

FREQUENC y



THE NEWSLETTER OF TRIAD BROADCASTING COMPANY  WINTER 2006

JMP RADIO GROUP ACQUIRES TWO NEW STATIONS



JMP Radio Group Head Mike Wild announced on December 1, 2005 that a deal had been inked to acquire AAA Entertainment's WXCL 104.9 and WDQX 102.3 in Peoria. JMP adds the two stations to an already strong Peoria cluster, including three of the market's top four rated stations: Lite Rock WSWT, 1470 WMBD, and 93.3 Big FM WPBG. JMP also owns Classic Country 1290 WIRL.

Wild is pleased to welcome the stations to the JMP platform. "These stations are a perfect fit for our group. The JMP Radio Group platform is solid and growing. We're proud to have these heritage stations join our group, and we aim to help them grow even further," says Wild.

With the addition of WXCL and WDQX, JMP now owns four of the top five stations in the market, furthering enhancing JMP's position as the market leading radio group.

Triad President and CEO David Benjamin adds, "The acquisition of WXCL-FM and WDQX-FM is an outstanding addition to Triad's market leading cluster. Under the leadership of Triad's Senior Vice President Mike Wild, we are confident that they will both prosper and contribute substantially to the community." Wild manages the Peoria cluster, oversees other markets in the Triad group, and is also an investor in the Triad group and the local JMP subsidiary.

A letter from David Benjamin...

Reflecting upon 2005 may be close to history, yet we are never beyond counting our blessings for our health, our families, our friends and our jobs. In a year when we witnessed devastation, destruction and desolation, we also witnessed the innate determination for preservation, protection and restoration.



The U S economy has displayed a powerful resiliency over the last several years and commercial activity is reaching extremely healthy levels.

Job growth has picked up, population growth remains strong, inflation remains modest and our economic fundamentals are good. Now is the time to start realizing those New Years resolutions to reach your personal best at selling, at tapping new customers and raising your quotas for the year. Contemplate the storm, literally, that our economy has weathered and challenge yourselves to rise to the occasion and seize the incredible opportunity that is out there. Discover that internal mechanism that motivates you to experience a record year and share just one or two of your coveted secrets with each of your colleagues.

Triad had an astonishing 2005. A tremendous "thanks" to each and every one of you! Not only did you tackle your tasks at hand on a local level, but you gave graciously of your time, treasure and hard work helping your Triad family rebuild in the south. That's what family is all about.

Please share with me, and all of Triad, your latest ideas for how you intend to reach your

local customers and local listeners in fresh, exciting and new ways. The sharing of ideas, attitudes, techniques, methods and tactics will help build our family even stronger. The quality, invigorating local promotions you devise day in and day out just may spark a new idea for another market, given the opportunity. The camaraderie you all have created will serve us well for years to come. You are all to be commended, sincerely.

Here's to a fabulous 2006,

David Benjamin
President and Chief Executive Officer

TRIAD DEDICATED TO RECOVERY

Triad continued to rebuild, reconstruct, and revitalize the Gulf Coast after Katrina with a MILLION DOLLAR BUSINESS RECOVERY EVENT. The Coast Recovery Expo, hosted by News Talk 1640 WTNI on January 28th, was part entertainment and part exhibition. The all day event featured information and seminars on various recovery topics and brought together mayors, the Red Cross, Salvation Army, FEMA, small business association executives, and many others. Despite the fact that they were still running a six station cluster out of trailers, Triad continues to show complete dedication to its radio stations and its employees.

WTNI staff visit with Mississippi's first lady, Marsha Barbour, after an on-air interview in the studio.



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A CLOSER LOOK @

CHARLIE O'DOUGLAS



OPERATIONS MANAGER
RAPID CITY, SD

Tell us about your family.

My family moved to Rapid City from California in 1975. My mom, dad and brother still reside here. I have two boys, RJ, a junior in high school and Patrik, an 8th grader. I just got married last November to my partner for life, Vicki.

One of my New Year Resolutions for 2006 is...

