



NOVEMBER 2011

Welcome to the November edition of our monthly newsletter from the offices and studios of Dakota Broadcasting, KABD-FM and KMOM-FM in Aberdeen, South Dakota. The purpose of this newsletter is to keep our friends and advertisers up to date on all the exciting happenings at our stations and in the great communities we serve. Comments and suggestions are welcome and encouraged.

THE ROOSTER RUSH

The 2011 "Rooster Rush" is underway with a good number of hunters coming into the area in search of the "Million Dollar Bird"! Additional flights from Minneapolis were arriving at the Aberdeen airport with every seat full. Every flight was met by the Convention and Visitors Bureau and friends, decked out in bright orange "Rooster Rush" t-shirts. The ladies from the Aberdeen Red Cross were also there, handing out FREE pheasant sandwiches and coffee. The FREE pheasant sandwiches date back to August 19, 1943, when concerned Aberdeen citizens opened the Red Cross/USO Canteen in the depot of the Chicago-Milwaukee Railroad to provide free lunches and assistance to hundreds of troops who traveled through Aberdeen on special trains. During the next 30 months more than 586,000 servicemen and women were served homemade lunches including pheasant sandwiches. General Dwight D. Eisenhower and presidential candidate Harry S. Truman were also served in what became called the "Pheasant Canteen". To receive a copy of the original recipe for pheasant sandwiches, put "Pheasant Recipe" in the subject line and send an email to joel@dakotabroadcasting.com.

AG EXPO 2012

Ag Expo 2012, our 3rd annual event, will be held February 22nd, 23rd and 24th at The Dakota Event Center in Aberdeen. Exhibitor's packages have been sent out to all of last year's participants. After they have had a chance to register; those on our waiting list will be notified of any booth availabilities, on a first-come, first-served basis. Call Sales Manager Devin Reints NOW at 605-725-5551 for details and to get your name on our "waiting list". The 2011 event was "Sold Out" with another dozen businesses still on the list.

ONE OF THE BEST AGAIN!

For the second year in a row, Aberdeen has been named one of America's *100 Best Communities for Young People* by America's Promise Alliance and ING! The competition recognizes communities across the country that focus on reducing high school drop-out rates and providing service and support to their youth. Aberdeen currently has a 93.4% graduation rate.

NEWS SURVEY

A recent survey by the Pew Research Center says that while most Americans still get their news from television (74%), TV is used mostly for major topics and breaking news. RADIO is next with 51%, followed by the local paper with 50% and the Internet with 47%. Nearly 7 in 10 Americans said that if their local paper were to fold it would NOT have a major impact on their ability to keep up with news and information about their community.

THOMAS JEFFERSON

"Dependence begets subservience and venality, suffocates the germ of virtue, and prepares fit tools for the designs of ambition."



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ARMY APPRECIATION

The Aberdeen Salvation Army held an Appreciation Luncheon last month for all past and current members of the Advisory Board. Managing Partner of Dakota Broadcasting Neil Lipetzky is a past member of the board and General Manager Joel Swanson is a current member.

THE GREAT PUMPKIN

The Great Pumpkin returned to Dakota Broadcasting for 2011. Hidden within the city limits of Aberdeen, the Great Pumpkin contained over \$200 in cash and prizes. Mike Johnson read one clue each morning during his show on 107.7 KABD-FM until the Pumpkin was found. Clues were then posted by noon at each sponsor location. Of course the pumpkin was NOT hidden on private property and no climbing or digging was required to find it.

REPETITION

We think "The Marketing Bridge" is so important to the SUCCESS of any business that we mention it in every newsletter. "The Marketing Bridge" was designed by the Harvard School of Business to explain the forces that combine to make a sale. "The Marketing Bridge" consists of five parts that are of equal value in the success (or failure) of a business; *Your Business, Price/Value, Personal Selling, Merchandising, and Advertising*. While advertising is the *keystone* of "The Marketing Bridge"; the part that brings buyer and seller together for a successful sale, it is still responsible for only 20% of the success or failure of a business. That means that the business owner and/or manager must accept the fact that they are responsible for 80% of the success or failure of their business. If you want to know more, ask your Dakota Broadcasting Sales Representative or put "Marketing Bridge" in the subject line and send an email to joel@dakotabroadcasting.com.

