



FEBRUARY 2012

Welcome to the February 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.

NOMINATED FOR SPOTLIGHT AWARD

Dakota Broadcasting has been nominated for the Aberdeen Community "Spotlight Award" that is given annually to "an individual or group who has contributed to Aberdeen's visitor industry through their advocacy for involvement, community service, event enhancement and promoting Aberdeen." The Award is one of several that are given out annually to community leaders and groups by the Aberdeen Area Chamber of Commerce, the Chamber Ambassadors and event sponsors, Absolutely! Aberdeen, the Aberdeen Convention and Visitors Bureau and the Aberdeen Development Corporation. The Award winners will be announced at the 2012 Community Champions Luncheon at the Aberdeen Ramada Convention Center on Tuesday February 14th. Call the Aberdeen Chamber of Commerce at 225-2860 for ticket information.

THE MILLION DOLLAR BIRD

Owen Windham of Benton, Louisiana, was the name drawn for a chance at \$1,000,000 in the 2011 Million Dollar Pheasant Hunt sponsored by the Aberdeen Hotel Alliance and the Aberdeen Convention & Visitors Bureau. However; the number matching Owen's was not drawn, so he won \$1,000 in cash and a new Mossberg Silver Reserve O/U 12 gauge shotgun. For details, go to www.MillionDollarbird.com.

THE WINGS TAKE TO THE AIRWAVES

In just their second season, the Aberdeen Wings, a North American Hockey League Team, continue to pack in the fans at the Odde Ice Arena; and now the Wings have taken to the airwaves of 107.7 KABD-FM! Aaron Smith and Adam St. Paul were at the microphones for the January 22nd game against the Minot Minotauros in Minot and the pair will also handle the play-by-play duties on March 2nd in Bismarck and on March 30th against the Alexandria Blizzard. Guess what? Sponsorship opportunities are available. Call our Sales Team at 605-725-5551 for details.

SWANSON JOINS CHAMBER BOARD

Dakota Broadcasting General Manager Joel Swanson has been elected to the Aberdeen Area Chamber of Commerce Board of Directors and began serving in that capacity last month. He also currently serves on the Salvation Army Advisory Board, the Northeastern South Dakota United Way Board and the Aberdeen Convention and Visitors Bureau Board.

SAVE WITH BIG DEALS

Go to www.dakotabroadcasting.com and click on the "BIG DEALS" icon for Big Savings on hundreds of gift certificates from some of northeastern South Dakota's finest businesses: Ken's Superfair Foods, the Groton Dairy Queen, Mavericks Steakhouse, Leo's Good foods in Redfield, Alonzo's at The Ward, Bonn's Eats & Treats, Titans in Frederick, Mazatlan, Subway, BBQ Smokehouse, Body By Design, Frohling Meats & Catering, The Millstone Family Restaurant, Sound Decisions, The Game Store, and many more.



Printed By:
The UPS Store 



AG EXPO EXHIBITORS

Our third annual ABERDEEN AG EXPO will be held February 22nd, 23rd and 24th at The DEC (Dakota Event Center). Booths are SOLD OUT and exhibitors include: Advanced Ag Construction, Ag Venture, AKE Safety Equipment, Anderson Seed, Blume Welding, Butler Machinery, Carry-All tools and Torch, Climate Control, Common Sense Manufacturing, Dakota Ag Supply, Dakota Brush, Dakota Fluid Power, Dakota Plains Feed & Grain, Dakota Risk Management, Dakota Spray Foam Insulation, Dakota Tank and Containment, Dick's Excavating, Far Better Farm Equipment, Firestone Tire and Auto Center, For-Most Inc., Glacial Lakes Energy, Goehring Construction, Grain Solutions, Green Iron Equipment, Hanson Silo Company, Harry's Implement, Home Federal, Hotsy, House of Glass, Hurley & Associates, Insurance Plus, John Sieh Agency, Johnson & Sons Construction, M & M Ag Sales, Mac's Hardware, Mattern's Diesel, Midwest Ag Supply, Midwest Pump & Tank, Monsanto, Mud Smith, North Central Farmers Elevator, Performance Ag, Precision Ag Solutions, Precision Soil Management, Pro Ag Supply, Pro Line, Pro Stitch, RDO, Rea Hybrids, Sanford Health, South Dakota Center for Farm & Ranch Management, South Dakota Wheat Growers, Sheehan Mack, Smart Heat, Starion Financial, Stock Auction/Big Iron, Taylor's Seed, Weatherstar, Wensman Seed, West Coast Foliar Blends, Whetstone Ag Supply, Dakota Security Systems and the Red River Farm Network. Admittance is FREE and everyone is welcome.

