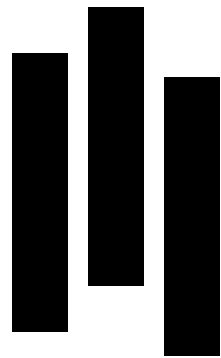


T H E T R I A D Frequency



THE NEWSLETTER OF TRIAD BROADCASTING COMPANY  SPRING 2005

Television on. Computer going. "IM"-ing 15 friends at once. Stereo blasting. And reading a magazine. Welcome to the private room of the next multi-tasking generation.

How do we continue to reach our audience day in and day out with all the external noise and choices consumers and advertisers have today? Try the human connection; something at which Triad excels.

We are no longer just music and talk. Our future is in the branding of each of our individual Triad stations and how we make that personal, emotional connection. It is how our morning team relates to the chauffeur soccer mom. It is the late night DJ reaching out to the night owls studying, driving or sipping coffee. It is the fund raising promotion that helps out the local community that would have difficulty otherwise without our stations.

Ever since Guglielmo Marconi's first radio signal in Italy in 1895, man has set out to improve the airwaves with the latest and greatest technology. And we are there

today, folks. We can't bury our heads in the sand and pretend media is not taking on new forms by virtue of technological innovations and distributions. However, there is one area that Triad can outclass and outshine all the others: with the empowerment of the human connection that will never be trumped by any technology.

Localism is the heart of radio. And we are truly local stations. While technology continues taking on new forms, we need to continue making our programming better and better every day. As professionals, we understand that we can never just rest on our laurels. Triad must strategically make calculated, solid decisions each and every day that ensure our future. And when I say Triad, I mean management, programmers, sales people, administration, HR, promotions directors, DJ's, newscasters and myself.

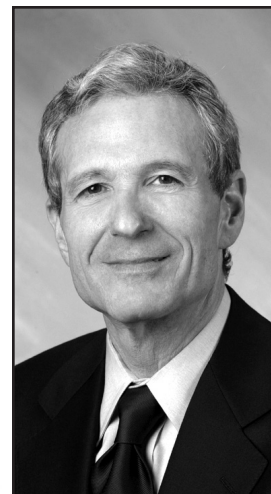
Triad stays focused on incredible programming and promotions that keep our listeners coming back, and hence, our advertisers. It is up to you to keep up the

all important one-on-one relationships that sanction our stations to remain at the top. As we progress through 2005, I ask that you wake up each day, with a new attitude, a new idea, a new inspiration, to share with your colleagues to keep our approach fresh.

Remember, that human connection that is so vital with your advertisers and listeners also applies to your fellow employees!

Have a great spring,

David Benjamin
President and Chief Executive Officer



BUSINESS MANAGERS WORK AND PLAY

Triad's Market Business Managers had a great chance to build better working relationships while becoming familiar with the company accounting policies during the two-day manager's meeting at the Hilton Hotel in Monterey, California, April 11 & 12.

The goal of the meeting was to gain consistency throughout the markets, discuss audit outcomes and receive auditor's feedback and recommendations. HR Manager, Kathleen Lally, invited Tom Mayberry of the Hartford Insurance



Enjoying the market business managers' meeting are **FRONT ROW:** Becky Sommer (Peoria), MaryAnne Whittle (Rapid City), Wendy Stuzman (Lincoln), Sandra Mederos (Corp). **BACK ROW:** Mathew Lopez (Corp), Sandy Anderson (Fargo), Merry Bigelow (Biloxi), June Pong (Corp) and Mike Vaniska (Hilton Head). Not pictured Russell Polzer (Tallahassee), Kathleen Lally and Tom Douglas (Corp).

(Continued...)



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(Business Managers Work and Play Continued...)

Company for Safety Training to speak one of the days to the 13 people in attendance (seven business managers as well as three corporate accounting managers, controller, HR Manager and CFO.)

The days were filled with information overload, shared experiences, ideas on how to operate accounting systems more efficiently and how to produce more accurate financial statements on a timely basis. But wait! Merry Bigelow and Becky Sommer were the big winners of the two gift certificate drawings that lightened the atmosphere each work day. When night fell, the managers donned their "fun hats" and had dinner at

Stokes Adobe one evening and at Montrio Bistro another. A tour around Monterey and Pacific Grove relaxed the group the second night.

