



Radio Flyers



Continuous Country



MORE MUSIC MORE VARIETY



JULY 2017

Welcome to 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 northern Minnesota communities we proudly serve. Comments and suggestions are welcome.

HOOVER HONORED BY MSHSL



Paul Bunyan Broadcasting Sports Director Joel Hoover has been nominated for an “*Outstanding Media Service Award*” by the Minnesota State High School League. The High School League recognizes broadcasters, journalists and reporters who cover high school sports in the state. Joel does play-by-play for Lumberjack Football, Boys & Girls Hockey, Boys & Girls Basketball, Volleyball, Boys & Girls Soccer and Baseball. He also hosts “*High Noon*”, a local talk show from Noon to 2pm on Sports Radio KBUN-FM and can be heard mid-days on KKZY-FM 95.5 “*More Music More Variety*”! Congratulations Joel!

SALES TEAM WELCOMES LUCAS

Chris Lucas joined the **Paul Bunyan Broadcasting** Sales Team in June. Chris is originally from Rochester, Minnesota, and has lived in Bemidji for 19 years where he and his wife Theresa raised their 4 children. He is an avid baseball fan and cheers for the Minnesota TWINS. He loves to collect baseball memorabilia, eat healthy and listen to compact discs and albums. Chris says he is excited to begin the next chapter of his life as a Marketing Professional for **Paul Bunyan Broadcasting!** Welcome Chris!

PADDLES UP!

The 12th Annual Dragon Boat Festival is August 2nd thru the 5th on the Bemidji Waterfront with over 70 Teams expected to participate in the event that is hosted by the Bemidji Chamber of Commerce and the Bemidji Rotary Club and presented by Paul Bunyan Communications. For more information and to register your team go to www.bemidjidragonboat.com. There will also be a Cornhole Tournament and the Dondelinger GM Sprint Cup Series Race on Friday night. The **Paul Bunyan Broadcasting Team** will be there on Saturday paddling for a Media win!

WHY RADIO?

Reason #6 Why You Should Advertise on the Radio is **INTIMACY!**

-Approximately 1/3 of TV time is devoted to commercials, about 2/3 of newspapers are comprised of ad copy, and internet users are subjected to a barrage of advertising.

-With an average of 10 commercial minutes per hour (1/5 of each hour), Radio affords an uncluttered environment for advertisers.

-Radio ads are always forefront for the listener's attention. Radio ads are never surrounded by competitor's ads or buried in the back pages.

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

"LOOP THE LAKE"

Almost 1,000 bicyclists of all ages took part in the 4th annual ride around Lake Bemidji on June 17th. Curtiss Joe was there with the **Paul Bunyan Broadcasting** "Kruiser" and lots of great summertime music to get everyone in the mood for the 17 mile fun ride.

"TACO IN A BAG"

Paul Bunyan Broadcasting served "Taco in a Bag" during the noon hour on the side-walk in front of the Stations on June 21st to welcome summer and to raise money for the Relay for Life. A BIG "Thank You" to the Eagles Club and Marketplace Foods for providing the delicious ingredients.

ROCK OF THE 70'S

The Shooting Star Casino in Mahanomen hosted a special "Rock of the 70's" Show in June, featuring the Pat Travers Band, Fire Fall, Pure Prairie League and the Atlanta Rhythm Section; and "Classic Rock" 299 joined in the excitement with an on-air ticket give away, including back stage passes to meet & greet the bands.

BASSMASTER

90 college teams from across the Nation will compete in the: **2017**

Bassmaster National College Championship on **Lake Bemidji** in August; featuring **LIVE** coverage on ESPN and on our **Paul Bunyan Broadcasting** Radio Stations.

The **Bemidji State University** Team has qualified for the **BIG** Tournament and will compete for a National Championship at home. Become a Team Sponsor by calling Mike Mulry at **BSU** at 763-234-0109.

MISSISSIPPI MUSIC

Another season of

"Mississippi Music on the Bemidji Waterfront"

has begun. Every Wednesday from 6-8pm thru August there will be **FREE** Family-friendly entertainment on the Waterfront, presented by the Bemidji Downtown Alliance and by **Paul Bunyan Communications** and sponsored by **Paul Bunyan Broadcasting** and several other downtown businesses.