I don't do them. I truly resolve to try something new and do something better everyday of the year...even if it's gargling my Listerine for an extra 10 seconds in the morning.

How did you get into radio?

I caught the "radio bug" during career day my freshman year of high school in California. I was a huge radio groupie as a youngster; always calling in requests and for contests. I changed my major half way through college to Mass Comm/Marketing, joined the college radio station and 2 weeks later landed a part time job here in Rapid City.

My philosophy in 15 words or less, on how to succeed in radio is...

Be honest with co-workers and listeners. Work hard. Radio isn't a 9 to 5 job!

What makes your station different from other radio stations?

We've worked very hard to be full service radio stations to our listeners and clients. If there is an event going on, people always assume that we are involved and call us for details (even though many times the events are sponsored by another station or media.) We also produce well over half of all local radio ads in this market. Our clients appreciate our professionalism and the genuine interest we have in the success of their business. We know most of them by name.

If I weren't in radio, I'd be...

I'd be an elementary special education teacher and coach.

Who is the most entertaining person and why?

Bob Hope was perhaps the best all round entertainer of our lifetime. From his early radio, stage and movie career, to entertaining our troops overseas and all the specials on TV! There will never be another like him!

What is your biggest pet peeve?

Failure for someone to follow through with something they promised.

What one word would others use to describe you?

PASSIONATE! (Isn't that right David?)

Who is the most influential person in radio and why?

I was going to answer with Stern, or any of the FCC commissioners (Jon Adelman from Rapid City), but personally in my own little radio world, I would have to say its Alex Demers because of the big contract he just signed with Triad! Welcome aboard!

My biggest weakness is...

Putting off my list of things to do, to help others with theirs.

The thought that keeps me going on hard days is...

My family is waiting for me at home!

I am most relaxed when...

On the golf course

My motto is...

Learn not just from mistakes we make, but from those of others as well.

All my life I wanted to...

Get a pilot's license

Benefiting YOU

We are happy to report that once again Triad remains dedicated to its employees by absorbing the entire 7% rate increase in health insurance premiums for 2006 without reduction of benefits or passing on any increases to you! In addition due to Fortis/Assurant dental Plan's rate hike quote of 35%, a new plan was implemented with MetLife where we mirrored the 2005 premiums, while maximizing your benefits. Questions about this new plan? Please feel free to contact your Business Manager, Employer Concepts or the corporate office!

With the Annual Enrollment now complete for 2006, we found that many of you have begun, (or continued) to take advantage of another benefit, the Flexible Spending Plan. This plan allows you to absorb your deduction and un-reimbursed medical expenses free of federal, state, social security and Medicare taxes. (See Flexible Spending Participant Handbook for a detailed list of applicable deductions at www.aflac.com/us/en/benefits/flexible-spendingaccounts.aspx.) An IVR (Immediate Voice Response) access is

also available to all FlexOne participants by dialing 1-877-353-9487. By entering your individual social security number and 5 digit zip code, you can immediately request claim forms, check the status of your claims, and access your account balance.

Recently we completed our second well received 401(k) educational sessions conducted by Edward Jones Investment Representatives. As a reminder you may access your individual account by logging onto www.americanfunds.com/retire. By entering your social security and PIN numbers you can manage your account by viewing your transaction history, fund allocation, change future contributions and print account statements.

It is our belief that our Employees serve as our most valuable resource. We hope that these services and benefits reaffirm your belief in Triad's dedication and appreciation to all its employees.

Best regards,
Kathleen A. Lally, PHR
Manager of Human Resources & Information Systems
Klally@Triadbroadcasting.com



STAY TUNED...

BILOXI

- 97.9 WCPR Rocks invites listeners to the "Big Day In." All January long, diehard CPR fans registered at 979CPRrocks.com for a chance to win a 52 inch Big Screen Digital Home Theatre System commencing with Super Bowl Sunday where CPR delivered the TV and the party to the winner! A live broadcast and candy strippers ensured a great day...CPR also welcomes new rock diva "Heather" to middays; she also handles several gigs in Jacksonville.



