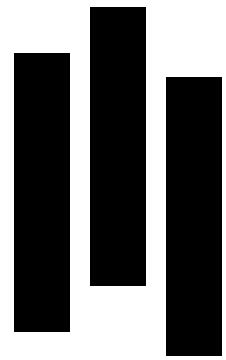


# T H E T R I A D Frequency



THE NEWSLETTER OF TRIAD BROADCASTING COMPANY  WINTER 2005

What does a great radio station sound like? I'd like for you to tune into any one of our 49 Triad stations from North to South, to get a good idea.

While it could appear that we are in the midst of a race between true terrestrial radio and satellite radio, in reality, the race is comprised of much different mediums. The race is between terrestrial radio and the advertising media we truly compete with—TV, newspaper, outdoor, cable,... and, naturally, the internet.

How do we win this race? With good coaching from management and...

- △ Continue to provide the most compelling, exciting and fresh programming that resonates with a local relevancy and flavor. Regardless of your format, it has to stay fresh and connect with your local listeners and advertisers to the tune that they believe you are the only station for them.
- △ Stay tuned to your local audience with local promotions. Rapid City's Black Hills Stock Show and Rodeo events, Biloxi's Toys for Tots Campaigns, Hilton Head/Savannah's Make-a-Wish Foundation's Stories of Light, Tallahassee's local drive for American Cancer Society and Fargo's Volunteer Bell Ringing for the local Salvation Army, Peoria's "Operation Homefront", Lincoln's "You Can Listen with Your Kids in the Car" New Year's Celebration and Bluefield's local BCS Suit Out Football Party are but a handful of the incredible *local* promotions at which our stations excel. Great work!
- △ Offer better, more entertaining and informative ads than the competition. Get creative. It takes a true craft and talent to create imaginative and inspirational messages with call to action. We dare to compare any of our most resourceful creative staff against the best across the nation. We know we'll win.

△ Shoe Leather. Don't ever sacrifice one-on-one relationships with each and every client. Get out there and make them realize that *you* are the key to *their* growth (not to mention them to you!). Show them how you have the ability to deliver to their local market, how you can make the connection to their community and what a contribution you honestly can make to their future.

Product professionals and programmers need to continue to make the tough but necessary decisions that enable radio to continue to deliver for listeners and advertisers. Triad controls the station inventory as well as the creative execution, resulting in improved audience retention and higher market share.

Triad continues to build the strongest, highest-energy professional programming force to ensure that salespeople will always, *always* be able to sell "localism" and "community". Connect with your programming! Understand that THIS is our true future and the adrenaline of our race.

Have a great '05 and continue to put your best foot forward!

David Benjamin  
President and Chief  
Executive Officer



## TSUNAMI RELIEF EFFORTS

CONGRATS TO ALL OUR STATIONS ACROSS THE NATION WHOSE EFFORTS WILL BE FELT AROUND THE WORLD!

**RAPID CITY:** 100.3 The Fox teamed up with Q-Doba Mexican Grill for a live broadcast where 10% of the entire day's proceeds benefited the victims of the Tsunami disaster. Carrie Lewis starred as the refried bean counter...

Local United Blood Services joined the effort with a blood drive at Rapid City's historical Journey Museum. United Blood Services donated \$5.00 per pint of blood to aid the Tsunami victims, and they also gave away Journey passes and Hotel accommodations to every donor!

**HILTON/SAVANNAH:** All seven Adventure Radio stations teamed up with The American Red Cross for a Tsunami Relief Fundraising Drive. Personalities from all stations broadcasted live for 13 hours at three locations (Savannah, Hilton Head

and Beaufort). Listeners stopped by and donated to the Red Cross's Tsunami Relief Fund to the tune of \$23,800, and for the two weeks leading to the one day fundraiser, over \$106,000 was raised!

**PEORIA:** Lite Rock 107 joined sister stations WPBG and WMBD and partnered with the leading TV station to help the Central Illinois Red Cross take local donations for the South Asia Tsunami victims. In just 9 hours, phone volunteers raised over \$70,000.00.

