



# Radio Flyers



Continuous Country



MORE MUSIC MORE VARIETY



## AUGUST 2017

Welcome to our August Newsletter, our monthly effort to keep advertisers and friends up to date on all the exciting happenings in the *World of Radio* at **Paul Bunyan Broadcasting Hubbard Radio North** and in the great Minnesota Lakes Area communities we proudly serve. Comments and suggestions are welcome.

## DRAGON BOAT FESTIVAL

The 12<sup>th</sup> Annual Bemidji Dragon Boat Festival is August 2<sup>nd</sup> thru the 5<sup>th</sup> on the Lake Bemidji Waterfront sponsored by the Bemidji Chamber and Bemidji Rotary. 4 Big days of fun; including a Cornhole Tournament, The Dondelinger GM Friday Night Sprint Cup Race, The Team Village, The Dragon's Den, Food Court and Saturday Race Day with over 70 Dragon Boat Teams taking to the water.

The Paul Bunyan "Radio Flyers" will be there, relaxing in the Team Village and paddling on the water, going for that "Media Cup", led by Team Captains Dave Brooks and Nate Lucas.

## BASSMASTER NATIONAL COLLEGE CHAMPIONSHIPS

90 college Bass Fishing Teams from across the United States will compete in the 2017 National College Championships on **Lake Bemidji** August 6<sup>th</sup> -12<sup>th</sup>; featuring **LIVE** coverage on ESPN and on our **Paul Bunyan Broadcasting** Radio Stations.

Two **Bemidji State University** Teams have qualified for the BIG Tournament and will compete for a National Championship at home. **Paul Bunyan Broadcasting** is a proud sponsor of the **BSU Teams**. There will be a "Meet the Anglers and See the Boats" Get Together from 4-7pm on Monday August 7<sup>th</sup> in the parking lot next to the **BSU Baseball Field**. Everyone is welcome!

## GOLD MINE RANCH RODEO

The Beltrami County Fair is August 9<sup>th</sup> thru the 13<sup>th</sup> in Bemidji and Fairtime is RODEOTIME with the 18<sup>th</sup> Annual **Gold Mine Ranch "Triple B" RODEO** with performances at 7pm on August 11<sup>th</sup> and 12<sup>th</sup> in the Fairgrounds Arena. The grandstand is covered so they'll be ridin' and ropin' rain or shine! Take the kids to participate in Mutton Bustin', The Boot Scramble and Calf Scramble. No pre-registration necessary for the two Scrambles. Call 218-759-1298 to pre-register for the Mutton Bustin'. **KB101** is proud to be a sponsor of the great "Triple B" Rodeo!

SAVE FIVE BUCKS on Advance Sale Tickets at Lueken's Village Foods, Pete's Place West, Ace On The Lake, Northdale Oil, Blackduck Co-op and Reichert Saddlery in Leonard.

## WHY RADIO?

Reason #9 Why You Should Advertise on the Radio is CREATIVE FLEXIBILITY!

*-RADIO stars in the theatre of the mind, stimulates emotion-filled images within the listener's own mind (voices, music, sound effects, recall of video images).*

*-NO matter how small or large the advertiser, RADIO allows creativity to brand and create identity that consumers will remember.*

*-AFFORDABLE production allows tailoring ads for compatibility to various formats, increasing appeal to listeners.*

*-RADIO advertisers can adapt quickly to changes in their own situations and marketplace to make sure their dollars are effectively utilized.*

For a list of 10 reasons WHY you should be advertising on the Radio, email [joelswanson@pbbroadcasting.com](mailto:joelswanson@pbbroadcasting.com) with "Why Radio" in the subject line.

## ALEXANDER HAMILTON

*"The Constitution ought to be the standard of construction for all laws; and...whenever there is an evident opposition, the laws ought to give way to the Constitution."*

## GENE SIMMONS

Yes; that Gene Simmons! He'll be performing at the Shooting Star Casino in Mahanomen on August 11<sup>th</sup>. The "Classic Rock" **Z99 Morning Show Duo** is giving away tickets. Tune In to Win.

## GOOD FOOD-GREAT CAUSE

The **Sanford Health Foundation** will again host their popular TACO MEAL in the Dragon's Den as part of the annual Dragon Boat Festival August 1<sup>st</sup> thru the 6<sup>th</sup> on the Lake Bemidji Waterfront. The Fry Bread Taco Meal will be served from 11 to 8 on Wednesday the 2<sup>nd</sup> with proceeds to support local heart services. Premier Sponsor of the event is **Marketplace Foods** and **Paul Bunyan Broadcasting** is a proud co-sponsor!