"MY COMMENT FOR TODAY"

General Manager Joel Swanson's weekly Commentary can be heard on 107.7 KABD-FM Tuesdays at 6:20AM, Wednesdays at 11:50AM and Thursdays at 5:50PM; and also on Dakota 105.5 KMOM-FM on Tuesdays at 5:50AM, Wednesdays at 11:50AM and Thursdays at 5:50PM. If you would like to have Joel's Commentary (script and/or audio) emailed to you, send him an email at commentary@dakotabroadcasting.com.

RED RIVER FARM NETWORK

This month, we proudly celebrate one year as a **Red River Farm Network** affiliate. It has been a fun and exciting year working with the professionals at the **RRFN** and we look forward to a continued partnership to *"Super-serve Farmers and those who wish to do business with them"*. The professional farm broadcasters from the **Red River Farm Network** will be at our Ag Expo at The DEC later this month. Tune in to Dakota 105.5 daily for 85 minutes of the most up-to-date and informative ag news in the area, starting at 6:30AM weekdays with "COUNTRY MORNING"!

RICK KLINE RESIGNS

Presentation College Athletic Director Rick Kline announced his resignation on January 16th, effective immediately. Kline had been at Presentation College for 10 years, 5 as Athletic Director. During his tenure at Presentation College, the school added football and transitioned to NCAA Division III. Robert Schuchardt, Vice President for Student Services, is serving as Interim AD until Kline's replacement is named.

SEGMENT ONE

The Marketing Bridge consists of five segments. with each responsible for 20% of the success or failure of your business. The first segment of The Marketing Bridge is YOUR BUSINESS and includes:

- Quality Products: NOT high priced products, QUALITY Products.
- Location: Location is important, but a bad location can be overcome, with creativity and marketing.
- Reputation: KNOW what your reputation is in the Market Place and remember that *Perception IS Reality!*
- Service: Before, During and After the sale!
- Delivery: You must have a *clear, consistent and fair Delivery Policy.*
- Financing: Make it as easy as you can for your customer to buy from you.
- Parking: Is your parking close to the door? Well lit? Clean?
- Business
Vitality: Does your business have *Energy*? Do your employees exude *Energy?...Excitement?...Fun*? Are they polite?



Printed By:
The UPS Store 



LEADERSHIP ABERDEEN

The 2012 Leadership Aberdeen Program began on January 12th and continues through March. 32 young leaders are participating in this year's Program. Leadership Aberdeen is a project of the Aberdeen Area Chamber of Commerce and the course is designed to help our future leaders *LEARN, SERVE and CONNECT*.

HOME SHOW

The Aberdeen Home Builders Association will host the 11th Annual HOME SHOW On March 31st and April 1st in the Holum Expo Building on the Brown County Fairgrounds in Aberdeen. There are still a few booths left. Call Becky at 605-225-2055 or go to www.AberdeenHBA.com for more information.

JANUARY AUTO SALES

2012 auto sales is off to a solid start. According to CNW Research, new-vehicle floor traffic in January was up over 12% and closing ratios were up 10%. CNW says that new vehicle sales in 2012 could climb to 13.8 million which is 4.8% of the population. In 2011, 4.1% of the population purchased new vehicles. (RAB Radio Sales Today)

SUPPORTING UNITED WAY

Dakota Broadcasting is proud to have been a "Partner in Giving" and a "2011 Pacesetter" for the United Way of Northeastern South Dakota's recent campaign. We also received a *Corporate Campaign Award*, a *Gold Award* and an *Employee Campaign Award*. General Manager Joel Swanson is a member of the United Way Board of Directors and served on the *Major Firms Committee* and the *Budget Allocation Committee*. The United Way of Northeastern South Dakota provides funding for 19 area agencies.

SEVEN STEPS TO GET AHEAD...

...in the Social Sales Revolution. In case you haven't noticed, we are in the midst of a social revolution that has put the customer in the driver's seat like never before. According to the folks at www.salesforce.com, the 7 Steps to Get Ahead in the Social Sales Revolution are:

- 1) Put yourself in your customer's shoes. Where would you go to learn about your products or services?
- 2) Tune into the customers' conversations. Join groups and forums and set up Google alerts.
- 3) Polish up your profiles on social networking sites. Connect to everyone you know and join relevant industry groups.
- 4) Answer your customer's questions BEFORE you make your pitch.
- 5) Listen for the point of need and learn from a customer's social behavior.
- 6) Post on social media sites at least twice a week and always be yourself.
- 7) Participate daily in your employee social network and discover new insights.

