



# THE CONNOISSEUR CHRONICLE

Q1 2016

COMMUNITY



COLLEAGUES



CLIENTS



ALLENTOWN | BILLINGS | CONNECTICUT | ERIE | INDIANAPOLIS

LONG ISLAND | PRINCETON | STROUDSBURG | WICHITA



## FROM DAVE'S DESK

Our company dealt with many challenges in the first quarter, but we definitely made progress. Our passion for what radio means to our listeners and the communities we serve has never been stronger. And our long term commitment to delivering exceptional results to our valued clients is steadfast. Below is a very quick review by department:

- Programming: The majority of our stations experienced significant rating increases and are top ranked across demos. We believe in our products and make substantial investments in research and marketing to ensure stellar results.
- Sales: We've begun the process of working with Creative Resources and elevating our Account Manager skills sets through strategic selling. We worked with over 2,200 businesses and generated over \$3.2 million dollars in new business in 1st quarter.
- Business: Our business managers are the best in the industry and are supported by a strong corporate staff that is collaborative and encouraging.
- Engineering: Connoisseur Media invests in our markets and is dedicated to providing the latest technology to our team. 1st quarter marked the completion of our major renovation in Long Island and we are now proud to present one of the BEST radio facilities in the country.
- Promotions: What can I say. We are active and I know we stand out from our competition on the street. We contributed over \$1 million dollars in promotional support to non-for-profits in 1st quarter.

I'd say that's pretty good for still a relatively young media company. But this is ALL because of you. You are the difference and we appreciate everything you do! We need to continue promoting radio and spreading the good news about Connoisseur Media. If you think about it, we are the only ones that will spread the good news about our company and the wonderful industry that we all have the pleasure of being part of... RADIO. We are the only ones that can harness the power of the Connoisseur assets and deliver them effectively and passionately to our listeners and customers. The work you do is VERY important and hopefully you approach every day with a sense of curiosity and excitement of what the day will bring. We are in RADIO and you know it's never the same. I hope you realize that we encourage creativity and ideation and look to you for fresh and exciting concepts to drive listener engagement and customer growth and retention. Again, thank you for the tremendous effort in 1st quarter. We are looking forward to more success.

*-David Bevins*





## THE WARSHAW'S' TRIP TO THE **WHITE HOUSE**

No, it is not Madame Tussaud's, nor did I Photoshop our pictures into a portrait of the Obamas. This photo was taken in the East Wing of the White House, the day of the Easter Egg Roll. How did this happen? In a word: SERVICE.

My friend, songwriter Diane Warren, asked for my help. She had written a song called "This Is For My Girls", a "We Are The World"-type anthem all about young female empowerment. Kelly Clarkson, Kelly Rowland, Zendaya, Missy Elliott, Lea Michele, and other stars performed on the single. Everyone associated with the effort performed for free and all proceeds go to "Let Girls Learn", Michelle Obama's charity. I contacted numerous radio executives and asked for their support. Connoisseur added the song to a number of our stations playlists. When the office of Michelle Obama heard about my work on behalf of the cause, they invited us to the White House so that the Obamas could thank us personally. I know all the terrific things our stations do for the communities we serve. Happy that we were recognized for our efforts on this one.

*-Jeff*



## CONNOISSEUR ALLENTOWN

### MALIBU MADNESS TAKES OVER THE LEHIGH VALLEY

The Hawk teamed up with Valley Farm Market to give away a 2-year lease on a brand new 2016 Malibu from Chevy 21 that also resulted in an annual commitment of over \$100,000. February 8th through March 4th, listeners flooded The Hawk phone lines, every time a special sounder aired, to be the 9th caller to win a Valley Farm Market gift card and register for the finale. Then on March 12th, The Hawk hosted the Malibu Madness finale at Valley Farm Market, where one lucky winner got to drive away in the brand new 2016 Chevy Malibu.

### SPIN RADIO EXPANDS SIGNAL IN ALLENTOWN AREA

Listeners frustrated with a sometimes fuzzy Spin Radio 107.1 FM signal in the Allentown area have been granted a solution to their problem, as Spin Radio announced a boost to its signal area with a new 94.7 FM translator. With the addition of the translator, people living or driving through the Allentown area have access to a clearer and louder version of Spin Radio 107.1 FM, which remains as the station's primary signal.







## CONNOISSEUR ALLENTOWN

### KARA CURRY REPEATS AS VALLEY'S BEST RADIO PERSONALITY

For the second straight year, The Hawk's midday host Kara Curry was named the 2016 Best Radio Personality by the Lehigh Valley Happening List. Unlike many contests, winners of the Happening List are chosen completely by public vote. Kara has been a fan-favorite in the Valley for years thanks to her endearing personality and interactive daily features such as her "Back to Work Perk," which shines a spotlight on local businesses.