- Check out the new ESPN Sportsradio 1490 WXBD new web site and address www.1490wxbd.com.



- 96.7 Hank-FM is moving from a temporary transmitter to a new transmitter and tower site. Hank-FM, currently sharing a tower site with sister station WXYK, will soon be back at full power! Hank-FM also welcomes Steve Wood as the new Imaging voice of the station. All new imaging should be in place by the time Hank-FM hits full power...Low power didn't stop Hank from joining Chely Wright in Waveland for a quick set and autograph signing.



Hank with Chely Wright in Waveland

- 105.9 WXRG starts the new year with their 9th annual SUPER BOWL OF ROCK'N ROLL Weekend...rolling recaps of Super Bowls past, complete with Classic Rock blocks of each Classic Super Bowl year...WXRG also gears up for the 2006 NASCAR season by offering trips throughout the year to races nationwide, compliments of co-sponsors Budweiser and Air-Tran Airline.



- 107.1 The Monkey is geared up for the New Year! With recent additions of "Freaky" Frank Nitti ruling nights and Renee Harrison, the new "Queen" of daytime, the Monkey is locked and loaded for 2006! 107.1 The Monkey did not waste any time registering listeners for an all expenses paid trip to Los Angeles to see the



48th Annual Grammy's live and in person at the Staples Center February 8th.

FARGO

- It may be cold in Fargo, but the Eagle 106.9 is heating things up! Our listeners get a "Cabin Fever Reliever" every day with packages including tickets, dinners and CD's...The Eagle's 2nd Annual "Frozen Fish Fling" is just around the corner... Listeners toss frozen fish (no gloves... ewwww!), and the closest to the pin wins a trophy! The Eagle is "Going for the Gold" around Olympic time. If our listeners guess the correct number of gold medals the U.S. wins, they win an ounce of real gold! Listeners are also getting excited for the upcoming Bobby Vee concert. The hometown boy is coming back to Fargo and Eagle 106.9 is the exclusive radio station for the show. Eagle 106.9 is starting out 2006 fantastically!

- Classic Rock 107.9 The Fox filled our listener's stockings for the holidays with Santa's Sack! We alleviated some stress of the holidays by offering gifts that people really want! The Fox gave away a Pool Table, a Fireplace, a 3-in-1 Poker Table, a Foosball Table and a \$1000 jewelry gift certificate! You know Santa is never that good!! As we roll into 2006, The Fox has already started planning our huge summer and winter blues festivals! By mid-February, tons of tickets and CD's will have been given out and we'll be spending evenings with incredible blues artists like Big George Jackson, The Kelly Richey Band and The Kinsey Report. By that time, The Fox will be jumping headfirst into all this summer's big outdoor concerts!

RAPID CITY

- Classic Rock 100.3 The Fox in Rapid City rocks through winter once again with "Bob & Tom in the Bahamas!" Lucky winners, Val Adamson and guest, partied in the Bahamas with morning crew Bob & Tom during the Super Bowl! The Fox is also hosting the messiest garage contest with Black Hills Etcetera magazine where contestants send pictures of their garage with the "best-worst" garage winning a \$5,000 custom garage package!
- Kat Country 98.7 started the New Year off with some exciting promotions and a great concert, Brad Paisley, Terri



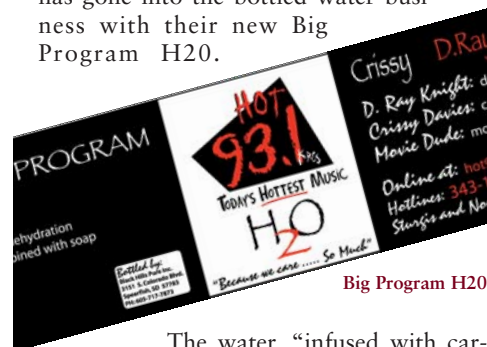
Val Adamson



Kat Country concert

Clark and Billy Currington! Kat Country gave away an autographed Brad Paisley guitar and lots of tickets and CD's leading up to the show. Currently, we are gearing up for the 2006 Black Hills Stock Show and Rodeo where we will be giving away a custom made Martin Saddle...The Kat Country Checkbook promotion has also started. Listeners can win \$98.70 every day.

