

# IN THE LOOP

MAY/JUNE 2026

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Gardonville is an equal opportunity provider and employer.

# Business Profile

## Hubbard Radio: Serving Their Audience, Clients, and our Community



In an increasingly digital world, Hubbard Radio continues to stand out by staying grounded in what matters most—local connection. Their guiding belief says it best: “If you’re not local, you can’t be relevant.” That philosophy shapes everything they do, from on-air programming to community involvement and client partnerships.

Hubbard Broadcasting Inc., Hubbard Radio’s parent company has more than 100 years of innovation in the radio industry. Founded in 1923 and now led by third-generation ownership, the organization continues to evolve while staying true to its roots. In 2019, Matt Senne joined the leadership team in Alexandria during a pivotal moment in broadcasting history, right as COVID reshaped how audiences consumed media. As Senne described it, radio experienced a “fundamental change” and yet it remains a powerful force, with nearly 80% of Americans still tuning in.

At its core, Hubbard Radio operates through three key relationships: listeners, clients, and stations. For their clients, local businesses and organizations, Hubbard acts as a true marketing partner. They combine the broad reach and trusted voice of radio advertising with targeted digital strategies to help businesses promote their services, reach new customers, and grow.

Through on-air advertising, businesses can connect with loyal local audiences in an authentic and memorable way. At the same time, HBI’s digital marketing arm, 2060 Digital, extends that reach even further. As a Google Premier Partner and Meta Certified agency, 2060 Digital specializes in targeted online advertising, social media campaigns, and data-driven marketing strategies. Together, radio and digital create a powerful, multi-channel approach that keeps businesses visible, relevant, and moving forward.

In addition to popular morning show segments like “The Wheel Of Meat,” and “Out-Foxx Amy,” KIK-fm prides itself on well-rounded programming that serves its country music-loving listeners at all times, including the vital local agricultural industry with the Milk Money Dairy Report and 7 reports from Your Ag Network throughout each week-day. Listeners love The 90’s at 9 every morning, The Old School Lunch at Noon, Trent Layne in the Afternoon, and on weekends there’s the “Saturday Party Playlist” and KIK-fm’s “Sunday Best.” These are all live, non-syndicated shows serving our local area. KIK is also the radio home for the MN Vikings.

Cool 94.3 plays the biggest hits from the 70’s through the 90’s with the commercial-free Awesome 80’s Lunch, plus evening themes like the 70’s at 7, 80’s at 8, 90’s at 9, and 10 O’Clock Rocks. Cool 94.3 is also the local affiliate for the MN Twins.

Morning show hosts Matt Senne and Amy Senne Foxx, who have been married for 20 years, bring energy, humor, and authenticity to the airwaves. When they aren’t hosting the morning show, Matt serves as the Regional General Manager for the Hubbard stations in Alexandria and Wadena, while Amy is the Program Director for both stations, shaping what listeners hear every day.



Hubbard Radio stations include 100.7 KIK-fm (kikvradio.com) and Cool 94.3 (cool943.com), available both on-air and online. Whether through music, marketing, or meaningful community involvement, Hubbard Radio continues to serve their audience, clients and our community.

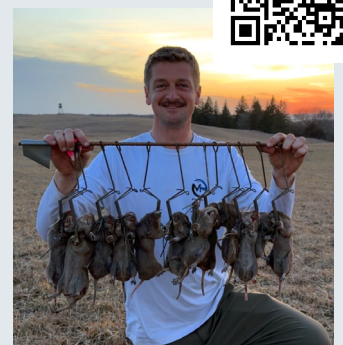
# Gopher Bounty Match Program

Many townships in our area offer gopher bounties to help control the gopher population. To support these efforts, Gardonville will match your township bounty payment. Participants can earn up to \$10 per gopher through combined township and Gardonville payments.

Why does Gardonville care about controlling the gopher population? Because gophers chew on buried fiber-optic cable, causing extensive and costly damage to our network. A gopher chew cut costs upwards of \$20,000 and 15-24 hours to repair.

To qualify, bounty payments must be issued by the following townships: Brandon, Erdahl, Elk Lake, Evansville, Ida, LaGrand, Leaf Valley, Lund, Millerville, Moe, Pelican Lake, and Urness.

**Scan the QR code to learn more.**



# Spring Burning Season

## Please Call Us Before You Burn a Ditch



Gardonville has equipment installed in many of the road ditches in portions of Douglas and Grant County. Our metal cabinets contain wires with plastic sheathing that can melt and cause considerable damage under extreme heat. If you are considering burning a road ditch that has telephone equipment and/or markers installed (similar to the picture on the left) please call us at (320) 834-5151 so we can keep our equipment out of harms way and ensure your services go uninterrupted.

# Brandon Car Show

## Save the Date for July 30th



Live music by Blonde & the Bohunk, food trucks, beer garden, root beer floats, vintage tractors and 70+ cars on display! Admission is free and open to the public!

Register your car or tractor to reserve your space! Scan the QR code or go to: [www.gctel.com/brandoncarshow](http://www.gctel.com/brandoncarshow)

The Brandon Car Show is presented by Gardonville and the Brandon Community Club and hosted at Gardonville's headquarters.