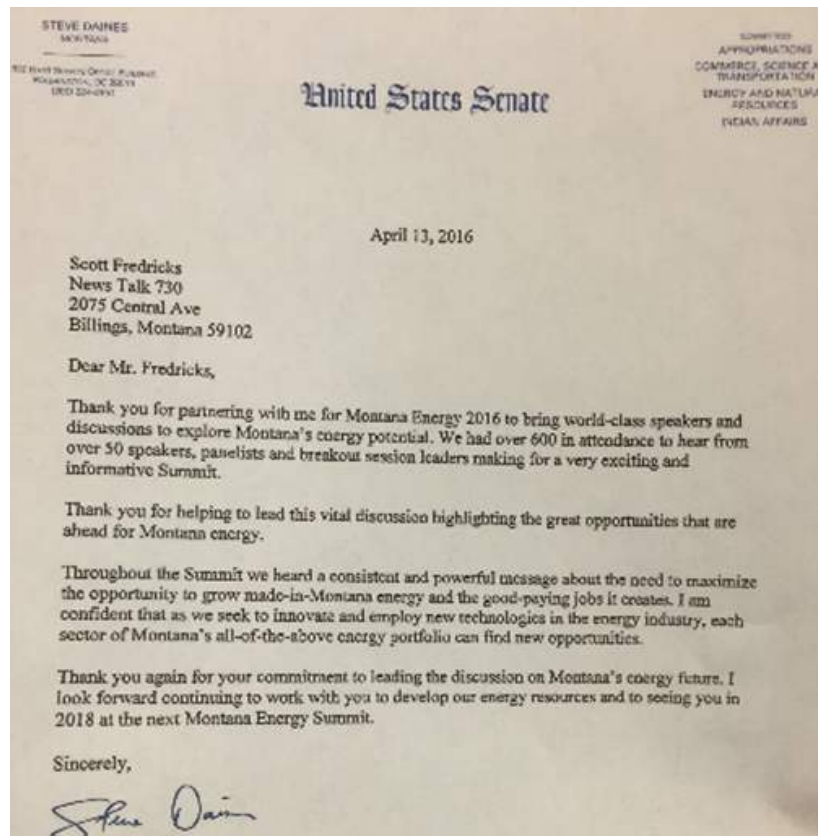
### ESPN RADIO AUCTIONS UNIQUE EXPERIENCES FOR GOOD CAUSE

ESPN Radio of the Lehigh Valley (1230/1320/1160AM) knows what consistency is all about. Nine years into the station's annual auction to raise money for the Miracle League of the Lehigh Valley, Program Director Tom Fallon and his team are still going strong. This year, the station took bids online and on-air for unique experiences, such as a Lafayette football package that included the chance to run out of the tunnel with the team during a 2016 home game, a luxury suite for a Lehigh Valley Phantoms' hockey game in 2016-17, limo service to a New York Yankees' game, and more. In all, the auction raised \$2,700 to support children with special needs, bringing their nine-year donation total to over \$20,000.



# CONNOISSEUR BILLINGS

## MONTANA ENERGY — MARCH 30-31



Steve Daines  
United States Senator



## DURING MARCH NEWS TALK 730 WAS ON THE MOVE



## CITY GOVERNMENT DAY— MARCH 8





Even though our staff cleans up pretty well, we DO know how to get dirty too as we hosted the Monster Truck Winter Nationals – our own Willy Tyler was even the emcee for the night.



Connoisseur Media Billings opened 2016 with the largest Wedding Fair in a 5 state area. We had more vendor booths than ever before and more brides to be (some even had their fiancé in tow!) in attendance. Each vendor had prize registrations and we gave away a great Honeymoon for one lucky couple at the end of the Bridal Fashion Show. Jack, Willy and Casey as well as our other staff on hand were all looking pretty sharp in tuxes from The Men's Wearhouse (Vera Wang, "Black").

Worth noting, some BIG Anniversaries hit with 2016 as Willy Tyler, Cam Maxwell and Jack Seymour all celebrated 10 years with the Billings stations! AND, 2 of our stations celebrated 10 years in Billings as well – KPLN, Planet 106.7 and KWMY, MY 105.9 both launched in 2006!

## CONNOISSEUR BILLINGS



**THE ZONE 96.3**  
Everything Rocks

**PLANET 106.7**

## SWEET STUFF FOR YOUR SWEETHEART

In February Planet 106.7 teamed up with Rimrock Mall to ask- What's the worst Valentine's Day gift you've ever given, or been given? Listeners would call in and tell their story to win Sweet Stuff for Your Sweetheart from: Bath & Body Works, Build-A-Bear, The Buckle, Blooming Balloons, Cinnabon, Dillard's, Eddie Bauer, Herberger's, Jensen Jewelers, Leslie's Hallmark, Maurice's, Mountain Mudd, Regis Salon, Riddles Jewelry, Sagebrush Trading Post, Samuel's Jewelry, Sephora, Vanity, and Victoria's Secret!