June Pong, (L) holding a Betty Boop (notice the resemblance, we did!) cup presented to her at dinner Tuesday night. MaryAnne Whittle (Rapid City) and June are wearing bibs presented by the Fargo market.



A CLOSER LOOK @ THERON HAYES

DIRECTOR OF SALES
TALLAHASSEE, FL



Theron Hayes and daughter, Ashley, at her wedding.

CLOSER LOOK



If you had to wear a t-shirt with only two words on it for the rest of your life, what would it say?
Now Hiring.

What was the best concert ever? When?
The best was when I saw Rolling Stones in '89, outdoors at Arrowhead Stadium in Kansas City! Paul McCartney in '92 at the same venue came in a very close second!

What was your most embarrassing moment at the station?
First day I drove myself to work I got lost on the way in and was late for my first training meeting.

My biggest weakness is for...
Food! I like to eat!

My philosophy on how to succeed in radio is...
Follow and learn from the right people.

What is your favorite gift to give other people?
Games.

The thought that keeps me going on hard days is...
At least I'm not farming anymore.

The person I look up most to in the Radio industry is...
Jerry Hinrikus and Larry Avery, the former owners of EBC Radio's 7 stations in Kansas.

My childhood idol was...
My Grandfather, Lowell

How did you get into radio?
Spun my first record for money when I was 15 years old. Off to college radio at 17. First commercial job on the air at 18. First sales job at 23. I've been lucky I knew I was going to be in radio by the time I was 12 years old.

The one dish I make that keeps people coming back for seconds is...
Goo! One pound of Velveeta, one can of Rotel, one can of cream of mushroom soup, quarter cup of milk. Dice the cheese; add all ingredients into crock-pot, stir, cook on high for one hour, stir. Add one pound of browned and seasoned ground beef or turkey, stir, cook on low for one more hour. Stir! Serve hot with corn chips and tortillas!

The most embarrassing album in my collection is...
Barry Manilow LIVE!

Tell us about your family...

My wife, Michelle, is a fundraiser for the American Cancer Society. My daughter, Ashley, is a senior at N.W. Missouri. She, her husband and my grandson, Hunter, live in Corning, IA. Our son, Alex, is 8 and finishing up first grade. Our daughter, Aly, is 5 and will start kindergarten next fall.

What would be the theme song of your life?

"Workin' On It" by Chris Rea

What was the best vacation you've ever had?

My wife and I took a cruise back in September of '03. First time we had been away together since Alex was born in '96.

(((STAY TUNED . . .)))

BILOXI

- Mississippi Media is excited that WXRG midday host, Erica Fox, will be taking on the position of Assistant Director along with her air shift! Congratulations to night jock Kevin Harris from Classic Rock 105.9 who has been promoted to Director of Promotions!
- 97.9 WCPR Rocks relieved some listeners from paying high gas prices! One lucky winner received a year's worth of free gas, and many others won \$50 gas passes....



WCPR got listeners fired up for 3 Doors Downs' latest CD "17 Days." 17 straight days before the concert on May 11, a pair of tickets was given to one listener to ride on the party bus and attend the New Orleans concert! ...WCPR proudly presented the 2005 Jagermeister Music Tour in April featuring Alterbridge, The Exies, Silvertide and others one Friday night at Gigolo's.

- On March 31, Mississippi Media welcomed Classic Hit Country 96.7 Hank-FM. With Conway Twitty, Reba McEntire, Garth Brooks and more, Hank-FM fills a big Mississippi void. The ad campaigns are rolling, and the response is tremendous!! Back on board with MS Media is the Reverend (previously worked for sister station WXYK) hosting Morning Drive. Kyle Curley has been named P.D.



- Hundreds of listeners joined Classic Rock 105.9 WXRG and Mississippi Coast Harley Davidson in Biloxi for the 1st annual HUG A HOG competition April 15-17. Four contestants started at 5pm Friday, and 34 hours and 45 minutes later Brian Root of Lucedale, MS was the last one standing...and won a new 2005 Harley Sportster!