- First there was Perrier, then Evian, Kabbalah, and Dasani...now Hot 93.1's Big Program has gone into the bottled water business with their new Big Program H2O.



Big Program H2O

The water, "infused with caring," prevents dehydration, and is an effective cleanser when combined with soap. Look for it all over the Black Hills and on EBay...Hot 93.1 celebrated the Holidays with the "12 Days of Re-Gifting," clearing out all sorts of stuff out of the prize closet. The grand prize was a \$500 sporting goods certificate and airfare for two to Las Vegas—'cause nothing says Christmas like Sin City! Hot continues to jam on Fridays with the only live broadcast from a club ever in the Black Hills...Hot hosted the Super Bowl party of the year giving away a big screen TV and a hot tub!

- Magic 93.9, Rapid City, Morning Animal Kevin Phillips recently returned from a trip to Disney World in Orlando, Fl. where he was a contestant on "Who Wants to Be a Millionaire." Kevin is under a gag order as to when it airs and how much he won...it will air very soon! Fellow Triader Hopalong Cassidy from Froggy 99 in Fargo/Moorhead was one of Kevin's "Phone-A-Friends" and definitely helped him out!



Kevin Phillips at Disney World

LINCOLN

- Just in time for the Fall Book...with the Rolling Stones' 'Start Me Up'...Lincoln's (good time oldies) Kool 105.3 was suddenly transformed into Lincoln's newest radio station, 105.3 LINC FM, the songs you

(Continued...)

grew up with!! 105.3 LINC FM covers pop, rock, soul, disco...you name it! Now



Lincoln listeners have a positive, fun radio station where they can escape life's challenges. It's a family-friendly format, and is especially geared towards the 40+ listener with 'the songs that you grew up with,' while still providing vital elements to a listener's day like weather and news. Music ranges from the Beatles, the Eagles, Marvin Gaye, Chicago, Earth, Wind, and Fire, the Doobie Brothers, the Rolling Stones and Fleetwood Mac, even to those 'lost' favorites like the Sanford Townsend Band's 'Smoke From A Distant Fire' or the Bay City Rollers' 'Saturday Night'...all songs you can sing along with! 105.3 LINC FM is a perfect choice for at-work listening. Program Director E.J. Marshall says, "Think of it as a jukebox with all your favorites from the mid to late 60's to the early 80's, or better yet, an iPod for adults!" Listener response has been great, creating a 'buzz' around the Lincoln market.

- KLIN Drive-Time Lincoln has taken the last year to focus on issues that affect our community, especially school safety ever since an assault occurred at a Lincoln high school. Other topics include local driving laws, Animal Control, electric rate increases, the price of gasoline, a new convention center & arena, funding the State Fair, party houses, another Wal-Mart location, etc. All the newsmakers have been on live KLIN discussing these issues, including, Governor Heinemann, Senators Ben Nelson & Jeff Fortenberry, Attorney General John Brunning, Council Chairman Svoboda, Mayor Seng, The Chief of Police, County Board members and more. We have also had two political candidates formally announce their candidacy on KLIN Drive Time Lincoln! DTL has been fortunate to "break" many stories including a lawsuit filed against the school district and cheerleaders being expelled for drinking.

BLUEFIELD

- Kicks Country 106.3 and 107.7 and the Bland County Medical Clinic are teaming up to give listeners a chance to see the biggest show of 2006 with George Strait in concert on February 25th in Charleston, WV! Kicks Country is looking forward to the 2006 NASCAR Season! Catch the "Super Bowl" NASCAR on February 19th at 12 p.m. only on Kicks!
- J104.5's Kidd Kraddick in the Morning is paying listeners Holiday bills with the "Plastic Payoff." Listeners fax their bills to 1-866-KIDD-PAY and J104.5 pays bills at 7am and 9am!...J104.5 just hosted the "Super Bawl." 4 guys came to the J104.5

studio to cry it out all in the name of football with the best crier winning a brand new plasma screen TV!...J104.5 is also giving listeners a chance to win some outdoor fun, West Virginia style, with Winterplace Ski Resort. Listeners tune in weekdays to the Mefcor SnoCountry Ski Report for conditions at Winterplace. The first caller to repeat those conditions after the report airs wins a one-day lift ticket and ski rentals, an \$80.00 value!