KC WALLEYE CLASSIC



Marv Sandbek of Oklahoma and Harold Johnson of Fridley, MN won the Knights of Columbus Walleye Classic on Lake Bemidji on June 10th. The team weighed in 16.18 pounds with just 4 fish but one of them won the **Big Fish Award** as well, at 7.64 pounds. It was one of the largest walleyes ever taken in the Tournament. The duo took home the \$12,500 First Place check. Last year's Champs, Aaron Murphy and Rich Blomberg took 2nd and the father-son team of Mike & Justine McKee took 3rd in the 17th annual event. Presenting Sponsors were **ACME TOOLS**, **MILWAUKEE TOOLS** and **HONDA POWER EQUIPMENT** and **PAUL BUNYAN BROADCASTING** was a Major Media Sponsor. Joel Swanson is a Knight and member of the Tournament Committee and Kev Jackson (with the microphone) emceed the weigh-in again this year.

SALES SUCCESS STARTS WITH A SMILE

- 1) I'm happy to be here.
- 2) I know what I'm talking about.
- 3) I love what I'm doing.

JUSTIN HOBERG DIES

Justin Hoberg, Bemidji native and former radio station owner in Bemidji and Grand Rapids, MN; and Grand Forks and Minot, ND; died last month at his home on Lake Bemidji. He was 87.

\$106,335

That was the value of the Community Service Announcements that our five Paul Bunyan Broadcasting Stations donated to non-profit events and organizations in May. We aired CSAs for the **United Way**, **Farm Rescue**, **Adult Day Services**, **the Anti-Opioid Campaign**, **Bagley Chamber**, **Bemidji Boys & Girls Club**, **Leech Lake Boys & Girls Club**, **Bemidji High School**, **Bemidji Lions Club**, **Bemidji Symphony**, **Face It Together**, **Knights of Columbus**, **Clear Waters Life Center**, **NW Technical College Foundation**, **Relay for Life**, **Rotary Bemidji Nice**, **Rotary Blood Screening**, **Loop the Lake**, **Cass Lake Chamber**, **Village of Hope**, **MS Walk**, **North Homes Children & Family Service** and more.

To find out how to get your Non-profit Organization or Event "On the Radio" email joelswanson@pbbroadcasting.com.

"JAMMIN COUNTRY FEST"

Heidi Boyd & Kat Mullen had the enjoyable task of representing Paul Bunyan Broadcasting at the 11th Annual MOONDANCE "Jammin Country Fest" celebration last month in Walker, MN. They hobnobbed with thousands of country music fans and were even on stage to introduce some of the country artists.

FIVE PRINCIPLES OF BUSINESS

According to the Harvard School of Business you should always be aware of and constantly focus on the Five Principles of Business:

- Positioning (**Branding**) your business
- Environment
- Advertising
- In-store merchandising
- Sales Staff

These are just a small part of the Marketing Bridge that every businessperson should know, preach and practice. For the complete Marketing Bridge, put "Bridge" in the subject line of an email to joelswanson@pbbroadcasting.com.

THAT 70'S WEEKEND

66 straight hours of the greatest music of the decade of the 70's on KZY 95.5; from 6am Friday July 21st thru Midnight Sunday July 23rd! Enjoy the music of ABBA, Fleetwood Mac, Elton John, the Bee Gees, the Eagles, Chicago, Stevie Wonder, Three Dog Night, Donna Summer, and many more.

Sales Manager Johnny Lee Walker says there are sponsorship opportunities available. Call him at 218-444-1500.

GEORGE WASHINGTON

"A free people ought not only be armed and disciplined, but they should have sufficient arms and ammunition to maintain a status of independence from anyone who might attempt to abuse them, including their own government."

SWANSON JOINS ROTARY BOARD

Paul Bunyan Broadcasting General Manager Joel Swanson has been elected to a 3-year term on the Bemidji Noon Rotary Club's Board of Directors. Joel has been a Rotarian for over 25 years. He is a *Paul Harris Fellow* and has been a member of the Bemidji Noon Club for 2 years.

PROPER GRAMMAR

From an article on "Effective Writing" by Stephen Wilbers, here is Reason #9 why you should always use Proper Grammar:

"Grammatical errors annoy people; and one of them could be your boss"

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.