- WXYK 107.1 The Monkey teamed up with Edgewater Mall in Biloxi, to give away a brand new 2005 Suzuki Forenza! ...WXYK also welcomes aboard new night jock D.B.Nyce, from Bangor, Maine! ...107.1 The Monkey is about to have local high school and middle school students



take the "Live Free" pledge.... More details to follow soon! ...Drive-time jock and former Asst. PD and Music Director, Lucas, was also promoted to Program Director for 107.1 The Monkey. Congratulations, Lucas!

- Due to the tremendous success of the football **Talk Radio 1640 AM WTNI** on location broadcast, WTNI News Talk teamed up with the Palace Casino to do a baseball show featuring former major league Barry Lyons who will join Ken Allen every Wednesday night during the major league season!

FARGO

- Classic Rock 107.9 The Fox became The Hog when they teamed up with Harley-Davidson and gave away a \$20,000 customized Harley! The contest was so huge, the station changed the name to 107.9 The Hog for a few weeks. The giveaway party had a 50 person Hog Hold 'Em game and one lucky winner won a trip for two to Vegas!



Scotch from Scotch and Waters with a Twist of Bevil imagining what it would be like to ride a Harley!

- The Fox is getting fired up to head off to the Moondance Jam in July- the biggest camping and classic rock fest around!
- AM 1450 KBMW hit the ground running in the New Year with the first ever "Super Bowl Blowout" at the Sundowner Sports Bar. "Jocks" lounged and cheered with fans and gave away prizes!
- KBMW's "Valentines Requests" brought in an avalanche of requests. The winning requests took home great prize packages.... KBMW was fortunate enough to partner with the world famous Guthrie Theatre in bringing humorist and author Kevin Kling to town March 1st.
- To live up to its' "keeping it local" reputation, "The Voice of the Valley" followed the State College of Science Wildcats to the National Men's Junior College Basketball tournament in Hutchinson, Kansas.... April saw KBMW's on-air staff "sneaking around" the twin towns and surprising office assistants with a truckload of prizes including tanning packages and romantic dinners for Professional Assistants Week.
- KEGK The Eagle 106.9 celebrated their 2nd birthday with a huge bash! Live entertainment, tons of prizes and raising money



for the Humane Society made it a success.

...The Eagle kicked off the spring with the "1-2-3 Spa-tacular" — lis-

teners chose from a \$7K spa, a resort spa in Utah, or a day spa in town.... "The Eagle 106.9 BIG BOAT" contest is about to kick off.



Listeners will get together at Ribfest and try to win a brand new boat!

- Froggy 99.9, the sole welcoming station for Kenny Chesney in Fargo, hosted a pre-concert party in the Fargodome lobby, and then hopped on stage in front of 17,000 people! Listeners took pictures with our "cardboard" Kenny and signed a huge birthday card to give to Kenny backstage!



"Cardboard" Kenny.



- Right now, Froggy is "hiring" listeners to work for the station, paying them \$50 an hour, and giving them a shot at winning the ultimate paycheck of \$99,000!
- Froggy is bringing in the summer with Froggy's Extreme Backyard Makeover, complete with a \$7K pool, patio furniture, free lawn service for the summer, new grill stocked with meat and ice cold Pepsi to wash it all down!
- KLTA FM 105.1 gave everyone living in a "Small Town" the chance to meet John Mellencamp after his Fargodome concert and Lidgerwood, North Dakota was the big, uh, small winner. The morning show crew showered excited listeners from the town with concert tickets and a chance at backstage passes.... FM means "Free Money" to FM 105.1 with the Free Money Birthday Game! Three times every weekday, listeners will call to see if their birthday matches the one in FM 105.1's envelope- with a chance to win up to \$100,000!
- This spring Q98 is testing the ears of the Fargo-Moorhead area with Q98's Soundcheck. Clever listeners can win awesome weekly prize packages from shopping sprees to TV projector screens to pizza for a year to a motorcycle! Q98 continues its concert ticket hook ups to artists such as Motley Crue, Slipknot



(Continued...)

and Velvet Revolver- just to name a few.

- Q98 welcomes Jack Spade, formerly with K DAM in Fargo, to the Q98 family. Congratulations, Jack!

