



# THE CONNOISSEUR CHRONICLE

06.2017



ALLENTOWN | BILLINGS | CONNECTICUT | ERIE | INDIANAPOLIS  
LONG ISLAND | PRINCETON | STROUDSBURG



## FROM DAVE'S DESK

2017 has been a challenging year so far, but it appears the strategies we developed in 4th quarter are slowly starting to pay off. The media landscape is, however, in a constant flux. The digital space is becoming more involved and complex every day. User generated content and social platforms are redefining media as we know it. Media no longer has to be professionally produced to go viral. As new media continues to be a thorn in traditional media's growth, at Connoisseur Media, we continue to be HUGE proponents of Radio. We make use of the tools that we have in our arsenal; a combination of creativity, research, strategy, technology, and talent to entertain and educate clients and listeners.

Together, as a total company, we reach over 3.2 million listeners every week. Radio will continue to compete with other delivery platforms and innovations, but please remember that we enrich the lives of this massive audience through innovative promotions, researched music, best in-class announcers, community news, and so much more. We continue to pursue our goal of being the best broadcasters in the industry and we are confident with a team like you, we are on the right path. We appreciate everything you do and are thankful every day that we have the luxury of working with true media professionals.

Together, we are stronger. I am very grateful for your efforts, dedication and loyalty to the company and very proud to have you on the Connoisseur Team. Thanks to your hard work, I am confident that we will enter the back-half of 2017, with a renewed spirit and determination, and prepare ourselves for continued progress and success.

*-David Bevins*





# CONNOISSEUR ALLENTOWN

## SPIN SESSIONS TAKE TWO

The verdict is in: Spin Radio listeners LOVE Spin Sessions! Spin’s team snagged Judah & The Lion for an intimate, acoustic session live in the Lehigh Valley right as their track “Take It All Back” hit No. 1 on the Alternative Songs Chart. The only way to get in was by listening to Spin Radio and texting in daily code words. In addition to the mini concert, Spin listeners were treated to a live interview of the band with Spin’s morning host, Riley Reed, and photos afterwards during a special meet-and-greet.

## “SPRING EQUINOX” CAR GIVEAWAY

What better way to get listeners excited about welcoming in Spring than with a car giveaway? 99.9 The Hawk teamed up with not one, but two clients (Valley Farm Market and Chevy 21) to give away a 2-year lease on a brand new 2017 Equinox. For nearly two months, listeners flooded The Hawk lines every time a special sounder aired to be the 9th caller to win a \$50 Valley Farm Market gift card and a spot in the finale, where the Equinox was being given away. The finale drew a huge crowd to Valley Farm Market, where the grand prize winner was decided via a reverse drawing.



## CONNOISSEUR ALLENTOWN



## DANCING WITH THE LEHIGH VALLEY STARS

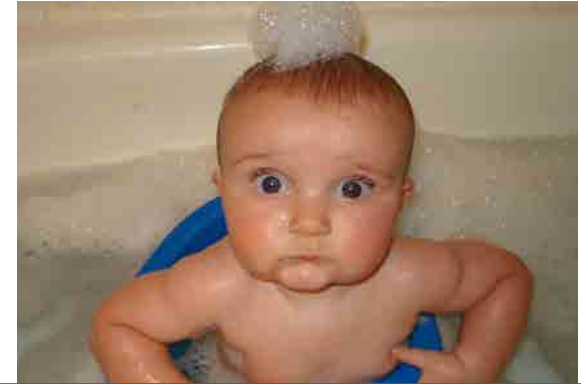
Michael Anthony is well-known around the Lehigh Valley as the General Sales Manager of Connoisseur Media’s Allentown branch, but little did anyone know that the man could dance! Michael was selected to take part in the State Theatre’s production of “Dancing with the Lehigh Valley Stars,” a spin-off of the popular TV series. Dressed from head to toe as Captain Jack Sparrow from the Pirates of the Caribbean movies, Michael made Connoisseur proud despite not taking home the crown.





