Sidney; the 21st annual Dakota Classic Tour Auto Races; and more.

DEADWOOD FUN

We’re in the midst of the planning for our fall bus trip to Deadwood, South Dakota. Why not get together with your friends and plan now to join us. You won’t regret it. Call Penny or Michele for dates, prices and other details at 701-572-5371.

ARE YOU READY FOR SOME FOOTBALL

It will be here before you know it; Football! High School Football, College Football, Professional Football, all on Cherry Creek Northern Plains Radio! Our Sales Team is out right now, with Sponsorship Opportunities; and they are going fast. Don’t miss out! You cannot go wrong with our “B-I-G ONE” Sports Package. Call our Sales Team today at 701-572-5371.

NETWORKING

Networking builds Relationships. Relationships build Credibility. Take advantage of networking opportunities and events; but be sure that you:

- 1) Choose the right networking event.
- 2) Focus on quality instead of quantity.
- 3) Prepare so you make a positive first impression.
- 4) Practice so you can clearly give your “elevator speech”.
- 5) Follow up after the event and track your progress.

VISIT US ON-LINE

Visit our Stations’ Websites and let us know what you think? Are they just like all the others or are they 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.

ANSWERS TO THE “OLDIES QUIZ”

- 13) Don & Phil
- 14) Jiles P. Richardson

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 F.Y.I.; be sure to let us know that as well.

Cherry Creek Northern Plains Radio Network; KEYZ-AM and KYYZ-FM, P.O. Box 2048, 410 6th Street East, Williston, ND 58802-2048; 701-572-5371 / FAX 701-572-7511. Program Director Scott Haugen at 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; News Director Earl Gross at earlg@nccray.net; Music Director Ross Carpenter at rcarpenter@cherrycreekradio.com; Sales Manager Lyla Semenko at lsemenko@cherrycreekradio.com; Business Manager Michele Olson at molson@cherrycreekradio.com and General Manager Joel Swanson at jswanson@cherrycreekradio.com.

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