RAPID CITY

- Magic 93.9 celebrated Cinco De Mayo by giving away a seven day, all-inclusive trip for two to Mexico! ...Congrats to Kevin Phillips, the Magic "Morning Animal," for again being chosen as stadium announcer for the pro-indoor football team, the Black Hills Red Dogs! ...Magic is kicking off the summer with the Summer Cash & Car giveaway, featuring a beautiful 1986 Corvette and \$1000 in cash! Listeners can also get excited for the Summer Barbecue parties throughout the entire summer!



Listeners can also get excited for the Summer Barbecue parties throughout the entire summer!

- Classic Rock 100.3 The Fox employs hundreds of listeners to the tune of \$25/hr. to listen to the radio as one of their most popular promotions.... May kicked off the Ultimate Harley Giveaway. The Fox and Easter Seals teamed up to give away a 2005 Harley Davidson Heritage Soft tail during the Sturgis Motorcycle Rally!



- KRCS Hot 93.1 partnered with local Fox affiliate with the "American Idol Fly-A-Way!" to send a lucky listener and a guest to LA for the final two shows of the American Idol.... KRCS and its great new staff gear up for the summer with the return of the Prize Vault and prizes ranging from trips to concerts!



Looking to be Rapid City's number one station for a third straight year, Kat Country 98.7 has big spring plans! Carly's Diamond giveaway, tickets to see Reba in Denver, and the first annual "I'm Gonna Miss Her Giveaway" are sure to fire up listeners for the spring. Kat can't wait to give one listener a fishing boat loaded up for the lake, too.

- KBHB-AM promoted the 26th Annual Cammack Ranch Supply Invitational Ag Trade show in tiny Union Center, South Dakota. Hundreds attended the show in the town with a population of less than 50!



Hundreds attended the show in the town with a population of less than 50!

LINCOLN

- Froggy 98 filled early spring with several community events, children's activities and promotions. Thousands gathered at a city park to watch children scramble for free candy at the 11th Annual Froggy 98 Easter Egg Hunt. The event was the largest in

Lincoln.... Froggy gave the World's Largest Birthday Card with over 500 signatures to a young Froggy listener, Haley Mathis, who was battling cancer at St. Jude Children's Research Hospital. The Froggy crew presented the card on air and surprised her with tickets to see her favorite artist, Kenny Chesney.... Crazy Lincoln Froggy 98 listeners proved their craziness when the winner kissed a "Kenny" cardboard cutout for up to 13 hours!



Froggy 98 listeners kissing Kenny.



- KOOL 105.3 took listeners down memory lane when rock-n-roll celebrated its 50th year. For two weeks, Lincoln's Goodtime Oldies took votes for listener's favorite tunes from 1955 -1962, then for one solid week, played all those songs on the KOOL Wake Up Crew.... And thanks to KOOL, the participation in "Dash for Disabilities" February 27th doubled. The Morning Crew even formed a team that entered the non-competitive walk supporting the ARC. John Stewart, the father of an autistic boy, shared his story with KOOL listeners to personalize the message.
- KBBK- B 107.3 put the morning show crew to hard work in sunny Las Vegas in March. Gina & Jay's Vegas Vacation broadcast three morning shows from the fabulous Mandalay Bay Resort! Gina and Jay saw the shows, ate the food, stayed out all night and somehow started their shows each morning at 4 a.m..



***Tip to other Triad Stations— Mandalay Bay & Stratosphere both have remote studios, and the Mandalay Bay Folks were GREAT! For more info, email J. Pat Miller – jpat@b1073.com.*

- B 107.3 invaded offices in Lincoln on Administrative Professional's Day. The B Staff hit 107 offices in one day giving away packages including a bounceback card telling offices how to win Free Gas for a Year from B 107.3. It was a huge success and great money-maker for the sales team!
- News/Talk 1400 KLIN welcomed legendary Lincoln radio personality, Coby Mach, who took the reins of "Drive-Time Lincoln."