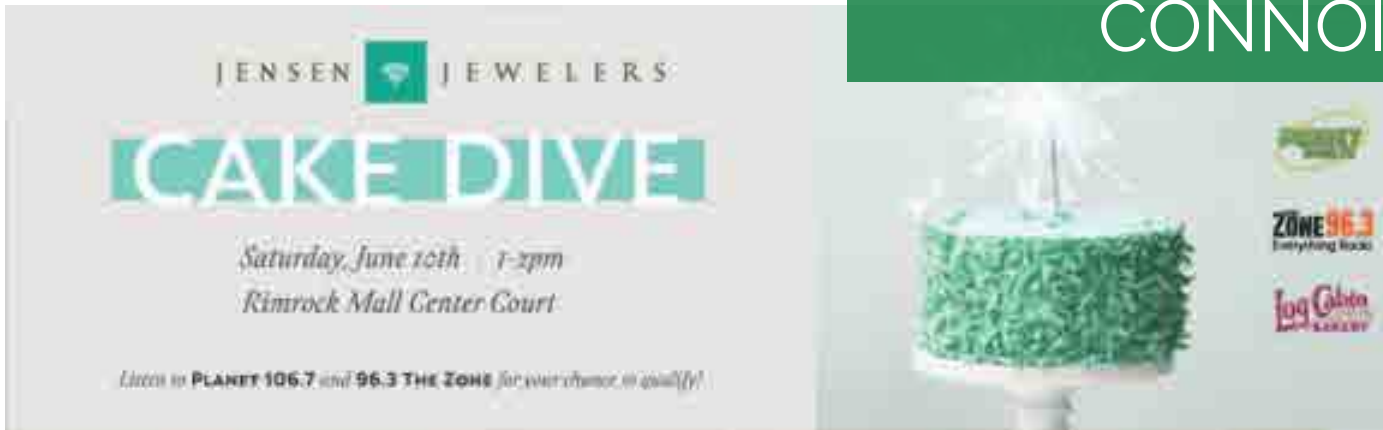
Billings has been busy! After a long hard Winter, we were all ready to get out in the streets.

Planet 106.7 was once again the Official Radio Partner for the Montana Women’s Run held over Mother’s Day weekend as more than 10,000 participants ran or walked in downtown. Later that same day, we all helped host Baby Fair 2017 with special information for new parents and parents to be to help them with their new bundles of joy.



Planet and The Zone teamed up with Jensen Jewelers for the first ever “Cake Dive” giving 40 qualifiers the chance to dive into and dig through a special cake for prizes.

**CONNOISSEUR BILLINGS**



MY 105.9 welcomed Paul Simon to Billings and has once again put the Money in the Music during the month of May.

The Zone also teamed up with ESPN 910, Shipton’s Big R, and DeWalt tools for the DeWalt Challenge. We’re inviting anyone that wants to try to drive 5 screws as fast as they can to qualify for special prizes in 12 different events. We’ll gather the fastest “driver” from each event for The Grand Prize competition in July where one of them will win a trip for 2 to Chicagoland Speedway with an incredible NASCAR Racing weekend, spending money, and pit passes to hang out with The DeWalt team!





Montana was one of many states holding a Special Election as our lone seat in The House of Representatives came open when Ryan Zinke accepted a position as Secretary of the Interior. So, News Talk 730 KYVA was busy covering the election (held May 25th) as Donald Trump Jr., Senator Bernie Sanders and Vice president Mike Pence have all come to town (as well as many others) to stump for their respective candidates to fill the seat.

Since Politics can get pretty serious – and because Jack’s High School Prom experience was pretty awful – we also decided to host our first ever 2nd chance Prom – which we called “Prom 2.0”. We had a load of fun with listeners from all 6 stations in attendance and plan to make it an annual event.



## CONNOISSEUR **BILLINGS**



94-1 K-SKY welcomed a new morning show in March – the Bobby Bones Show. K-SKY listeners found that it does pay to listen as we gave away K-\$KY CA\$H. Along the way, Matt Brubaker and Jack Seymour had the chance to interview Garth Brooks – TWICE. Garth’s World Tour is stopping in Billings June 9 – 11. It started as one show and when tickets went on sale May 5th, they sold 39,000 seats in 36 minutes – selling out 4 shows. So Garth decided to add another making 5 shows in all and setting a record for ticket sales in Billings.