News Radio 1470 WMBD teamed up with local TV station WEEK and the Peoria Chapter of the American Red Cross for a telethon for Tsunami relief from January 5th through the 7th that raised over \$67,000.



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A CLOSER LOOK @

**BOB DAKIN**DIRECTOR OF SALES  
BILOXI, MS

CLOSER LOOK



“Boogie-checks”. Everyone sounded like they were having fun, and from that point on I knew I wanted to be in the business. I started my radio career in 1987 doing the late night shift in a small station at KIOW in Forest City, Iowa. I learned everything about the industry from my great boss, Tony Coloff. Tony still owns and operates several successful stations in Iowa today. Eventually, I did a combination of sales and announcing before going into sales full time.

2005 and everyone has been great. I'm very excited to be in the Biloxi, MS market and to be apart of Triad.

**Who is the most entertaining person and why?** Elvis... I loved the onstage energy. I still like to watch the 1972 via satellite concert from Hawaii.

**Your motto?** Hope is not a method.

**In my next life, I will be...** A late night talk show host. I always get told I look like Conan O'Brien anyway!

**What's the worst song you just love?** “I Think I Love You” by The Partridge Family.

**What's the Best concert EVER?!** The Rolling Stones, 1994...

**I have a knack for...** Taking long week-end rides on my Harley.

**The most embarrassing album in your collection?** *Saturday Night Fever*.

**Tell us about your family...** I'm originally from Mason City, Iowa where my parents and sister still live. Currently, I'm single, no children, but I do have two German Shorthair dogs, Reba & Harley.

**What makes your stations so hot?** The people! It's all about the people. People are not in the organization they are the organization. This is the highest energy level I've ever seen in a cluster inside and out!

**How did you get into radio?** Growing up, I used to love to listen to WLS and John “Records” Landecker and the famous

**Who is the most important person in radio today?** Anyone new to the business. Radio is a great business, and we need great people. As an industry, we need to improve our recruitment efforts.

**How to succeed in radio in 15 words or less...** Work hard, work smart, have a positive attitude and never give up!

**What one word would others use to describe you?** Energetic!

**So... what do you think about Triad?** It's fantastic! I joined Triad in January of

## Benefiting YOU

**Health Insurance** rates increased nationally by approximately 15 percent for the year 2004. Some companies experienced a much higher increase. It should be noted that this is the 7th straight year of double digit increases. Many employers are addressing these sharp increases by either reducing the benefits, passing the increases in premiums on to their employees or in some cases both. There have been some firms, large ones at that, which have discontinued their benefit programs altogether. We are happy to report that *Triad* remains dedicated to its employees by absorbing the entire 12% experience rate increase in premiums for 2005 without reduction of benefits or passing on any increases to you!

With the Annual Enrollment now complete for 2005, we found that many of you have begun, (or continued) to take advantage of another benefit, the *Flexible Spending Plan* which allows you to absorb your deduction and un-reimbursed medical expenses free of federal, state, social security and Medicare taxes. Depending on your individual tax bracket this could reduce the \$1,000 deductible by \$300, in addition to reducing your out of pocket, co-pay and over the counter drug expenses by that same percentage.

Recently a series of Edward Jones Investment Representatives visited each market to help with our national education plan on your participation and selection process of the *Triad Broadcasting Company 401(k) Plan* utilizing American Funds. Since the reports are that these sessions were well received and appreciated and as measured by new participant growth, you can look forward to repeat meetings at the very least annually. We are happy to report that American Funds held strong in 2004 with above average return of 11.3%, where the Dow Jones Industrial Average was 5.5% and S&P500, 10.8%.

With our Employees serving as our most valuable resource, we hope that these, at minimum reaffirm your belief in *Triad's* dedication and appreciation to all its employees.

As always, if you have any questions, please feel free to call Kathleen Lally in HR at 831.655.6350

# ((( STAY TUNED . . . )))

## RAPID CITY

- KRCS (HOT 93.1) spread holiday cheer with “Deck The Mall With Chad and D. Ray,” and gave away a \$500 shopping spree at the Rushmore Mall. Chad, D.Ray and their giant elf, Spanky, escorted the winner, paid for the purchases and had the gifts wrapped. They topped off the day by taking the winner out for dinner afterward.



