



Radio Flyers

JUNE 2017

Welcome to Summer in the North Country and 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 towns and communities we proudly serve. Comments and suggestions are welcome.

HUBBARDS HONORED BY U OF M

The University of Minnesota has announced that, effective July 1st, the almost 150-year-old College of Liberal Arts School of Journalism and Mass Communication will become the **Hubbard School of Journalism and Mass Communications** in honor of the Twin Cities' "First Family" of Broadcast News. Hubbard Broadcasting (HBI) is the parent company of **Paul Bunyan Broadcasting**.

ROOKIE OF THE YEAR

Paul Bunyan Broadcasting has been named BIG DEALS MEDIA Affiliate "Rookie of the Year" for 2016. We joined BIG Deals in April of last year to offer our listeners the On-line shopping experience they deserve. We are now well into our second year and the deals just keep getting bigger and BIGGER!

AWARDS OF EXCELLENCE

The 13th Annual *Awards of Excellence Luncheon*, a Celebration of Small Business presented by the Bemidji Area Chamber of Commerce, was held May 25th at The Hampton Inn. Wayne Thorson was honored with the "Charlie Naylor Lifetime Achievement Award"; First National Bank Bemidji received the "Wellness in the Workplace Award"; Ottetail Power Company was named "Business of the Year"; Face It Together received the "New Business of the Year" Award and Mychael Stittsworth of Stittsworth Meats was named "Entrepreneur of the Year".

Paul Bunyan Broadcasting was one of 9 businesses that received a letter from the Governor recognizing us as an 11-year participant in the "Bemidji Business Gives" Program where we donate 2% of our pre-tax income back to the community in cash, in-kind services or volunteer hours.

MIKE MOHLER RETIRES

Longtime Marketing Professional for **Paul Bunyan Broadcasting**, Mike Mohler, has put his Rate Card in the drawer for the last time. Mike started selling radio advertising in 2002, first for Z99 and then later for all our stations. He expects to keep busy driving for Adult Day Services and with Judy's "Honey-Do" List, but promises to stop in for a cup of coffee when he is in the area.



Continuous Country



MORE MUSIC MORE VARIETY



Northern Minnesota's
Classic Rock Station



SPOTLIGHT ON BAGLEY



Our KB101 Radio Spotlight shined brightly on the town of Bagley on May 5th. The Bagley Co-op and Cease Family Funeral Home hosted us as we spent the day in one of our favorite places. Todd and Dave talked to the movers and shakers and we heard about all that Bagley has to offer; and a great time was had by all! Thanks Bagley. We'll be back!

IT'S AN ALL 80'S WEEKEND

It's an entire weekend of the greatest music of the 1980s; 66 straight hours of the Sounds of the 80s; from 6am Friday June 16th thru Midnight Sunday June 18th; on 95.5 KZY. Tune in for the music of Michael Jackson, Prince, Hall & Oates, Kenny Loggins, U2, Duran Duran, Foreigner, Madonna, Joan Jett and The Blackhearts, Huey Lewis & The News and many more; complete with trivia from the decade of the 80s!

Want to be a Sponsor of this fun weekend Program? Call Johnny Lee Walker at 218-444-1500.

SPOTLIGHT ON BLACKDUCK



95.5 KZY put our spotlight on Blackduck on May 17th. Kev and Tom spent the day talking with community leaders and area business people. Tom was hosted by Northwoods Lumber in the morning and Kev was at the High School in the afternoon. Tom interviewed the Mayor while Kev talked with Steve and Lauren from Anderson Fabrics and with Superintendent Mark Lundin and Principal Josh Grover. Kev says he spent lots of time with the Superintendent and Principal when he was in school so it was nothing new.

WHY RADIO?

Reason #8 Why You Should Advertise on the Radio is FREQUENCY!

-Consumers need to be exposed to ad messages multiple times before they begin to respond.

-Radio's relatively low cost in relation to other media allows advertisers to use multiple stations to reach their targets and build frequency levels for maximum impact.

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.