## EXTRA EXTRA EXTRA CHEESE PLEASE!

Thursday May 4th, 95.9 THE FOX First Thing Fairfield County host Ken Tuccio made history and broke the record of most Cheese on a Pizza with a 109 cheese pizza! Ken teamed up with Letizia's Pizza in Norwalk and 109 Cheese and Wine in Ridgefield to create the pizza. We received press in all of the area newspapers and daily blog news sites.



## STAR 99.9 WINTER FORMAL

Star 99.9 hosted its first ever Star 99.9 Winter Formal for parents and their kids at Riverview Bistro in Stratford, CT. One giant dance party hosted by the Star Personalities and local popular club dj "DJ Darth Fader" spinning. The event was a huge hit. Everyone had a blast on the dance floor dancing to all their favorite Star songs. We also set the record for most Shirley Temples ever sold at Riverview Bistro! Can't wait for next year.

# CONNOISSEUR CONNECTICUT



## TEXT TO WIN CONTESTS

Text To Win Contests are an ongoing success on most all of our CT stations.



## ST. PATRICK'S DAY

St. Patrick's Day is always a giant holiday for our rock stations and we had the whole state covered. 99.1 PLR spent the whole day, from sun up to sun down, at the Trinity Bar and Restaurant in New Haven, one of New Haven's few Irish bars. We basically took up residency from the Chaz and AJ show through Lappy in the afternoon. 95.9 The FOX spent the mornings in the only bar in CT that is allowed to serve beer all morning long, O'Neil's in South Norwalk. Ken broadcasted to a room full of police officers, firemen, and local residents starting at 6am. Keith took his afternoon show on 102.9 the WHALE to a packed Waxy O'Connor's in Plainville, right in the Hartford metro.



# CONNOISSEUR CONNECTICUT

## EMPLOYEE OF THE QUARTER

Congratulations to Megan Duley, our Employee of the Quarter! Megan has been a fantastic addition to our organization since she started a year ago. She brings a unique personality to Star middays, does a lot behind the scenes on the production end, has grown the Star Snapchat audience, and keeps Fairfield County informed with her news reports on The Fox. Any event she has hosted both clients and listeners have had nothing but good things to say about Meg. Her positivity in the office is infectious and she has proven to be a strong asset to sales as well. Some of the most read CT Boom articles on the site have been written by Meg. All of this goes to show why Megan is a great choice for Employee of The Quarter.





## BOWLING WITH BOB

The Children’s Care Fund at Hamot Health Foundation was created to ensure that every child in our region gets the care they need and deserve. Joe Lang, BOB-FM’s Program Director experienced the benefits first hand when his son was diagnosed with cancer in 2010. Now six years cancer free, Evan joins Joe each year to raise money for this fund. This was the motivation behind the creation of the best bowling event ever! Clients got a chance to spend time with employees and mingle with other local businesses to support a worthwhile cause. That’s what BOB calls a “perfect game”. The event was the Official Kick-Off for our Fourth Annual BOB-A-Thon on-air radioathon designed to raise money for this very important fund.



## CONNOISSEUR ERIE

### BOB HAS RAISED OVER \$50K TO DATE!

Star 104 took the group cash contest and gave it a personal spin with the creation of “Moolah the Cash Cow” who frequented the streets of Erie soliciting the general public to “Listen to WIN CASH”. Facebook and website interaction created another layer of participation for this text to win program.

### GRAD PARTY

This demo specific program was created in an effort to reach high school graduates and their families. Moe’s Southwest Grill will provide the food/catering for a graduation party of up to “104” people and Star 104 solicited other appropriate vendors to enhance the event with a venue, entertainment, photo booth, and other great elements to make the party a huge success! The on-air promotion spanned a six-week window during March and April soliciting Erie Area graduates to register to win this all-inclusive graduation party. Web and in-store registration attracted hundreds of pending graduates and/or their parents to register for this all inclusive party.



## COUNTRY KARAOKE COMPETITION

Wolf Country Karaoke is Erie's only Country Karaoke Competition which celebrated its ninth year in 2017. This year's competition ran a period of seven consecutive weeks, which included five qualifying rounds. Each week, 93.9 The Wolf promoted a Country Night at local establishments to pick the top singers of the night. The 35 top singers advanced to the semi-finals with 16 advancing to the finals to compete for a \$1,000 cash prize.



