



JANUARY 2012

“Happy New Year” and welcome to the January 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.

“BIG DEAL\$”

A brand new on-line business is here! Are you ready to \$AVE some money? Go to www.dakotabroadcasting.com and click on the “BIG DEAL\$” icon (you can’t miss it). You’ll save money on Gift Certificates good at area food stores, restaurants and other area businesses. Participating businesses so far include: Hitch-N-Post, Bonn’s Eats-N-Treats, The Millstone Family Restaurant, Kleins, BBQ Smokehouse, Sound Decisions, The Game Store, Leo’s Good Foods in Redfield, Ken’s Superfair Foods, Midwest Ag, Petal Pushers, Maverick’s Steakhouse, Frohling Meats and Catering, Body By Design, DQ of Groton, Mommy & Me, Dakota Traders, Mazatlan, Titans in Frederick, Boho Closet and Subway; and that is just the beginning. For information on how you can participate in BIG DEAL\$ call Sales Manager Devin Reints at 605-725-5551.

JUNIOR ACHIEVEMENT

General Manager Joel Swanson was one of thirty-six Junior Achievement Volunteers who taught a “Business Ethics” Class at Central High School in Aberdeen in December and later this month Account Executive Lisa Anderson will teach members of the 3rd Grade Class at May Overby Elementary School about “Our City”.

BRINGING SELLER AND BUYER TOGETHER

We think “The Marketing Bridge” is so important to the SUCCESS of any business that we talk about it in every newsletter. “The Marketing Bridge”, designed by the Harvard School of Business, explains 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*. Advertising is the *keystone* of “The Marketing Bridge”; the part that brings buyer and seller together for a successful sale, but 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. For more information, ask your Dakota Broadcasting Sales Representative or put “Marketing Bridge” in the subject line and send an email to joel@dakotabroadcasting.com

SAVE THE DATES

BIG things are coming up in Aberdeen. Be sure to put these event dates on your 2012 calendar today:

February 22, 23 & 24 is the 3rd Annual Ag Expo at The DEC, sponsored by Dakota Broadcasting. The Ag Expo is a FREE Event and features 100 booths of ag-related businesses and several FREE seminars too. Call Devin at 605-725-5551 for exhibit and seminar information.

March 31st & April 1st is the 11th Annual Home Show at the Holum Expo building at the Brown County Fairgrounds. Call Becky at 605-225-2055 or go to www.AberdeenHBA.com.



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DEVIN SERVES

Dakota Broadcasting Sales Manager Devin Reints has been elected to the position of *Oriental Guide* in the Yelduz Shrine. The *Oriental Guide* is the 5th elected position of the *Divan Line* that is also known as the Board of Directors. If re-elected each year, Devin will move up the *Divan Line*, and in the 5th year he will be the *Potentate* of the Yelduz Shriners. Devin has served the last 3 years as the Public Relations Director for the Yelduz and says he looks forward to serving in his new position. He will officially be sworn in as *Oriental Guide* on January 5th. Congratulations Devin!

"THE FREEDOM SHRINE"

Congratulations to the Aberdeen Exchange Club and the Lakewood Mall! Last month the ribbon was cut at The Mall for the unveiling of the new "Freedom Shrine". Built by the Aberdeen Exchange Club, the "Shrine" is a Collection of 19 Historic American Documents, permanently on display at The Mall.

DAKOTA BROADCASTING 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. You can name your topic; news, sports, programming, music, sales, management and RADIO.

SOUTH DAKOTA RETAILERS ASSOCIATION

Dakota Broadcasting has renewed our membership in the South Dakota Retailers Association. Have you? As a member, you will save money on credit card processing, insurance, payroll service, shipping and more. Call 800-658-5545 for more information or go to www.sdra.org.

COMMENTARY

General Manager Joel Swanson's weekly Commentary can be heard 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 script and/or audio emailed to you each week, send an email to commentary@dakotabroadcasting.com.