KEV EMCEES HOF BANQUET

For the 19th year in a row, Kev Jackson served as the Master of Ceremonies for the Bemidji High School Hall of Fame Banquet that was held last month. Five athletes were enshrined in the Hall of Fame: Luke Glime, Keith Hanson, Theresa (Rabe) Templin, Rich Glas and Lindsey (Gregg) Noble. Frank & Winnie Pelawa were given the "Lumberjack Award". Laura Bieberdorf was named 2017 Female Athlete of the Year and Isaac Berg was named 2017 Male Athlete of the Year. Kev received the 2014 "Lumberjack Award" for his contributions to BHS athletics and activities.

IMPROVE YOUR PUBLIC SPEAKING

According to *Monster.com* writer Brooke Howell, here are 8 ways to "instantly improve your public speaking":

- 1) Prioritize your Preparation.
- 2) Alter your Outlook.
- 3) Make Peace with Quiet.
- 4) Embrace the Short and Sweet.

- 5) Embody Energy.
- 6) Engage in Eye Contact.
- 7) Turn to TED.
- 8) Rinse and Repeat.

FARM RESCUE

Paul Bunyan Broadcasting is now a proud Radio Sponsor of "Farm Rescue"; the non-profit organization that provides planting, haying and harvesting assistance, free of charge, to farmers and ranchers experiencing a major illness, injury or natural disaster. If you know someone who could use their help or if you would like to become a sponsor of this worthy cause, call Dan Erdmann at 701-252-2017 or go to www.FarmRescue.org for more information.

\$86,436

That was the value of the Community Service Announcements that our five [Paul Bunyan Broadcasting Stations](#) donated to non-profit events and organizations in April. We aired CSAs for the [United Way](#), [Farm Rescue](#), [The Rotary Blood Drive](#), [the Anti-Opioid Campaign](#), [Support Within Reach](#), [the Boys & Girls Club](#), [Bemidji Fire Department](#), [Bemidji High School](#), [Bemidji Lions Club](#), [Bemidji Symphony](#), [Habitat for Humanity](#), [Knights of Columbus](#), [Clear Waters Life Center](#), [NW Technical College Foundation](#), [Relay for Life](#), [Rotary Bemidji Nice](#), [Rotary Blood Screening](#), [Support Within Reach](#), [Tiny Tots Expo](#), [Village of Hope](#), [MS Walk](#), and more.

To find out how to get your Non-profit Organization or Event "On the Radio" email joelswanson@pbbroadcasting.com or call Joel at 218-444-1500.

SMART PEOPLE WON'T

- 1) *Let anyone limit their Joy.*
- 2) *Forget.*
- 3) *Die in the Fight.*
- 4) *Live in the Past.*
- 5) *Dwell on Problems.*
- 6) *Hold Grudges.*
- 7) *Say "Yes" unless they really want to.*
- 8) *Prioritize Perfection.*
- 9) *Complain.*

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 at 218-444-1500.

LORI PARIS TO RETIRE

Lori Paris, President of the Bemidji Area Chamber of Commerce, has announced that she will retire at the end of the year after serving in that position for over 18 years.

MADISON LIAPIS

A graduate of Blackduck High School and beginning her Senior year at the College of St. Benedict this fall, Madison is interning with [Paul Bunyan Broadcasting](#) this summer. "Maddy" will be spending most of her time in the News Department; but she did say she wanted to learn "everything about Radio"; so we plan to do our best to make that happen.

TOM LUCAS IN BLACKDUCK



HABITAT "GALA"

The Annual Northwoods Habitat for Humanity "Builder's Club" Gala was held in May at the Hampton Inn. The Fundraiser honored Habitat's partnership with the Northwoods Lumber Company. [Paul Bunyan Broadcasting](#) was a sponsor of the event and our own Kat Mullen was the Emcee.

PROPER GRAMMAR

From an article on "Effective Writing" by Stephen Wilbers, here is Reason #3 why you should always use Proper Grammar:

"Although exceptions abound, there is a correlation between seniority and literacy."