**Thursday, July 30th | 5-8 PM**  
**800 Central Ave N, Brandon MN**

# Add-On Outdoor WiFi

Outdoor WiFi extends your connection beyond the walls of your home, bringing fast, reliable internet to patios, garages, workshops, and even down to the lake. Connect WiFi-enabled security cameras to monitor your property or lakeshore in real time. From smart garage doors to irrigation systems, outdoor WiFi helps keep your home connected, convenient, and secure no matter where you are on your property.



**Outdoor WiFi - \$4.95/mo**

*\*Whole Home WiFi required to add-on Outdoor WiFi*

# Call 811 Before You Dig - It's the Law.

If you're planning to dig, even if it's a shallow hole to plant a tree, contact Gopher State One Call first. Simply call 8-1-1 or submit an online ticket at least 48 hours before starting your project to get your underground facility lines marked. This will keep our fiber lines intact and save you from costly damage.



[gopherstateonecall.org/homeowners](http://gopherstateonecall.org/homeowners)

# Office Closed

Our offices will be closed on Monday, May 25th in recognition of Memorial Day.

May we never forget the brave men and women who made the ultimate sacrifice for our freedom.

# Twins Baseball on Stream TV



Watch the Minnesota Twins live (or recorded them) on Stream TV Channel 37 in the Expanded Package.

## Get a \$100 Account Credit

Refer your friends, family and neighbors to one of our services (Telephone, Internet or Stream TV) and each of you will get a \$100 credit on your account!

To participate, simply have your friend mention your name when signing up. Call/text our customer care team for more details at (320) 524-2211.



## Brain Buster

What everyday household item was originally invented as a wall-paper cleaner in the 1930s—but is now more commonly used for arts, crafts, and kids' play?

Answer

Name - Please Print

### March/April Brain Buster

Spot the red flags in this suspicious email.

Subject:

URGENT: Account Suspension

From:

support@gardonville-security.com

"We detected unusual activity. Click here immediately to verify your password or your service will be suspended within 24 hours."

Last month's winner is Lori Lee. Stop in to our Brandon or Alexandria office to pick up your prize!

# FCC Battery Backup Disclosure

Gardonville Cooperative Telephone Association and Wisper Next Wireless Internet deliver telephone service via three different methods. These methods are copper, fiber and wireless modem/antenna.

**Backup Power for Telephone Service during Power Outages:** For many years, your telephone service would allow you to connect to 911 emergency services during a power outage. However, many of today's telephone services require backup battery power to function during an outage. If your service is delivered to your location via fiber or modem/antenna connection, a backup battery is required. If your telephone service is delivered via copper, and you use a corded phone during a power outage, you do not need a backup battery.

**What a backup battery can and can't do for you:** If you are on a fiber connection, you have an optical network terminal (ONT) at your location. If you have a Voice-over-IP connection, you have a wireless modem/antenna at your location. Both types of these connections require a battery backup to ensure telephone service continues to work during a power outage. Without a battery backup or alternate backup source such as a generator, you will not be able to receive or make any calls, including 911 emergency calls. The only way to maintain the ability to use your telephone is by using some form of backup power.

The battery backup does not provide power to any services other than voice. Home security systems, medical monitoring devices and other equipment will not run on a telephone battery backup.

**Purchase and Replacement Options:** To ensure you can contact 911 emergency services during a power outage, you must have a backup battery. For fiber ONT's, a Cyber Power Uninterruptible Power Supply (UPS), wall mount, 8-hour battery backup is provided and maintained by Gardonville. A 24-hour battery backup is available, upon request, for a one-time service fee of \$99.95.

For Voice-over-IP locations, customers can purchase an UPS APC 600va battery

backup from Gardonville. The APC 600va battery backup sells for \$79.95, plus tax, and comes with a one-year warranty. Customers also have the option to purchase a larger UPS, a 1500va battery backup from a retailer of their choice, in order to increase their battery backup time to 24 hours. If you do not feel comfortable installing your own UPS battery backup, please contact us to make an appointment. We would be more than happy to assist you; however, there may be a charge for this service.

**Expected Backup Power Duration:** The Cyber Power UPS (wall mount) battery backup is expected to last at least 8 hours on standby power. This backup battery should give you 6 hours of talk time. The 24-hour Cyber Power USP (wall mount) battery backup is expected to last at least 24 hours on standby power. This backup battery should give you 16 hours of talk time. The APC 600va battery backup is expected to last at least 6 hours on standby power. This backup battery should give you 4 hours of talk time. A 1500va battery backup is expected to last at least 24 hours on standby power. This backup battery should give you 12 hours of talk time.

**Instructions for Proper Care and Use of Your Battery:** Please follow the more detailed instructions included with your battery for proper use, storage and care of your battery to ensure it will function as needed during a power outage. If you do not store your battery correctly, it may shorten its useful life.

Environmental factors such as temperature can shorten your battery's useful life. We recommend that you store your battery above 41°F and below 104°F. These batteries are rechargeable but will not last forever and should be replaced when your device starts to make a loud beeping sound. See the instructions above for purchase and replacement options. You should also periodically, as described in the instructions included with the APC 600va and 1500va battery backup, remove and test your battery to verify both the operation of the battery backup and its condition.

Please contact Gardonville for any questions you may have regarding the Backup Power Disclosure Rules.