A BRANSON CHRISTMAS

NOW is the time to plan your holiday trip to Branson with Montam Charters and Tours. Call Monte for dates and shows and pricing information at 605-229-1566 or go to www.montamtours.com.

SECRETS OF OPTIMISM

According to the website www.shine.yahoo.com, there are four secrets to staying positive when life (personal or business) gets you down:

- 1) Express Gratitude. Be mindful of what you have.
- 2) Volunteer. Community service and philanthropy will mean less time to focus on your own problems.
- 3) Notice the good. Find the silver lining.
- 4) Change Negative Self-Talk. Do some cognitive-behavioral therapy on yourself.

"LIVE" ACTION BROADCASTS

Our travelling microphones were on-the-road during the month of October, broadcasting from:

- the Custom Cruisers' Car Show;
- the *Haunted Forest* at Wylie Park in Aberdeen;
- A.P.Express in Roscoe; and
- Pierson Ford in Aberdeen.

To find out how you can have a LIVE Action Broadcast (Remote) from your business or event, call our Sales Team at 605-725-5551.

RETAILERS ASSOCIATION

Wes Malsom of Aberdeen is the new South Dakota Retailers Association Marketing Representative for the northeastern part of the state. Wes is a graduate of Northern State University and has retail grocery experience. As a member of the South Dakota Retailers Association, Dakota Broadcasting welcomes Wes to the SDRA!

FOOD BOX DISTRIBUTION

Again in 2011, Dakota Broadcasting employees will spend the afternoon of November 21st at the Aberdeen Salvation Army, loading boxes of food into clients' cars. The vehicles will start lining up in the morning and the Aberdeen Police Department will be there for traffic control. It is a rewarding and eye-opening experience.



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HANDLING CUSTOMER COMPLAINTS

According to the Technical Assistance Research Program and reprinted by Pat Bryson in Bryson Broadcast International:

- On average, 26 UNhappy customers will NOT complain for every one who does.
- Each of these 27 UNhappy customers will tell an average of 16 others about their bad experience.
- It costs 5 times as much to attract a new customer as it costs to keep an old one.
- 91% of your UNhappy customers will never buy from you again.
- If you make an honest effort to remedy your customers' complaints, 82% of them will stay with you.
- You can make an UNhappy customer happy by asking him/her three questions:

What happened? What should have happened? What can I do to make it right?

RADIO SPEAKERS' BUREAU

At Dakota Broadcasting, we like what we do and we like to talk about it too. If your business, organization or class wants to know more about RADIO, call Joel Swanson at 605-725-5551 or send an email to joel@dakotabroadcasting.com.

1,000 JOBS

With the new beef packing plant scheduled to open yet this year, the new Sanford Hospital on target for a Spring of 2012 opening, and with 3M, Molded Fiberglass and others continuing to hire, approximately 1,000 new jobs will need to be filled in Aberdeen in the next 12-15 months. The competition for qualified people is heating up and more and more businesses in the area are turning to RADIO to get the word out to people who are already working and don't have time to read the newspaper. Call Dakota Broadcasting Sales Manager Devin Reints at 605-725-5551 to find out how YOU can "Recruit with RADIO".

CAUSE MARKETING MAKES SENSE

Almost every one of us has a "cause"; something we believe in and support with our time and money. Some of us also promote that "cause" at our businesses with signs, pictures and plaques on our office walls. A 2010 *Cone Cause Evolution Study* found that when a company publicly supports a cause: 61% of Americans say they would be willing to try a new brand or one unfamiliar to them and 19% say they would be willing to purchase a more expensive brand. For more information and/or to see the complete study, go to www.coneinc.com/cause-grows--consumers-want-more. (Thanks to Idea Banker Barb Yoder for this information.)

ABERDEEN BMX

Congratulations to Lyle Oswald and the Aberdeen BMX Club on the colorful two-page article about BMX racing and the great track we have in Aberdeen that was highlighted in a recent issue of "PULL, the Official BMX Racing Magazine of USA BMX". We are told it is only the fourth track to ever make it in the magazine. For more information, go to www.aberdeenbmx.com.

THE "10 C's OF SUCCESS"

The "10 C's of Success/Successful Selling" came to me from Dan Gettings, Sales Trainer and Friend; and from John Chapin, Sales Trainer and Author: 1) Character, 2) Courage, 3) Confidence, 4) Commitment, 5) Curiosity, 6) Consideration for others, 7) Communications, 8) Competence, 9) Competitiveness, and 10) *Calculator.