## BUILD YOUR BUSINESS

Building a business, especially a small business, takes constant attention. According to [www.manta.com](http://www.manta.com), entrepreneurs need to do at least 5 things every day to build their business:

- 1) Think about the future of your business for a few minutes.
- 2) Work on some aspect of your Marketing Plan to get new customers.
- 3) Work on closing at least one sale.
- 4) Develop or strengthen your business network.
- 5) Contact your current customers.

## APPRECIATION DAY

**Bemidji State University "Community Appreciation Day"** will be held on the **BSU campus** next to Lake Bemidji on August 31<sup>st</sup> with games, giveaways and food. **Paul Bunyan Broadcasting** will again team up with **SUBWAY** to provide delicious subway sandwiches to as many people as we can at this fun Community Event. Be sure to stop by and say "Hi!"

## AD SPENDERS DITCHING DIGITAL

According to a July 18<sup>th</sup> Axios Media Trends article:

*Some of the biggest advertising spenders are fed up with the digital supply chain and are yanking digital dollars from ad campaigns to put towards TV and Radio; even billboards. Marketing execs say they are fed up with losing millions of dollars a year to ad tech vendors, digital ad fraud and transparency problems.*

*Marc Pritchard, Chief Brand Officer of Procter & Gamble – the world's largest ad spender – tells Axios that some of his biggest brands are getting better results on TV than digital and that Radio is also showing increasingly positive results.*

*Pritchard says industry studies show that up to 25% of digital ad dollars are wasted on ad fraud and problems with ads not loading right or ads that aren't actually viewed by humans.*

Check it out yourself: (<https://www.iab.com/guidelines/iab-programmatic-fee-transparency-calculator/>)

## RADIO SPOTLIGHT SCHEDULE HEATS UP

Our **Paul Bunyan Broadcasting** Summer Spotlight schedule is heating up, shining on several more of the great communities we serve; making sure our listeners know what our area towns have to offer and why they should take the time to visit:

- On July 26<sup>th</sup>; Tom Lucas & Kev Jackson shined their **KKZY 95.5** Spotlight on Walker, where they were hosted by Frizzell Furniture Gallery and Shingobee on the Bay.
- On August 19<sup>th</sup>; Jack Hicks & Kat Mullen will take the **Z99** Spotlight to Red Lake, hosted by the 7 Clans Casino.
- On August 23<sup>rd</sup>; Todd Haugen & Heidi Boyd will load up the **KB101** Spotlight for the drive to Cass Lake.

We'll be visiting with **Community and Business Leaders, Chamber Officials and Sponsors**; enjoying refreshments and giving away prizes too. We plan to shine our Radio Spotlight on even more area towns before the season is over. Stay tuned. Your town could be on our Spotlight List.

**\$87,427**

That was the value of the Community Service Announcements that our five **Paul Bunyan Broadcasting Stations** donated to non-profit events and organizations in June. We aired CSAs for the **United Way, Farm Rescue, Adult Day Services, Mississippi Music, the Anti-Opioid Campaign, MN Lyme Association, MN Dept of Human Services, Paul Bunyan Playhouse, Show Choirs of Bemidji, Walker Area Community Center, Bagley Chamber, Bemidji Boys & Girls Club, Bemidji High School, Bemidji Symphony, Knights of Columbus, Clear Waters Life Center, NW Technical College, Relay for Life, Rotary Bemidji Nice, Loop the Lake, Leech Lake Chamber,** and more.

To find out how to get your Non-profit Organization or Event "On the Radio" email [joelswanson@pbbroadcasting.com](mailto:joelswanson@pbbroadcasting.com).



The annual Northwoods 10 Miler and 5K Run/Walk is August 26<sup>th</sup> in Paul Bunyan Park. There's still time to join your friends and neighbors in this event to help "defeat violence" in our community. Go to [www.zapevent.com/reg/event/11686](http://www.zapevent.com/reg/event/11686) to register online. The Run/Walk is hosted by the Northwoods Battered Women's Shelter with race day registration at 8am and the race at 9; sponsored by Paul Bunyan Communications & the GigaZone, the Bemidji Jaycees and by the Radio Stations of Paul Bunyan Broadcasting.

