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The future of rock radio is online at <http://KBACK.rocks>.

When the #1 rated rock station in Sioux Falls abruptly pulled the plug without warning last September, the core nucleus of the staff decided they weren't ready to be quiet. Crash, "Crazy" Frank Anderson, Jeff "The Rev" Koller and the "Metal Cowboy" Ron Keel rallied and made a commitment to keep the music and the mayhem rocking and rolled out a new station – KBACK – on a new platform: the internet.

They quickly made the transition from hired guns to owners and managers of the new station, and began broadcasting online November 19th. Their legion of loyal listeners immediately logged on and started rocking out, making KBACK one of the top-rated stations on the LIVE365 streaming service and mobile app with over 12,000 Total Listener Hours the first month. From humble beginnings in one of the DJ's basements, the operation has now relocated to the heart of downtown Sioux Falls with state of the art studio offices in the 8th & Railroad complex and will commence airing live shows on January 29th.

Crash and Crazy Frank kick things off weekday mornings at 7:00 AM, with Keel clocking in at 10:00 AM, and The Rev taking it home from 2:00 to 6:00 PM.

The keys to KBACK's success are in the playlist and the personalities – a diverse catalog of over 6000 songs from the 60's to the present day, and on-air talent that keeps the listeners engaged both on the radio and in the community. Interaction is a priority, whether it be on the phone lines, on social media, or at gatherings like the regular KBACKer's Ball events the station is hosting at local venues. The mission and the motto – "You're our people, and we're your radio station" - remain the same.

"We developed a tight relationship with our audience over the past couple of years on the previous station," Crash explains. "And when the signal went silent, we missed them as much as they missed us. Now we're back, and we're going to rock online and party every day."

The audience aren't the only ones on board – advertisers like the Deville-Wegner Realty Group, Hoy Trial Lawyers, Hydra Beer Company and Bigs Bar were among the first sponsors to invest in the new brand. The first KBACKer's Ball event, held on a Tuesday (the day after Christmas in sub-zero temperatures) brought out a large contingent of listeners to Bigs and the group plans to keep throwing these parties once a month, in addition to a "Live Launch Celebration" February 1st at the Hydra Beer Hall downtown.

KBACK intends on connecting Sioux Falls to the rest of the US with locally focused programming on a nationwide scale, and they are committed to participate in as many charity functions and entertainment events as possible.

"Yeah, our names are on the paperwork," Ron Keel says, "but the only people who really own a radio station are those who listen to it. We want to thank KBACK Nation for the loyalty and support and we promise to keep working hard to entertain you."