## STATE RECOGNITION TWO YEARS IN A ROW!

Hershey, PA; May 2017 – WRKT-FM “Rocket 101” received state-wide recognition for the second year in a row when they were presented the Excellence in Broadcasting Award from the Pennsylvania Association of Broadcasters (PAB) during their annual conference which was held in Hershey.



Chuck Rambaldo & Scot “Woody” Mark receive award at PAB luncheon May 2017

# CONNOISSEUR ERIE

## BUSH TICKETS

The Promotional Campaign entitled “Bush Tickets” won the Outstanding Radio Promotional Announcement/Contest Award which was accepted by WRKT Program Director, Chuck Rambaldo, and Connoisseur Media Production Director, Scot “Woody” Mark. Connoisseur Media’s General Manager Michael Malpiedi also attended the two day event held May 7th and 8th. The conference included sessions on broadcast law and Nielsen rating measurements prior to the awards luncheon.



Chuck Rambaldo & Scot “Woody” Mark

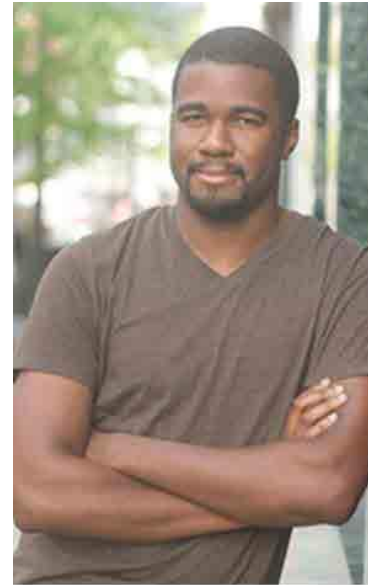
Connoisseur Media Erie is very proud that its stellar creative and production departments once again received this prestigious recognition for their continual efforts to maintain Connoisseur’s stellar reputation for creativity and audio production in the Erie Marketplace.





## KWAME DANKWA

Connoisseur Media is pleased to announce that Kwame Dankwa joined us in the position of Program Director for Erie’s 50,000 Watt powerhouse, WRTS “Star 104” after a nationwide search attracting candidates from across the country. Dankwa, originally from Windsor, Connecticut, was most recently heard on KPWK (Power 93.3) in Seattle, Washington where he entertained the listening audience during Afternoon Drive in addition to holding the position of APD. When asked about the position, Kwame said “I knew the day I left Seattle that this was the job that I wanted and coming to Erie for the market visit and meeting the staff confirmed that belief.” Erie’s General Manager, Michael Malpiedi, stated: “Kwame’s impressive resume, energy and passion for radio combined with his engaging personality made him the perfect fit to complete the Star 104 family.” Kwame began his position with Star104 on February 27th.



*Kwame Dankwa*



*Sara, Colleen & Tim Murphy*

## CONNOISSEUR ERIE

## HERE WE GROW AGAIN!

This Connoisseur Erie family continues to grow! Star 104 Morning Show Co-host Tim Murphy is expecting his second child in July and his co-workers got together on May 21st to throw him and his wife Sara a “Diaper Party” to get them prepared for the birth of their son.

Two other “Mothers-to-be” attended the event including the wives of Local Sales Manager David Hugar who is due in August and Sales Assistant Tyrel Anschutz who is due in October.



*Lindsay Anschutz, Sara Murphy & Sandra Hugar*





## RADIO LATINA

Throughout March and April, Radio Latina gave listeners the opportunity to win \$10,000 dollars with an "insured" Easter Egg promotion at Station Remotes. Although we didn't end up with a grand prize winner, each participant did walk away with \$100 dollar consolation prizes, and the promotions were well attended and created a lot of buzz for the station.



## LUNCH PROMOTION WITH LOS CABOS

Listeners register on the air so the station can provide them lunch for free from our sponsor to their place of work.