KLIN Sports Director, John Bishop, has continued to impress statewide listeners with "Sports Nightly." He had to take on a double dose by covering UNL Baseball and the Huskers! ...1400 KLIN kicked off "KLIN's Ultimate Work-Escape" by giving away an Alaskan cruise for two! KLIN helped raise money and two truckloads of food for various Lincoln charities when the "Lincoln Morning News" show broadcast from a lavish lake home built like a lighthouse (something Nebraska doesn't see too often!) to host an "Open Light-House Weekend." All admissions proceeds benefited local charities.



TALLAHASSEE

- North Florida Broadcasting is excited to welcome new operations manager Tom Watson. With over 30 years of experience, Tom was named Radio INK's "Best Programmers in America" in 1999, 2000 and 2001.
- U106.1 continues to establish itself as Tallahassee's Classic Rock concert station by promoting concerts including The Allman Brothers and John Mellancamp.... The U106.1's "Ultimate Garage Giveaway" is underway through June. Finalist will be selected from all the registered listeners, be brought together and given special keys to open the "Ultimate Garage" with prizes such as power tools, lawn tools, lawn mower, shelving, cabinets and refrigerator.
- HOT104.9 raised \$1,000 for the Leon County Animal Shelter during a promotion called "Pimp Your Prom Date." Six high school couples competed in a series of events to help raise money for the shelter. The last remaining couple had the ultimate prom package—a free tuxedo, dress, shoes, limo, dinner and flowers.... HOT104.9 teamed up with Kraft Nissan to giveaway a new Nissan 350Z in the "Capital City Challenge." Listeners called in to be one of 50 qualifiers who got a seat on our bus to drive around Capital Circle 50 times. Each lap around the circle, one qualifier was voted off- the last one standing got the car! ...With all this, HOT104.9 still found time to participate in the Springtime Tallahassee parade and promote concerts including Brian McKnight, Ryan Cabrera and Switchfoot to the area!





- B 103.1 is thrilled to have Tracy Turner, who comes straight from Louisiana, as the new morning talent. We know she will set Tallahassee on its ear.
- B 103.1 came up with its own version of Survivor: "Survivor: The Prizes," that started



with 103 prizes, and listeners call in to vote off prizes which included a monkey, a trust fund, a trip for two to the Great Wall of China, a jersey cow, a wrestling match in a 10-foot kiddie pool of Jell-O with the VP of North Florida Broadcasting (shh!! he doesn't know, so don't tell him!). One lucky winner will win the final prize.



- **Oldies 99.9** is rapidly gaining listener ship. As the flagship station for the National Multiple Sclerosis Society's Big Walk in Tallahassee, Oldies makes monthly stops at the antique car shows in Tally.... The Oldies Charity Awards Program 2005 proudly signed up over 100 non-profit organizations to attend the May 9th event.


BLUEFIELD


- Triad Bluefield has successfully launched its morning news department with TV anchor woman, PJ Toler, alongside Traffic One guru, William Paine. The two make quite a team!
- Triad commissioned the TOMA research project in our market to help advertisers get a view of the landscape when it comes to name awareness in the market. Triad Bluefield thanks Chuck Mefford for helping with the training and the branding efforts for our clients.
- **J 104.5- WHAJ-FM** won West Virginia Broadcasters Station of the year award for the second year in a row! ...WHAJ welcomes visitors to their website www.charityawardsprogram.us  to get more information about the Charity Awards Program!
- **107.7 Kicks Country** just finished hosting the Spring Fling Concert with the Honky Tonk Tailgate Party. 
- All of the Bluefield FM stations are in full swing with "Sticker Jam 2005." Listeners are given window stickers at special live broadcasts to allow them to buy gasoline for \$1.00 per gallon! After selling 6,000 gallons of gas, the stations still have 6,000 more to go!


HILTON HEAD/SAVANNAH


- The Adventure Radio Group was again the Official "Broadcast Stations" of the 2005 MCI Heritage of Golf, April 14th - 17th in Harbour Town on Hilton Head Island. "Live broadcasts" from the Michelob Ultra 19th hole and "live updates" on all stations each day promoted the tournament. ESPN Radio did a "live" nightly wrap-up show featuring special guest analyst Bob Stevens, former host of SportsCenter on ESPN. Monty Jett also did his **WLOW** morning show "live" on a yacht from the yacht basin in Harbour Town.