- This year, KRCS took advantage of the spectacular snowboarding and skiing at the Black Hills. They had several winter sport promotions including a snowboard package giveaway and a series of “Hot Ski Weekends”, where they gave away ski/hotel packages at an area ski resort.
- CLASSIC ROCK 100.3 THE FOX turned up the heat on a cold winter when they gave away an all-inclusive trip to the Bahamas for the Super Bowl Party. Two of their lucky listeners were given the chance to rub elbows with the celebrities of the Bob & Tom Show during their broadcasts.
- KBHB has finally moved into its new studios at 1612 Junction Avenue in Sturgis. The radio station was originally in Sturgis from 1962-1968 when it moved four miles east of Sturgis to the tower and transmitter site. Needless to say, the staff is ecstatic about their new digs!
- MAGIC 93.9 KKKM brightened the Christmas holiday for one overjoyed family by giving away a family trip for 4 to the “Magic Kingdom” in Florida. Magic 93.9 qualified listeners on the air by giving away classic Disney videocassettes and DVDs. The family vacation was complete with airfare, hotel accommodations and tickets to Disney World attractions.
- Magic 93.9 looks forward to 2005 with tons of ways for listeners to win great prizes, lots of community involvement and even more fun and great music on the air.
- KAT COUNTRY 98.7 is entering another

busy cycle this winter!

- The Black Hills Stock Show and Rodeo returned once again near end of January, and Kat Country hosted the biggest night of the event, the Ranch Rodeo!
- Valentine’s Day brought one lucky Kat Country listener an autographed guitar from Martina McBride.
- Our Kat Country Checkbook is even hitting up mailboxes with chances to win cash and a BBQ grill just in time for spring.
- Of course, we are still loading the arsenal for the Spring Book. Kat Country will be looking to retain its title of the #1 station in the Black Hills!



## FARGO

- FROGGY 99.9 wrapped up 2004 with the annual volunteer bell ringing for the local Salvation Army! The Fargo-Moorhead area reach their goal of \$50,000, raised awareness and grabbed people’s sympathy in -20 degree wind-chill conditions!!
- This year Froggy is out to “own” the market with their “exclusive” rights to shows from Phil Vassar, Rascal Flatts and Kenny Chesney.
- WE Fest, “Alive in 2005” isn’t until August, but the show already boasts a line-up as big as last year with the Triple Star Power of Toby Keith, Alan Jackson and Tim McGraw! Last year, over 50,000 people showed up daily, and this year will be even bigger and better!
- The 11th “Frog-a-versary” will be celebrated in April, and Froggy is still proud to say they’ve been in the top percentage of the market every ratings period! As our 23-year afternoon drive veteran, Hopalong Cassidy, said, “Not bad for a moniker that was supposed to last five years at best!”
- THE NEW EAGLE 106.9 capped off 2004 with an all Christmas request lunch hour, “The North Pole at Noon” where midday and afternoon jocks were challenged would play any Christmas song regardless of the format. Listeners can think of some pretty obscure Christmas titles!



- Another huge event for The New Eagle last year was Rain—the foremost Beatles tribute band that brought more than 4,000 people to the Fargodome. Not bad for a tribute band! One listener walked away with a \$5000 Wurlitzer CD Bubbler Jukebox with the “Before Noon Winning Tune.”
- 2005 is off to a great start with the first ever Frozen Fish Fling. It was quite a success! Listeners lobbed frozen fish—closest to the pin took home the trophy and the honor of being the best fish flinger in Fargo!