SAVANNAH

- The Daytona 500 is on 106.9 The Gator!! The Great American Race returns to Daytona International Speedway for another heart-pounding 500 miles of racing! 106.9 The Gator is the Official NASCAR racing station for all of the action live on February 19th! Listeners enjoyed another Bud Select and Mich Ultra Country Rock night at One Hot Mama's in Bluffton with 106.9 The Gator. Listeners joined Dave Dodson and were given a chance to win Gretchen Wilson tickets.
- Rock 106.1 and the Diamond Club in Hilton Head hosted their 4th annual Stripper Bowl! Listeners were given the chance to win free passes, plus VIP seats at the Diamond Club to watch the "Big Game" on a huge 9' by 12' screen with 9 friends! The winners and friends enjoyed food during the game and \$1,000.00 Diamond Dollars to spend on ANYTHING IN THE CLUB!...Rock 106.1 invades Myspace. Listeners can keep up to date on all the latest in concert news and Rock giveaways! Just stop by the new Rock 106.1 Myspace page at www.myspace.com/rock1061.
- Wave 104.9 hosted its first annual Snow Day this January. The Island Rec Center trucked in a mountain of snow to play in...Wave 104.9 also gave listeners a chance to win a great vacation getaway to Gatlinburg, TN with Vault Energy Drink. Listeners called in and the correct caller won a Vault Energy Drink Prize Pak and the vacation.



PEORIA

- WPBG 93.3 just hosted their 5th annual, and most successful, "John Riley's Big Radiothon for Kids," raising nearly \$164,000 for the Children's Hospital of Illinois! Considering the event was a day shorter this year and charitable giving was highly impacted by Katrina and other tragedies, this is a real accomplishment.
- WIRL's morning man Dan Dermody hosted a listener bus trip in early December to see the legendary Bellamy Brothers at Nashville



John Riley's Big Radiothon for Kids



Listener bus to see the Bellamy Brothers

North in Taylorville, IL. 45 listeners and Dan enjoyed a great trip and concert.

- 1470 WMBD's Greg Batton, morning show co-host on the Greg and Dan show, has a new baby boy, Justice Gregory. Born December 14th and weighing 9 lbs. 6 oz., Justice is healthy, happy and really chubby,



Justice Gregory Batton

just like his dad. This is Greg's 4th child... his other kids are 5, 18 and 22.

- Congrats to Tricia Braid-Terry, Agribusiness Director for WMBD-WIRL, the 2005 recipient of the Illinois Corn Growers Association (ICGA) Excellence in Broadcast Media Award! ICGA President Roger Sy presented the award to Tricia. She joined WMBD in 2004 and expanded her presence on the airwaves to include Classic Country 1290 WIRL early morning agribusiness and the Noon Show. A grad of the Illinois Agricultural Leadership Program Class of 2004, Tricia has also received the Illinois Soybean Association Excellence in Print Media Award in 2001. Way to go Tricia!
- Congratulations to JMP's Rob Brown who has just been named Operations Manager for Peoria's WPBG, WIRL, WXCL and WDQX. Rob will manage the Program Directors for each of those while focusing on Country WXCL 104.9. Again, congratulations Rob!
- WDQX (formally The Eagle) is now 102.3 MAX FM with a totally new music format positioned as "Rock of the 80's...and whatever." 102.3 MAX FM airs a diverse music mix, with a huge play list of songs from the past three decades. Listeners now enjoy soft rock songs such as 'Take on Me' by A-ha or hear more extreme rock such as songs by The Scorpions or Motley Crue.



Tricia Braid-Terry, the 2005 recipient of the ICGA Excellence in Broadcast Media Award