CAR SHOW

The 34th Annual Bemidji CAR SHOW, presented by *Coca Cola* will be Sunday July 16th from 10am – 3pm at The Sanford Center. 200 participants are expected for the event that includes trophies, games for the kids, seminars, a craft show, swap meet, collector cars for sale, concessions and more.

SOME THINGS NEVER CHANGE

The first paragraph of a book entitled *The Business Guide or Safe Methods of Business* is profound:

"Business, in every age of the world, has been the chief pioneer in the march of man's civilization. Blessings everywhere follow its advancing footsteps."

As profound as it was when the book was first published in 1891 by James Lawrence Nichols.

PAUL BUNYAN PLAYHOUSE

The 67th season of the Paul Bunyan Playhouse is underway at The Historic Chief Theater in downtown Bemidji with three great shows left on the schedule; *"Schoolhouse Rock Live!"*; *"Almost, Maine"*; and *"Legally, Blonde"*. Paul Bunyan Broadcasting is proud to again be a sponsor of this community asset. For more information and tickets go to www.paulbunyanplayhouse.org.

THOMAS JEFFERSON

"Can the liberties of a nation be thought secure when we have removed their only firm basis, a conviction in the minds of the people that these liberties are the gift of God? That they are not to be violated but with his wrath?"

WHY SPONSOR SPORTS

Advertisers who sponsor local high school sports are viewed as involved, community-minded businesses who care; and that sponsorship helps to cement the relationship between the business and the community and pays long-term dividends.

BIG DEALS BIG DEALS

Now in it's second year, "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 and click on "BIG Deals" to buy Gift Certificates that **spend like cash and never expire.**

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's a Win-Win-Win BIG Deal!

CHESTER BERG TOYOTA



Heidi Boyd, Todd Haugen, Colleen Schulke and the **Paul Bunyan Broadcasting "Kruiser"** made an appearance at the Grand Re-Opening "Open House" of the beautiful new CHESTER BERG TOYOTA DEALERSHIP on June 10th in Bemidji. Congratulations Chet!

TOP-OF-MIND-AWARENESS

Success in business, especially small business, is all about Top-Of-Mind-Awareness, being known BEFORE you are needed. Become a household name; establish your brand and your name recognition BEFORE people need you so that YOU are the name people THINK OF FIRST when they need your product or service. Radio's intrusiveness, repetition, and the power of the human voice can help establish your NAME RECOGNITION far more effectively than print media. Ask your **Paul Bunyan Broadcasting Marketing Professional** for details or call our Sales Manager Johnny Lee Walker at 218-444-1500.

Paul Bunyan Broadcasting Hubbard Radio; 502 Beltrami Avenue NW, Bemidji, MN 56601. 218.444.1500. FAX 218.751.8091. Website: paulbunyanbroadcasting.com. Stations: KBHP-FM, KBUN-AM, KKZY-FM, KLLZ-FM & KBUN-FM. General Manager: Joel Swanson Sr. joelswanson@pbbroadcasting.com Office Manager: Kristie Jacobson, kris@pbbroadcasting.com; Traffic Manager: Nate Lucas, natelucas@pbbroadcasting.com; Engineer: Mark Anderson, mark@pbbroadcasting.com; Operations Manager: Todd Haugen, thaugen@pbbroadcasting.com; Operations Manager/Sports: Kevin Jackson, kjackson@pbbroadcasting.com; Program Director: Jack Hicks, jack@pbbroadcasting.com; News Director: Larissa Donovan, larissadonovan@pbbroadcasting.com; Morning Show Hosts: Tom Lucas, tlucas@pbbroadcasting.com; Heidi Boyd, hboyd@pbbroadcasting.com; Scott Williams, swilliams@pbbroadcasting.com; Sports Director/Sports Talk Host: Joel Hoover, jhoover@pbbroadcasting.com; Announcers: Dave Brooks, captainfantastic@pbbroadcasting.com; Kathryn Lavelle, klavelle@pbbroadcasting.com; Sales Manager: Johnny Lee Walker, johnny.walker@pbbroadcasting.com; Sales Team: Amy Kvam, amy@pbbroadcasting.com; Colleen Schulke, colleen@pbbroadcasting.com; Christopher Lucas, clucas@pbbroadcasting.com.