# CONNOISSEUR INDIANAPOLIS

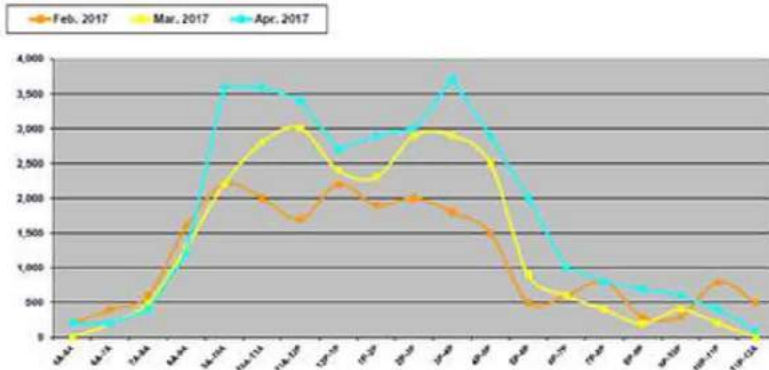
## EXITOS AND RADIO LATINA MOTHER'S DAY

In May we promoted an "Ultimate Mother's Day" package that featured a prize pack including: Tickets to a big sold-out concert in Chicago, hotel accommodations, flowers for Mom, and a hundred bucks for incidentals. Listeners registered to win the trip and tickets to the hottest Spring concert in our format: Alejandra Guzman and Gloria Trevi at the Allstate arena in Chicago.





WKJY M-F Average Women 25-54 By Hour



## SUCCESS OF THE COLLECTIVE CONTESTING

WALK 97.5, K-98.3, 94.3 The Shark and 1100 WHLI all participated in the Connoisseur Media Spring Group Contesting. Each station tailored the contest to their target audience: WALK 97.5's \$500 Cash Keyword, K-98.3's Cash Cow, 94.3 The Shark's 50K Ways to Rock and WHLI's 50K Giveaway each gave listeners a chance to win \$500 twice each weekday. All stations saw a rise in listenership, significantly in the hours of 9a and 3p. "It is clear that the cause and effect of the K-98.3 Cash Cow promotion has led to a clear increase in measured listenership, especially at the contest times of 9a and 3p." said Jon Daniels, K-98.3 Program Director.



## CONNOISSEUR LONG ISLAND

### CREATIVE IDEAS: GENERATE REVENUE

Connoisseur Media Long Island found a need and created a customized program to solve the problem. This year we faced the obstacle of Ace Hardware greatly reducing their overall marketing budget and eliminating Radio, this was due to two primary factors. The first they shared with us was the increase in NYS minimum wage and the stress that was putting on their finances. The second was the increase in the corporate marketing fees that ACE was now charging the franchisees. We knew that we could not help with number 1, however we saw an opportunity with number 2. Upon probing, we uncovered what the corporate marketing initiatives were for the Spring/Summer. We suggested that they allow us to use our process to create a separate campaign for each the first being "Scotts 4 Step" in April and the second being "Weber Grills" in May. Just like Scott's 4 Step Program, Connoisseur Media Long Island gave listeners the chance to win a trip to Ireland using 4 steps. First step is to visit a Long Island Ace Store. Second step is to find the cobranded entry box. Third step is to fill out an entry. The last step is to wish for the luck of the Irish!





## KAZOOTALLICA/NY STATE BROADCASTERS

Kazootallica was a promotion to see Metallica in concert and one aspect that made it unique was the audience listened for a Metallica riff played on kazoo to win tickets. The Shark staff also created Kazootallica videos to promote the contest and used the videos as a vehicle to create awareness for organizations that achieve arduous goals in the community: Save-a-Pet, Stony Brook Children’s Hospital, Marty Lyon’s Foundation, Angela’s House, Girl Scouts, Advantage Music, etc. Kazootallica recognized over 25 charitable organizations on Long Island!

94.3 The Shark was recognized by the New York State Broadcasters for their work on spreading awareness for these organizations.



## VISIT FLORIDA

103.1 MAX FM began 2017 by giving away trips to Florida weekly. We partnered with Visit Florida to help our listeners escape the doldrums of winter with trips to sunny Florida. We gave away a trip every week for 6 weeks and the audience reaction and ratings were great!

# CONNOISSEUR LONG ISLAND

## WORKDAY PAYROLL

MAX rolled right into our \$100,000 Workday Payroll with listeners winning cash each weekday and qualifying for a chance at a possible \$100,000 grand prize.