ELECTRONIC BILLING

For those of you on your way to a "paperless" world, we can help with [Electronic / E-Mail Billing](#). It will use less paper and you'll receive your invoices and statements sooner. For details, call or email Kris; 218-444-1500 / kris@pbbroadcasting.com.

THE SIX Rs OF RADIO

Brad Kelly from Nielsen Audio wrote the original article and Bob McCurdy from the Beasley Media Group expanded on it. We're giving you the basics here:

REMIND: *Radio has the ability to positively impact listeners close to the "point of purchase";*

REGISTER: *Dollar for Dollar, Radio outperforms TV and print to drive the listener to take action;*

REINFORCE: *Exposure to ads on the Radio can reinforce exposure to those ads on other media;*

RELATE: *Listeners relate like a friend with Radio hosts and value their opinions;*

REACH: *Radio reaches more U.S. consumers every week than any other medium;*

RETURN: *Payback or ROI.*

For a copy of the Bob's expanded article, including four more Rs, send an email to joelswanson@pbbroadcasting.com.

MS WALK

[Paul Bunyan Broadcasting](#) was again a sponsor of the "MS Walk" that was held in May at the Gillette Rec Center on the campus of Bemidji State University. Colleen Schulke and Johnny Lee Walker took the walk representing [Paul Bunyan Broadcasting](#).

GORDY SKAAR GOLF

[Paul Bunyan Broadcasting](#) is again a sponsor of the *Gordy Skaar Memorial Golf Tournament* that will be held June 16th at the Bemidji Town & Country Club. Since it began in 1978, this event has raised more than \$750,000 for BSU Athletics.

MARKETING BRIDGE

Designed by the Harvard School of Business to bring Buyer and Seller together, 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*. For a copy of the complete Marketing Bridge, send an email to joelswanson@pbbroadcasting.com with "bridge" in the subject line.

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 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**.

We're even featuring a major "item" each month. Right now we have a beautiful, brand new, Sunset red, Polaris ATV in our BIG Deals On-line Store. The retail value, including all fees, registration, license and taxes is \$9,400. Our BIG Deals price is \$6,970 and it's going down \$100 every week until it's SOLD! First-come, First-served! Don't wait!

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.

SUMMERTIME CA\$H FROM "BEMIDJI'S BIG THREE"

Listen for *"The Sounds of Summer"* to WIN on **KKZY!** There are Prize Winners every weekday and **Cash** Winners on Friday; and Its all happening NOW on **95.5 KZY!**

"Ca\$h or Crash" is a fun, new way to play Trivia on the Radio for **Cash and Prizes** with the **Z99 Morning Team!** Brush up on your trivia because Jack and Scott have come up with some very difficult Trivia questions for this exciting game, on Northern Minnesota's **Classic Rock Station, Z99!**

"Three in a Row...for all the Dough!" is the fun chance for **KB101** Listeners to Win \$101 in **Cash**. Tune in for the details with Todd and Heidi on the **KB101 Morning Show** and let the winning begin!

SPECIAL OLYMPICS AWARDS BANQUET



Kevin Jackson emceed the Bemidji Area Special Olympics Awards Banquet for the 4th year in a row on Saturday May 20th at TrekNorth High School. Seven athletes earned special awards for the season. Valerie Gothberg was named "Bocce Player of the Year"; Thomas Applebee was "Basketball Player of the Year"; Terri Melhus was "Bowler of the Year"; Katie Fellows was "Athletics Performer of the Year"; David Wangberg earned "Powerlifter of the Year" honors; and Shawn Kiefer was "Softball Player of the Year"! Kevin says there isn't a group of athletes in the world who are more enthusiastic or have more fun than this crew.

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; High School Sports Talk & Play-by-Play: Joel Hoover, jhoover@pbbroadcasting.com; Announcers: Dave Brooks, captainfantastic@pbbroadcasting.com; Sales Manager: Johnny Lee Walker, johnny.walker@pbbroadcasting.com; Sales Team: Amy Kvam, amy@pbbroadcasting.com; Colleen Schulke, colleen@pbbroadcasting.com.