SALES PERFORMANCE

According to sales trainer and author Bryan Flanagan, Sales Performance is achieved by implementing certain strategies, procedures and techniques; the "Six P's of Sales Performance":

- 1) Prospecting: Identifying the individuals/organizations that have a need for your product and services.
- 2) Preparation: Gathering information to assist in contacting the prospect.
- 3) Process: Understanding the prospect's needs, issues and concerns with a step-by-step sales process.
- 4) Product: Understanding your products and interpreting the values, advantages and benefits to your prospect.
- 5) Presentation: Presenting your solution with confidence, competence and comfort.
- 6) Person: Possessing the belief in yourself and understanding your role as a business-problem solver.

For more information, go to www.flanagantraining.com. (My source for this was the RAB "Daily Sales Tip" for 9/29/11)

CHECK IT OUT

Our old Website is new! While our Website address remains the same old www.dakotabroadcasting.com; the Website itself is new and we think you'll like it. Comments and suggestions are always welcome, so check it out and let us know what you think. Be sure to click on the NEW "BIG DEAL\$" icon. It is front and center on the Home Page.

THE GOVERNOR COMES CALLING

South Dakota Governor Dennis Daugaard visited Aberdeen in December for the "Pre-Legislative Luncheon" at the Ramada. Area legislators were on hand along with dozens of Aberdeen City officials and everybody who is anybody among area business men and women.

SWANSON JOINS CVB

General Manager Joel Swanson has been elected to the Board of Directors of the Aberdeen Convention and Visitors Bureau, and will serve a three-year term beginning this month. Joel says "The CVB is an energetic and effective organization and I am looking forward to being a part of it."



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MILLION DOLLAR BIRD UPDATE

The number of pheasant leg bands turned in to the Aberdeen Convention and Visitors Bureau this season has surpassed the total turned in last season. Last year's total was 41 bands; and to date, 46 bands have been turned in for this season. A total of 100 banded pheasants were released just prior to the start of the season. At the end of the season, a drawing will be held to determine if there is a \$1,000,000 Winner.

PRESENTATION BASKETBALL

The Presentation College Basketball Teams are in the midst of a busy season and that means that the play-by-play voice of the Saints, Logan Anderson, is busy too. Logan and/or Adam have already travelled with the Teams to Iowa (Grinnell), Minnesota (Rochester), Colorado (Colorado Springs) and North Dakota (Ellendale, Jamestown & Valley City). The season resumes on January 10th when both teams play the University of Minnesota, Morris Cougars and the regular season ends on February 18th when St. Scholastica comes to town. Every Saints basketball game can be heard on 107.7 KABD-FM and on www.dakotabroadcasting.com.

THOMAS JEFFERSON

"Honor, justice, and humanity, forbid us tamely to surrender that freedom which we received from our gallant ancestors, and which our innocent posterity have a right to receive from us. We cannot endure the infamy and guilt of resigning succeeding generations to that wretchedness which inevitably awaits them if we basely entail hereditary bondage on them."

GROSS PROFIT MARGIN

The Gross Profit Margin is defined as "what remains from sales AFTER a company pays out the cost of goods sold". Do you know what the Gross Profit Margin is for your industry? Does your Gross Profit Margin match that of your industry? Or it is higher? Or lower?

For example: The industry with the highest Gross Profit Margin (76.8%) is golf courses, followed closely by that of an internet service provider (70%) while the lowest Gross Profit Margin (4% to 17%) belongs to the insurance industry. Remember the Gross Profit Margin has to do with the "cost of goods" only and does not include the cost of labor, rent, utilities, etc. For a list of all the Average Gross Profit Margins by Industry, go to www.paulweyland.com or put "Gross Profit Margin" in the subject line and send an email to joel@dakotabroadcasting.com.

SALES CONFIDENCE

The best sales people are ones who can stimulate and motivate themselves to achieve, maintain and build on their own sales confidence. According to Michael Pedone, founder and CEO of SalesBuzz.com; and the Radio Advertising Bureau, you can do this by:

- 1) Believing in Yourself! You need to literally have a conversation with yourself.
- 2) Making a List! Start with what you need to do and then get at it.
- 3) Staying focused! What you focus on gets done.