- The New Eagle will celebrate its second birthday on April 1, and it’s guaranteed to be the best party in town! Peter Noone from Herman’s Hermits will be playing at the bash. Everybody sing together, “Mrs. Brown, you’ve got a lovely daughter”!
- FOX 107.9 SCOTCH is fighting the 20 below temperatures with The Fox Spring Break. The Fox will hook up one lucky winner with a pair of round-trip tickets to Mazatlan, Mexico to stay at the all-inclusive El Cid Castilla over in March!... Come this spring, The Fox will be revving up our hogs with Harley Davidson!
- SOLID ROCK Q-98 has had a busy past few months! Q-98 spent the late fall and early winter sending out listeners to see concerts with “Trippin’ Thursdays”. Listeners arrived in style in stunning limos to see bands such as Green Day, The Deftones, The Lost Prophets, Damage Plan and one of the last performances from Dimebag.
- The limo turned out to be very useful, when Q-98 kept it through the holidays to use with “Pigskin Christmas”. The winner of the contest picked up a pair of tickets for the Christmas Eve Minnesota/Green Bay game and limo to and from the game. The game didn’t turn out the way everybody at Q-98 would have hoped, but it was a great experience for the winner!
- AM 1450 KBMW “The Voice of the Valley” KBMW spent the better part of the fourth quarter doing what it does best, keeping it local. More than 200 people showed up to feast at KBMW’s first ever “Taste of the Valley” in Wahpeton’s Chahinkapa Park with a variety of food vendors and music.
- KBMW got nominated for Country Station of the Year for the Marconi Awards... not bad!
- To celebrate Thanksgiving, listeners participated in KBMW’s first ever on air “Turkey Fest.” Listeners participated in “hunting” turkeys on air.




(Continued...)



Frozen Fish Fling.

- In late December, KBMW partnered with the local unit of the United States Marine Corps Reserves to co-sponsor a Christmas "Toys for Tots" campaign. This event ensured that over 160 children would receive toys for Christmas.
- KBMW closed out the fourth quarter with increased sales and solid listener ship dominance in a seven county area.


**BILOXI**

- **107.1 THE MONKEY** congratulates Janet Dunn for winning the Monkey's "Biggest Christmas Ever" which included a 27" flatscreen TV, a DVD home entertainment system, PS2 and more. 
- **WXYK's** "Monkey's for Kids" Charity has concluded with all proceeds benefiting the Cystic Fibrosis Foundation of Mississippi.
- **MOLLY @ 96.7** congratulates Angie Atwell of Biloxi, who won Bob & Sheri's "Rock Slope 2005" giveaway. She and a guest received airfare, hotel accommodations, ski tickets and will be able to attend VIP parties with bands: Sister Hazel, Better than Ezra, Edwin McCain and more on March 17-21 in Steamboat Springs, Colorado. 
- **Molly @ 96.7** sent one lucky listener and a guest to Los Angeles February 13 for the 47th Annual Grammy Awards.
- **CLASSIC ROCK 105.9 WXRG** had another record setting annual Toys For Tots campaign, doubling last year's collection. The U.S. Marines worked with WXRG to hold the first annual "Gulf Coast 300," with 8 pit-stops coastwide collecting toys for needy kids for this past Christmas. 




Toys for Tots: WXRG staff, and Marines with local sponsor, Chick-fil-A.

- Winter is heating up with WXRG sponsoring numerous concerts including Ted Nugent, Motley Crue, REO Speedwagon, Kansas, and many more!



- **WXRG's** Weerd Wayne and Erica Fox hosted a Super Bowl party at the Isle of Capri Casino in Biloxi.
- **WCPR's** Nightguy really went beyond the call of duty for the Boys and Girls Clubs of the Gulf Coast. He lived in and broadcast from an RV for a week and collected more than 10,000 new basketballs, footballs, baseballs, etc. for the boys and girls clubs. 
- **WCPR** presented the "Big Day In" on Super Bowl Sunday! Scot Fox broadcast from the lucky winner's house who received a brand new 46" big screen TV, free beer from Budweiser, and the bus girls joined the to watch the game. Winner kept the TV, Food, and the beer, but the Bud girls and Scot Fox had to be returned.