*While the other 9 are self-explanatory, Calculator simply means being able to "think on your feet". You can get more information from John Chapin at www.completeselling.com or email him at johnchapin@completeselling.com.

RISDALL PRESIDENT

Joel Swanson II, son of Dakota Broadcasting's General Manager, has been named President of Risdall Public Relations in New Brighton, Minnesota. Risdall Public Relations specializes in creating awareness, branding and positioning, reputation management, media relations, social media, employee communication and managing crisis. He has worked for RPR for just over four years. Before going to work at Risdall, Joel II led strategic public relations for several areas of Blue Cross and Blue Shield of Minnesota. Congratulations Joel!

COMMENTARY

General Manager Joel Swanson has begun a weekly Commentary on KABD at 6:50AM on Tuesday, 11:50AM on Wednesday and 5:50PM on Thursday; and on KMOM at 5:50AM on Tuesday, 11:50AM on Wednesday and 5:50PM on Thursday. To have the Commentary emailed to you each week, send an email to commentary@dakotabroadcasting.com.



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WRITING RADIO ADS

It's not rocket science, but you should have a criteria, a plan, to help you write radio ads that work. There are almost as many templates/criteria as there are people who write radio ads. The important thing is to have that criteria, that check list, so that the essential elements are not forgotten. The following criteria have been around a long time and have been rewritten, updated, edited and edited again, borrowed and downright stolen. So feel free!

ELEMENTS OF A TOMA AD (Top-of-Mind-Awareness)

WHO.....you are.
WHAT....you do (Sell).
WHERE..you are located (not an address).
WHY..... you are better than everyone else.
your USP (Unique Selling Proposition).

ELEMENTS OF AN EFFECTIVE AD (UTOPIA)

URGENCY...A reason to take action NOW.
THEME.....Tie it all together so they remember.
OFFER.....Timely and Sufficient Offer (Price).
PRODUCT..Something that is wanted or needed.
INCENTIVE...What is in it for me (the customer).
ACTION...A "Strong Call to Action".

To create and maintain "**Top-of-Mind-Awareness**" in the mind of the consumer, your TOMA ad(s) should run a MINIMUM of 21 times per week, 52 weeks of the year on as many Radio Stations as possible. The secret of a successful **UTOPIA** ad is **DOMINANCE**; running a heavy ad schedule so you **DOMINATE** the Station. **UTOPIA + DOMINANCE = RESULTS!** For copies of these two "criteria", put "TOMA or UTOPIA" in the subject line and send an email to joel@dakotabroadcasting.com.

PLAY-OFF FOOTBALL

South Dakota High School Play-off Football has begun and Dakota Broadcasting is right in the middle of it, broadcasting games on both 107.7 KABD-FM and Dakota 105.5 KMOM-FM. We will follow area teams all the way to the Championship games in the Dome, with Adam St. Paul and Logan Anderson at the play-by-play microphones and Devin Reints and Rick Kline providing the color commentary.

BILLING OPTIONS

Dakota Broadcasting now offers our Advertisers three (3) Billing Options; regular mail, email and e-invoice via Spot-Data. For more information and to have the Option Form sent to you, call Office Manager Kate Sharp at 605-725-5551 or put "Billing Options" in the subject line and send an email to kate@dakotabroadcasting.com. If you want to continue to receive your monthly bill in the mail, you don't have to do anything.

NEW FACES IN ABERDEEN

With over 1,000 new jobs available in the next 12-15 months, there will be many new faces showing up in Aberdeen. Lutheran Social Services of South Dakota recently hosted "REFUGEE 101", a three hour event to tell us about the people who are most likely to come to our town to fill those jobs. Many are already in our state, others are in Minnesota and states to the east. Some have already moved to Aberdeen. Sponsors of "REFUGEE 101" included the Aberdeen Area Chamber of Commerce, the Aberdeen Development Corporation, Absolutely! Aberdeen, Bethlehem Lutheran Church and Lutheran Social Services of South Dakota.

VASICHEK RETIRES

John Vasichек, longtime friend and President of the Red River Farm Network, was honored on October 27th with a Retirement Party at the Alerus Center in Grand Forks, North Dakota. Yes; we thought the same thing; "Vasichек retire? It'll NEVER happen!" But apparently his mind is made up. Congratulations John! Don't be a stranger!

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