- **Gator 106.9** welcomes Savannah's #1 weekday morning show hosts, Mike & Laura, on Gator. The feedback on their return has been tremendous. As part of this, Gator 106.9 is giving away \$106.9 every morning to one lucky listener.   Mike & Laura.

- **Rock 106.1** was proud to present "Collective Soul" and "Chevelle" at Monkey Business on Hilton Head. Both shows sold out in advance.... **Rock 106.1** also brought back the Rock 106.1 Gas Pass by giving away \$25 worth of gas three times a day to lucky listeners. 

- **Wave 104.9** was a major sponsor of the 2005 Savannah Music Festival, March 19th, with Neumann as the MC for the kick-off of the event where Wave gave away a trip to the Bonnaroo Festival in Tennessee.... **Wave 104.9** teamed with Michelob Ultra and Wild Wing Café (a Wave regular with a 2-hour remote every Saturday night) to give away \$10,000. At the remote, Wave would qualify listeners for a chance to win the \$.... 

- **Oldies 98.3** had such a successful first High/Low Cash Giveaway, it's back again! Three times a day, listeners call in, guess the amount of cash in the jackpot and win if the guess is correct.... **Oldies 98.3** also gave away a VIP Tour of the Liberty Mutual Legends of Golf Senior PGA Tournament at Savannah Harbour including lunch in the club pavilion, tours of the media center, scoreboard truck, player's fitness center and ABC truck. 


- **ESPN AM 1130** hosted its 2nd annual live weekly March Madness Preview show at the Hilton Head Brewing Company with Big Tommy, Pat Reed and Mike Conti conducting interviews, analysis and predictions. 

- **WLOW 107.9** is introducing new music, mixing soft A/C with standards attracting a younger demo. WLOW has also unveiled a new logo and promoting itself as the "new workplace radio station." 


- **103.1 The Drive** celebrated St Patty's a little early this year qualifying listeners and taking the winner and four friends for a ride on the Drive's Patty Wagon to some of Savannah's finest establishments for Bud and Bud Light specials all night long.... **103.1 The Drive** also broadcast live all day

in Savannah's City Market on March 17th amidst the celebration and live entertainment.


PEORIA

- **Big Oldies 93.3** hosted its' 1st Annual Sweetheart's Dance Valentine's Day weekend rewarding listeners with a night out with their "Sweethearts," dancing to "The Spectors," refreshments, a dance contest and even the crowning of the Sweetheart Dance King and Queen! ...**Big Oldies 93.3** welcomed the Illinois High School Boys "A" and "AA" Basketball tournaments to Peoria March 11-12 and 18-19  **The Biggest Hits of All Time!**

awarding listeners with courtside tickets for all games...easily the hottest tickets in the entire state! Congratulations **Big Oldies 93.3** for receiving top national recognition from the Children's Miracle Network at the "Radiothon Awards" in Orlando: 1st place for "Best Patient Story" and several nominations in other categories. Big Oldies hosts "John Riley's Big Radiothon for Kids" for the Children's Hospital of Illinois in Peoria each December.

- Peoria Director of Sales, Kile Shelton, and his wife, Ruba, had a baby boy, February 13th, named Kile Riad Shelton. This sweet Valentine's Eve baby weighted 8 lbs, 10.4 oz and was 22 inches long. Congrats!! 

Kile Riad Shelton.

- **1470 WMBD** has added hip, funny and vibrant Glenn Beck, conservative talker, to its lineup. As WMBD continues to evolve into a more contemporary News/Talk Station, Glenn is a perfect fit from 9 to 11am. 
- During Peoria's recent Mayoral race, **1470 WMBD's** coverage was second to none. News Director, Dave Dahl, moderated a mayoral debate on air and the talk shows heated things up with one on one's with the candidates.

- Peoria's newest radio station...**Classic Country 1290, WIRL-AM** launched Monday, March 14th with new morning man and PD, Dan Dermody, playing Country legends we grew up with...featuring songs other Country stations have forgotten. Response has been incredible! WIRL will continue to air play-by-play sports including Cubs Baseball, Bears Football, and University of Illinois basketball and football. 