**HILTON HEAD/SAVANNAH**

- Congratulations, **Robert Leonard**, former Director of Sales, now Interim General Manager of the Adventure Radio Group in Hilton Head/Savannah. The staff is really excited about Robert and **Becky Caldwell**, who was also appointed to the Interim Director of Sales position.
- **THE GATOR 106.9** gave away the "Ultimate Home Makeover".  Over 70 qualifiers showed up at the Grand Prize giveaway to try their key in the "door" that would win them an "Ultimate Home Makeover" worth over \$15,000 in makeover prizes.




"Ultimate Home Makeover" winner with Dr. CB.

- **ROCK 106.1** was very proud to present "Crossfade", the group with the number one modern Rock song of the year, to Monkey Business on Hilton Head Island, Dec. 30. The show sold out and listeners were being turned away the night of the show. **Rock** is also bringing in three more great shows this winter and spring including Collective Soul, Shinedown and Exies. 
- **WAVE 104.9** welcomes Wilco to the Theatre on February 19th.  WAVE is hosting a pre-show party and will have one pair of third row


- seats to the **SOLD OUT** show and an autographed "Wilco" guitar to giveaway at the party.
- **Wave** is also very proud to be a presenting radio station of the Bonnaroo Festival in Tennessee June 10th-12th. Wave will give away a trip for two with tickets to the three-day festival.
- **OLDIES 98.3** along with Moon  River Brewing Company of Savannah and The "Make A Wish" Foundation hosted the 1st Annual "Stories of Light Campaign" during the Holiday season, collecting donations from listeners.
- **ESPN AM 1130's** Program Director Mike  Conti and Production Director Tommy Bastek wrapped up a very successful "Tailgate Party" which took place every Sunday at the Hilton Head Brewing Company. It is the only locally produced sports talk show in the area. **ESPN** also covered the well received Hilton Head High School "Holiday" Basketball Tournament for the first time this year.



Mike Conti, ESPN Program Director

- **WLOW 107.9** was very proud to present the Glen Miller Orchestra on January 29th at the Savannah Civic Center. Listeners qualified to win tickets and dinner for two at the Pirates House in Savannah. 

**TALLAHASSEE**

- **HOT 104.9** had an extremely busy December. For 37 cold hours, Justin Tyme sat on top of a semi collecting bikes for Christmas. Cops for Kids partnered with **Hot 104.9** and **B103** to raise money and collect donations to buy bikes for less fortunate kids in the Big Bend area. The governor even stopped by to share his appreciation and donate bikes for the cause. Way to go, Justin! 
- **Hot 104.9** teamed up with Gold's Gym to walk Jacksonville for the Super Bowl in effort's to raise money for the American Cancer Society and the Relay for Life. **Hot 104.9** brought in Big Al Mack from the Kidd Kraddick Show to help cheer on the hot team to keep treading on the mill or bicycling to get to 200 miles. Hot made their goal with "OC" contributing 80 miles from spinning, bicycling and walking
- **Hot** is very proud to have a new vehicle! It took a month to outfit it with a fantastic stereo and light system, the likes of which Tallahassee has never seen. It's definitely a step up from the last vehicle.
- **U106.1** had a very exciting promotion to give away two Harley Davidson Motorcycles! Four qualifiers had to keep one hand on the

motorcycle at all times. Two qualifiers stood for 29 hours, so Harley and U106.1 decided they both deserved a bike for their effort! Yes, *both* were thrilled!



- B103.1 launched a new morning team on Jan. 31, called the "Million Dollar Morning Show with Catfish Jack and Susan". Welcome back Susan Glaze to North Florida and Tom Bigbee from Houston. They'll be busy with the Million Dollar Give-away, a new 350Z give away and the February Charity Award.



**PEORIA**

- Peoria Traffic One reporter Ken Zurski announced Jan. 11, the birth of Samuel Paul Zurski, 6 pounds 8 ounces, 20 inches long. Proud parents Ken and Connie say "Sammy's a good little boy", but Mommy is hoping someday he won't be getting up as early as Daddy does.



Ken, Samuel Paul, and Connie Zurski.