## **CAN WE TALK?**

At Paul Bunyan Broadcasting, we like what we do and we like to talk about it too. If your business, club, class or organization wants to know more about RADIO, call us at 218-444-1500. We will gladly come and talk about whatever you want ...music, programming, career opportunities, sales. If you want a tour of our studios, we can do that too. Call to set up a day and time.

## **CAL RIPKEN YOUTH BASEBALL**



**KB101's** Dave Brooks emceed the Opening Ceremonies of the "Cal Ripken U12 Regional Baseball Tournament" that was held in Bemidji in July. Frank Pelawa of the Bemidji VFW threw out the First Pitch.

## **PROPER GRAMMAR**

From an article on "Effective Writing" by Stephen Wilbers; here is Reason #4 why you should always use Proper Grammar:

*Just as "Loose lips sink ships"; "Gruesome grammar hurts happiness."*

## **RADIO RECRUITING WORKS**

If your company is recruiting and your HR person is NOT using RADIO as a major part of that effort, you need to ask him/her one question...WHY? Radio Recruiting Works! Radio reaches 93% of all adults each week. Ask your Marketing Professional for details or call Sales Manager Johnny Lee Walker.

## **SANFORD**

### **JOE LUEKEN CANCER CENTER**

The Construction Celebration, Groundbreaking, Survivors' Picnic and Donor Recognition Event for the largest cancer center in northern Minnesota was held last month in Bemidji.

## **SWEETHEART DAYS**

Jennifer Parker drove the Station Van and Colleen Schulke handed out candy in the Hackensack "Sweetheart Days" Parade last month.

## **SAVE THE DATES**

**Friday September 22<sup>nd</sup>:**

**Bemidji State University Alumni & Foundation HONORS GALA at the Sanford Center.**

**Thursday October 5<sup>th</sup>:**

**Pizza Day at Paul Bunyan Broadcasting, sponsored and hosted by "Pizza Man" Dan & Heidi (Boyd) Pecha with 100% of the proceeds benefitting local non-profits.**

## **BEAN BAGS AT B-DUBS**



Dave Brooks got up-close-and-personal in July with a Personal Appearance at Buffalo Wild Wings in Bemidji for their **BIG Bean Bag Tournament**".

## **WALKER CRAZY DAY**

Jennifer Parker and Colleen Schulke were **on the air** from Crazy Day in Walker in July. They moved around town in our Station Van, telling our listeners about all the Crazy Day bargains. They had so much fun that they plan a return trip in August.

# BIG DEALS BIG DEALS

“BIG Deals” just keeps getting BIGGER and BIGGER! “BIG DEALS” is the online “Shopping Experience” our Advertisers and Listeners deserve, where people **Shop Local, Buy Local and Save BIG!** To enjoy the savings, go to [www.paulbunyanbroadcasting.com](http://www.paulbunyanbroadcasting.com) and click on “BIG Deals” to buy Gift Certificates that **spend like cash** and **never expire**. We set another record for BIG Deals Sales in June. That means our Listeners set another record for Savings! Tune in to one of “Bemidji’s Big Three” Stations every weekday morning for our “Deal of the Day” with savings of up to 50%!

To find out how your Business can be a part of our BIG Deals On-line Store, ask your **Paul Bunyan Broadcasting Marketing Professional** or call Sales Manager Johnny Lee Walker at 218-444-1500. It really is a Win-Win-Win BIG Deal!

## CREDIBILITY

Credibility is something you either have or don’t have. According to Randall Murphy, president of Acclivus, there are 6 ways that you can enhance your credibility.

- 1) Be genuine about who you really are.
- 2) Know the legitimate value of what you are selling.
- 3) Have insights based on research and analysis.
- 4) Listen actively, consider carefully and respond succinctly.
- 5) Never talk or write in “sales-speak”.
- 6) Be a “catalyst” rather than a “hero”.

## MOONDANCE JAM



Mark and Chance “banner” the Main Entrance and V.I.P. Area (and they were just getting started) prior to the 26<sup>th</sup> Annual **Moondance Jam** July 20<sup>th</sup>-22<sup>nd</sup> in Walker, MN. The weekend of absolutely great music featured **Starship, Black Stone Cherry, Melissa Etheridge, Live, Halestorm, Jack Russell’s Great White, Better Than Ezra, Peter Frampton, The Steve Miller Band, Vince Neil of Motley Crue, The Fabulous Armadillos** and several other bands.

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