SCHOLARSHIP

If you know a college student in his or her second or third year, who will graduate with a degree leading to a career in Radio Broadcasting, Dakota Broadcasting and the International Broadcasters' Idea Bank has a scholarship available worth \$7,500. Information and applications are available at our offices located at 426 North Highway 281 in Aberdeen. Applications must be in by 29 February 2012. The Scholarship will go to one student who is now attending a U.S. college or university and must be seeking a degree in Radio Broadcast-related programs.

CAN WE TALK TO YOU?

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. You can name your topic; news, sports, programming, music, sales, management and RADIO. Tours of our stations are also available. Please call Kate at least a week in advance to set up the date and time.



Printed By:
The UPS Store 



VISIT US ON-LINE

There are many reasons why you should visit our new Website at www.dakotabroadcasting.com. You can LISTEN ON-LINE to 107.7 KABD-FM or Dakota 105.5 KMOM; you can click on "BIG DEALS" to buy Gift Certificates for 20% to 50% off at some of the area's finest businesses; you can check out Marnah's Newscasts; you can see pictures of the staff and station events; and more. Please be sure to let us know what you think of our Website and all it has to offer and tell us what you would like to see on our Website.

CD PLAYERS DISAPPEARING

When General Motors rolls out the 2013 Chevrolet Sonic RS later this year the sport subcompact hatchback will feature an optional MyLink infotainment system but no CD player. You can expect other manufacturers to follow suit as RADIO outlives yet another competitor.

RAH! RAH!

The Aberdeen Area Chamber of Commerce Board of Directors has a traveling "Rah!" award that is given each month to a member of the Board who deserves a "Rah! Rah!" cheer! In January that Award was given to Dakota Broadcasting General Manager Joel Swanson for his commitment to several area Boards of Directors and the Presidency of the Aberdeen Rotary Club in 2012.

DAKOTA SPOTLIGHT

Our popular "Dakota Spotlight" is back this Spring with 14 area communities on our Schedule, beginning March 13th in Pierpont and finishing up in Webster on April 27th. Our staff will visit each community on their "Spotlight" Day, meeting the folks and of course broadcasting LIVE to "spotlight" their town! For more information on how you can get involved in "Dakota Spotlight" on our Dakota Broadcasting Radio Stations, call 605-725-5551.

WALK FOR WELLNESS

Avera St. Lukes and the Lakewood Mall in Aberdeen have set up a measured and mapped walking course inside the Mall for their "Walk for Wellness" Program. The FREE Program also includes a series of informational sessions with physicians and other healthcare professionals from Avera St. Lukes. The February session is at 7PM on Thursday February 16th in the Community Room.

WHITETAILED

Dakota Broadcasting is proud to be a sponsor of the 27th Annual Banquet of the Brown County Chapter of *Whitetails Unlimited*, that will be held on Saturday February 27th at the Eagles Club in Aberdeen. For event information and tickets call 226-8262 or 397-8244, and for sponsorship information, call Jim at 380-7024.

CRACKER BARREL SESSIONS

The South Dakota Legislature is in session and that means it is "Cracker Barrel Time" in Aberdeen. The first "Cracker Barrel" was on January 28th, with 4 more scheduled, on February 4th, 11th and 25th and on March 3rd. All the "Cracker Barrels" are from 10AM to Noon at the Holgate Middle School Theatre. The "Cracker Barrel" sessions are hosted by the Aberdeen Area Chamber of Commerce and sponsored in part by Dakota Broadcasting.

DAY COUNTY SHOW

The 31st Annual Day County Farm, Home and Sport Show is February 3rd and 4th at the Webster Armory, and Dakota Broadcasting will be there, meeting the people, enjoying the food, and broadcasting LIVE on Dakota 105.5 KMOM-FM.

NEWSLETTER VIA EMAIL

If you received this Newsletter via regular mail and would prefer to be on our Newsletter E-Mail List, put "newsletter" in the subject line and send an email to joel@dakotabroadcasting.com. If you know of someone else whom you think will enjoy this Newsletter, please email it to them or send their snail mail or email address to joel@dakotabroadcasting.com.

Dakota Broadcasting LLC; KMOM-FM 105.5 and KABD-FM 107.7; 426 N. Hwy 281, Suite 4, Aberdeen, SD 57401. 605-725-5551; FAX 605-725-5553. General Manager Joel Swanson, joel@dakotabroadcasting.com; Operations Manager Mike Johnson, mike@dakotabroadcasting.com; Office Manager Kate Sharp, kate@dakotabroadcasting.com; News Director Marnah Lee, news@dakotabroadcasting.com; Sales Manager Devin

Reints, devin@dakotabroadcasting.com.

www.dakotabroadcasting.com



Printed By:
The UPS Store 