- NEWS RADIO 1470 WMBD teamed up in December with WPBG, WSWT, and the Ufring Auto Group for "Operation Homefront" for struggling families whose main bread winner is serving in the military overseas. All together, over \$26,000 was raised. Everybody was touched by all the stories from troops and their families. God Bless them, and may we never take them for granted!
- WMBD received it's highest 12+ number in over 10 years with a 9.4. WMBD is now ranked 2nd overall, behind sister station WPBG. (with room to grow!) Congrats on a great team effort!



- BIG OLDIES 93.3 John Riley's hit the air for 4 days with the 4th Annual Big Radiothon for Kids for the Children's Hospital of Illinois in Peoria in December. Stories from patients and families at the



hospital helped raise over \$147,000. In the four years, over a half-million dollars has been raised for the Children's Hospital of Illinois.



The 4th Annual Big Radiothon for Kids for the Children's Hospital of Illinois, fundraiser total.

- Congratulations to the great staff at Big Oldies 93.3 for once again grabbing the top spot in the Arbitron ratings (Fall 2004). Not only was the station #1 12+, but also ranked #1 in its target 35-64 demographic. Since its debut in March of 1997, Big Oldies 93.3 has been the top rated station in Peoria in nine of the last sixteen ratings periods and never less than second.
- LITE ROCK 107 gave almost \$10,000 in cash and trips to our listeners to Cancun or Las Vegas.
- Lite Rock teamed up with a local TV station to do a "listen and watch" contest. Every weekday morning, Randy & Stacy gave listeners prizes of giftcards at The Shoppes at Grand Prairie. One lucky listener won \$1,500 to use for her holiday shopping.
- Lite Rock 107 was a major sponsor of the annual Women's Lifestyle Show, where over 25,000 women took part in seminars, interactive exhibits and activities, won prizes, and competed onstage to win the chance to professionally record their own album!!!
- Lite Rock 107 sponsored the Stocking Stuffer Children's Only Store over the holidays where volunteers escorted children around the store to buy gifts for their loved ones. The Crittenton Crisis Nursery and Family Services was given \$20,000 in profits from this 3-week event.
- Lite Rock 107 sponsored The Festival of Christmas Trees to benefit The Central Illinois Make-A-Wish Foundation featuring hundreds of professionally decorated trees that were auctioned off during a black tie gala.



**LINCOLN**

- FROGGY 98's "Santa's Little Helper" program (with the Salvation Army) adopted

families for whom listeners donated all the gifts and money. It started with a call from Santa to the kids requesting their wish list. Froggy listeners and local businesses called in and offered to buy the toys for those children. An extra \$3,000 was donated to help purchase additional gifts, clothing and food.



- B107.3 is the station "you can listen to with your kids in the car." They rang in the New Year with nearly 1,000 kids and parents at the Lincoln Children's Museum. Dressed in their best, it was an evening of fun, music, dancing, resolutions, the farewell to Father Time, welcome to Baby New Year, live broadcast and their very own ring into the new year... at 8pm. This annual event was sold out well in advance!



B1073 Morning Show Host, J. Pat Miller and his daughter Sammie, New Year's Eve party.



- KOOL 105.3 celebrated the holiday season with prizes, prizes and more prizes. 3 times/day, caller #10 was taken to "un-wrap" the Kool gift of cash, jewelry, dinner, trips and whatever else was lying around the prize closet. Every prize was a surprise!



**BLUEFIELD**

- J 104.5's 2005 Bowl Championship had a great turnout where listeners showed up with their shoes laced up, pads and helmets on and got fired up about the game. The field was a big screen TV. The game was Madden Football on a Play Station Two. In the end, listeners walked away with a big screen HDTV, a Play Station Two and vacations to Vegas and Cleveland!
- 106.3 & 107.7 KICKS COUNTRY is in the middle of the Daytona giveaway. Listeners are tuning in to Joe & Joe in the Morning to win seats at the Daytona 500!!!
- Just in time for Valentine's Day, Martina McBride teamed up with Hallmark Gold Crown to offer romantic prizes for Kicks Country listeners. Listeners flocked to Hallmark stores and entered online to win Martina McBride's autographed guitar and a romantic getaway for two in a Gatlinburg Cottage!