## PROMOTIONS



In February Connoisseur Media Long Island announced the promotions of Christina Kay, Joe Varecha, and Michael Keeney. Read the Press Release:

Christina Kay will slide into the Afternoon Drive slot from 3 pm to 7 pm on Connoisseur Media Long Island's Hot-AC: WALK 97.5. Christina has been with the company for 6 years rising from part time weekend personality to full-time production assistant and go to fill-in for all 5 Connoisseur Media Long Island brands. "WALK has been a part of my entire life. I have been a listener since I can remember, then got a chance to be a part of the team part time and now to be full time is just a dream! I'm very thankful for this opportunity and can't wait for the next step of my WALK journey!" WALK 97.5's Program Director, Tommy Conway, said "Christina's commitment to the WALK brand has been stamped and certified a hundred times over. She brings loads of star power, hard work, and an infectious smile. Our audience loves her and so do we."



Joe Varecha has been promoted to Marketing Director overseeing marketing strategy for Connoisseur Media Long Island. Joe Varecha has been with the company 8 years beginning his career as an intern and rising through the ranks from Online Content Coordinator to Digital Marketing Manager and now Marketing Director. "I am grateful for the opportunity to continue to grow with Connoisseur Media and to able to use everything I have learned to bring value to our community, clients, and colleagues."

Michael Keeney has been promoted to Promotions Director overseeing events and contesting for Connoisseur Media's 5 radio stations. Michael has been with the company 8 years beginning his career as an intern before taking a position in the promotions department. Michael has grown through the promotions department filling nearly every role over his tenure and will now oversee the department's day-to-day operations. "I'm excited for this next step in my radio career and anxious to continue growing the Connoisseur Media brand with my incredibly talented and hardworking promotions team around me"



The announcement was made by Jim Condrón, SVP Regional Strategy/Market Manager Long Island. "It is such a privilege to be able to watch Christina, Joe, and Michael grow from within Connoisseur Long Island. We remain committed to assisting our talented employees reach their career goals, it is an honor to have each of them on our team," said Condrón.

**CONNOISSEUR LONG ISLAND**



## PRINCESS BRUNCH

March 5th was a special and memorable day full of enchantment. Chris Rollins from Chris & the Crew hosted PST's Princess Brunch at the elegant Nassau Inn in Princeton. With over 200 people attending, the brunch included moms and daughters dressed like royalty in costumes, jewels, crowns, and gowns. It got even more exciting for Disney fans as Rapunzel from Tangled and Anna from Frozen interacted and took pictures with the guests. Guests were served a royal brunch which included a variety of foods such as bagels, pastries, pancakes, bacon, and sliced fresh fruit. The little girls had a great time while getting their face painted and meeting with the two princesses. Overall, the Princess Brunch was a magical day for the daughters, moms, and everyone else involved.

## BRIDAL SHOW

February 19th was a beautiful day for lovely couples about to get married. Hosted by Chris Rollins and Phonechick Tiffany, PST's 23rd Annual Bridal Show was held at The Westin Princeton at Forrestal Village. 129 brides entered for free as crowds of over 300 people flooded the ballroom. Approximately 50 vendors attended the event and presented a range of gowns & formal wear, food, photography, entertainment, and other wedding essentials. There guests had the opportunity to watch two bridal fashion shows in which Dave and Adam from the morning show walked with adorable puppies that were available for adoption. 23 puppies were available for adoption, and by the end of the event all pups had found new homes! Some brides won door prizes, some went home with new puppies, and many went home with the inspiration for their dream wedding.



# CONNOISSEUR PRINCETON

## FITNESS & DINER WARS

PST held its Diner and Fitness Wars, where the best diners and gyms from PST Nation battled it out for the championship title for 6 days straight. Shinn from the afternoon drive sampled the food and was made to do a 5 minute workout while it was streamed live on Facebook. He then encouraged the viewers to vote on PST's website for who they thought were the best. Eagle Diner of Warminster, PA won the Diner Wars championship and PTS Health and Fitness of Princeton stole the Fitness Wars title.





