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Earl Gross Finalizes Retirement with Cherry Creek Media

Williston, ND – In 2015, long-time on-air personality and host of the KEYZ “Trading Post” Program, Earl Gross, stepped aside from his duties behind the microphone. “Cousin Earl,” as he is affectionately known to many listeners, began his Williston radio career with original KEYZ station Owner/Manager, Chuck Scofield, in 1970.

Earl grew up in Montana and says ever since he was a kid, he liked to “tinker” with radios and had a fascination with knobs and meters. His first exposure to radio was at a station in Billings, where the announcer told him, “any idiot can do this.” His first radio job was in Hardin, Montana where he got his moniker, “Cousin Earl.” He met Chuck Scofield in Baker, MT and that relationship changed his life.

Earl was instrumental in building the current studios in Williston and Sidney for 660 KEYZ News Radio, Dakota Country Z96.1 and Power 95.1. He has been the Chief Engineer for the three radio stations in the group for the past 21 years.

Earl came to Williston in 1970 when he was 21 years old in a white Oldsmobile convertible wearing a trench coat and a cowboy hat. He remembers the days when vehicles would drive by the radio station transmitter site and be greeted with “Howdy Horn Honkers” by the announcer and when the “Wake Up Crew” Donut Tour traveled to surrounding communities, beginning the 66 cent

breakfasts. Gross says KEYZ is “a heritage radio station in a regional setting,” reaching into eastern Montana and Saskatchewan. He hosted the “Trading Post” program for about ten years, his signature program, and heard from listeners who would call in to the show from as far away as Wyoming. He has worked in the building on 410 6th Street East for forty-four years. He says he is most proud of the fact that he has had the opportunity to serve the community during his long radio career. He is looking forward to spending more time on his hobbies which include Amateur Radio, playing guitar and riding his Harley motorcycle.

Since 2015, Earl has continued his engineering duties with Cherry Creek Media, but he will officially retire from those responsibilities at the end of this year. All of us at Cherry Creek Media will miss Earl and we wish him a happy and blessed retirement.