TOYS FOR TOTS

Dakota Broadcasting was again proud to support the local "Toys for Tots" effort, sponsored by the United States Marine Corp Reserve and the Marine Corps League Glacial Lakes Detachment #852 of Aberdeen. Semper Fi Marines!

NEW LISTENERS

RADIO added 1,700,000 NEW Listeners in 2011. That means that 241,400,000 Americans now tune in to RADIO during an average week. That is 93% of the population of the United States. No doubt about it; that is a lot of people, potential customers for you, hearing YOUR Radio Ad; YOUR invitation for them to do business with you. The future continues to be bright for RADIO and serious RADIO Advertisers; and we say a loud "THANK YOU" to our listeners and our advertisers! We like what we do and we simply could NOT do it without YOU!

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.



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SWANSON TO LEAD ROTARY

Dakota Broadcasting General Manager Joel Swanson is the new President of the Aberdeen Noon Rotary Club, filling the “big shoes” of Mike Williams. “Membership” will be the emphasis for 2012; so anyone interested in finding out more about the local club and Rotary International is invited to call Joel at 605-725-5551 or attend a Monday Noon Meeting at the Aberdeen Best Western Ramkota. Joel is Past President of the Detroit Lakes, Minnesota and Williston, North Dakota Rotary Clubs.

ADD UP THE NUMBERS

Nine out of ten people travel to work by car and 88% of them drive alone. One out of every six commute more than 45 minutes one-way and 3,500,000 (the fastest growing category) are “extreme commuters” who drive 90 miles or more to and from work. They can’t read, can’t watch DVDs, can’t watch TV, and have limited patience for ebooks and learning tapes while crawling along through traffic. If RADIO can hold their attention, with compelling information and entertainment, you will have their undivided attention (a captive audience) when your invitation for them to do business with you comes on. Together, we can see to it that commuters stay awake, waste as little time as possible and stay focused. We can even make that commute the most exciting part of their day. {This information comes from Phil Bernstein (philbernstein@clearchannel.com)}

UP YOUR SERVICE

Ron Kaufman, founder of www.upyourservice.com, says if you want better service, be a better customer:

- 1) Be appreciative and polite; on the phone, in an email and face-to-face.
- 2) Get their name and use it; to create a personal connection.
- 3) Be upbeat if you can; a positive attitude is contagious.
- 4) Give them what they want the way they want it; to save both of you time.
- 5) Check each step along the way; move through the process together.
- 6) Confirm the next action; what is the next step and who is responsible for taking it.
- 7) When it is appropriate, be empathetic with them; it is that personal connection again.
- 8) Show real appreciation; people can spot a phony a mile away. If it ain’t real, don’t bother.

For more information on service, visit Ron at www.upyourservice.com or put “Up Your Service” in the subject line and send an email to joel@dakotabroadcasting.com.

RED RIVER FARM NETWORK

In February, Dakota Broadcasting will celebrate the First Anniversary of our affiliation with the **Red River Farm Network**. It has been a good 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 broadcast journalists from the **Red River Farm Network** will be at our Ag Expo at The DEC on February 22nd, 23rd & 24th and are sponsoring out “Exhibitors’ Reception” the evening of the 23rd. Listen 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”!

RANDOM ACTS OF GIVING

Dakota Broadcasting was proud to partner with Dr. David Merxbauer and The Dental Center in December to continue their Random Acts of Kindness by blessing our listeners through the “giving” of Christmas Ca\$h. 10 people received differing amounts of ca\$h ranging from \$20 to \$125 during the 10 days before Christmas.

STAY TUNED

Everybody KNOWS that RADIO Ads are GOOD! Everybody KNOWS that people tune in to RADIO to hear RADIO Ads, so they can find out about NEW businesses in the area, become informed about NEW products available at those businesses, and so they don’t miss the Sales and Special Events going on in their business community. Stay tuned to 105.5 or 107.7 and stay informed!

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



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