## ST. PADDY'S DAY PARTY

On Saint Patrick's Day, Shinn & EeE took over the Rho Waterfront Nightclub in Trenton as they broadcasted live from 9 to 12 on March 17th. With a great venue and great music, the party consisted of prizes, games, bottle service and no cover to get in. The "Show Us Your Shamrocks" contest encouraged guests to dress in outfits as festive as they possibly could. At midnight, the lucky partygoer who was best dressed in green won some green of their own: a \$250 dollar cash prize!

## PST'S PREMIERE PARTY

PST's Premiere Party for Beauty and the Beast and Fast 8 made PST listeners feel like stars. PST brought 111 listeners to watch the movie screenings at the AMC theatre in Marketfair Mall. The premiere experience began with a red carpet and photo ops followed by a premiere party and a candy buffet. The audience eventually got to relax in luxury reclining seats. PST listeners came to both movies dressed in everything, from normal day to day clothes, to Princess Bell's yellow dress.

# CONNOISSEUR PRINCETON

## ZACH GELB LIVE @ RADIO ROW FOR THE BIG GAME

Zach Gelb, from 920 The Jersey, was in Houston for the official kick off of the Big Game. 920 The Jersey was in full blown game mode as Zach interviewed Tom Brady, Matt Ryan, Mohamed Sanu, and Matt Slater, just to name a few. Zach brought all the action leading up to and after the Big Game with player and coach interviews all week, including current Giants, former NFL players and some Hall of Famers.

## RHONDA WINS \$30,000 AT THE LAST CALL

Every morning around 9:45 Chris and the Crew play a game called The Last Call. A random listener is selected to answer three trivia questions for a chance to win some cash. The pot started at \$50 back in November of 2014 and for every day the questions went unanswered, \$50 was placed in the pot. Over the course of 622 days no one had been able to answer all three questions correctly. Finally on March 27, 2017 Rhonda from Trenton called in and won the \$30,000 jackpot. She plans to go traveling with her wins.





## CUTEST COUPLE

Love was in the air this January with our SBG listeners! We had our biggest digital promotion so far with our Cutest Couple contest. Sixty two couples sent us their cutest pics for our listeners to vote on and choose the Cutest Couple. That couple walked away with an all-inclusive two day one night stay for two adults in any suite at the Cove Haven Entertainment Resorts. With over 11,000 votes we kicked off 2017 with a bang!



## CUTEST PET

Moving right from the couples we went on to find the Poconos Cutest Pet! Shirley Katz Insurance along with Cherry Alley Auto sponsored our annual Cutest Pet Contest on our website. Listeners submitted their finest pictures of their pets and we even had a pig and a ferret in the mix! Three animals took home cash prizes!



## SBG EGG HUNT

On Saturday, April 8th we hosted our annual Easter Egg Hunt, but at an all new location. We partnered with Pocono Services for Families and Children to use their new location to host our event. The location was the perfect place with fields to use for our hunting. We had an "egg-cellent" turn out of over 170 children along with the parents joining us for a brisk and windy day. Even though it was cold, that didn't stop the Easter Bunny from showing up along with two Disney princesses!







## BRIDAL SHOW PARTNERSHIP

This spring we partnered with Coven Haven Entertainment Resorts for a Bridal Showcase on May 7, 2017. The showcase featured different bridal vendors along with showcase Pocono Palace's newly renovated ballrooms. The show featured a strolling fashion show, a sampling of appetizers and a wedding setup by Pocono Palace.



## NEW MARKETING CONSULTANT PRESTON SEAMSTER

Preston Seamster joined us in February from a background in the sales industry for the past 15 years. He enjoys helping business owners grow and promote their business through radio along with being active in the community. Preston was born in Los Angeles, is a father to 2 boys with a third boy on the way!!



CONNOISSEUR **STROUDSBURG**

**ESPN**  
(840 AM)

**93.5 SBG**  
The Poconos Best Variety





**COMMUNITY**

Compassion, kindness and responsibility guide us.

**CLIENTS**

We relentlessly pursue unparalleled customer service.

**COLLEAGUES**

People and passion are the heart of our company.

**ALLENTOWN | BILLINGS | CONNECTICUT | ERIE | INDIANAPOLIS**  
**LONG ISLAND | PRINCETON | STROUDSBURG**