## CONNOISSEUR BILLINGS

### THE ZONE | SUPER BOWL PRE-PARTY

In January/February The Zone gave away their Super Bowl Pre-Party complete with everything a good Super Bowl party needs including a Coors Light beer fridge for our lucky winner.





## WPLR'S 45<sup>TH</sup> BIRTHDAY

We kicked off 2016 with a party to celebrate WPLR's 45th birthday. Current jocks, staff and clients came out to honor a station that has been a fixture in the New Haven community. April 29th, on WPLR's actual birthday, there was a reunion of current and former WPLR staff to share many wonderful memories of this powerhouse station.

## CONNOISSEUR CONNECTICUT

### RAVEN'S ONE YEAR ANNIVERSARY

We celebrated Raven's one year anniversary with a special Collective Soul Acoustic Session in March. Cake, fun times, and a set including 6 songs, the most we've ever seen performed, resulted in a wonderful party for all.



### COLLEGE FAIR

In March, thanks to a lot of hard work and determination from Andy Alcosser, we brought back the College Fair to the Webster Bank Arena. This event is a wonderful opportunity for our stations to bring together some of the nation's finest schools along with many other resources to help aspiring students and parents make the best choice possible. Each year we see big increases in college participation, revenue and happy customers---over 3,000 people and 215 colleges/universities filled the arena this year!

### ST. PADDY'S DAY

From Hartford to Stamford our station's participated in parades to celebrate St. Paddy's Day all over Connecticut. We had bands, candy, station vehicles, mascots, and all of our personalities on hand to celebrate this always entertaining holiday! Many of our staff worked extra hours to make sure we had an incredible presence in each of the towns we were in---well done team Connecticut!



# 1ST QUARTER SUPER STARS



**JANUARY:**  
**DEBBY**

**Q1 EMPLOYEE OF THE QUARTER**  
**ELBE**  
**D'OLIVEIRA**



**FEBRUARY:**  
**GINGER**

**Q2 EMPLOYEE OF THE QUARTER**  
**GINGER**  
**BALLOU**



## CONNOISSEUR CONNECTICUT



**MARCH:**  
**MARIA**



Steve Soyland was voted by employees as the 2015 Connoisseur Cup winner which was announced in January. This is the highest, most prestigious award that we bestow on an employee. Steve won for his hard work, dedication, and commitment to our stations.

Congrats to Shannon Kinney who in February was named Local Sales Manager for 102.9 The Whale and The Talk of CT. Shannon started with the stations in 2005 and has successfully moved from various different sales roles. This new appointment is well deserved as Shannon is dedicated, passionate, and hard working. We wish her and the entire Hartford team the best!



We are very excited to announce Megan Duley as the next Star midday host / swing shift DJ. Megan, originally from Connecticut, had been co-hosting mornings in the Berkshires for the last few years. This is a great fit for her as she was looking to return home and wanted a new exciting challenge. Welcome Megan!



## NEW HIRES

## CONNOISSEUR CONNECTICUT



Lolita Smith recently joined Connoisseur CT as an Account Manager and has relocated to CT from the DC area. She will be selling for all of our stations with a focus on WYBC.







## GIRLS WORLD EXPO

Girls World Expo was designed to give 11-18 year old girls in Erie County the opportunity to meet female business and civic leaders in their community and sample a variety of workshops and seminars that provide insight, skill, and knowledge to help change their lives. As their exclusive Media Sponsors, Star 104 and 93.9 The Wolf sold all the vendor space & sponsors in addition to securing WWE Diva "Natalya" to make an appearance at the event that attracted over 600 girls and their mothers.



Natalya stayed at the event for a two-hour window, greeted the girls, signed autographs and took pictures!

*Left with 93.9 The Wolf's Sammy Stone  
Below with Star 104's Morning Show Co-host Jessica Curry*



**Erie, PA; Sunday March 13, 2016** – WWE REIGNING DIVA "NATALYA" believes in the empowerment of Today's Youth. Because she's such a big advocate of WWE's anti-bullying and literacy initiatives, NATALYA is taking time out of her busy schedule to stop by the GIRL'S WORLD EXPO this Sunday, March 13<sup>th</sup> at the Zem Zem Shrine Club.

NATALYA will be greeting the girls upon their arrival at Noon and sign autographs until 2pm. The GIRL'S WORLD EXPO event runs from Noon until 4pm.

GIRLS WORLD EXPO is a day designed for girls between the ages of eleven and eighteen. It's a day all about girls with displays, workshops, a fashion show, marketplace and much more. Best of all, LITTLE CAESARS is paying for all the admissions so no girl is left behind. To print a free admission ticket, eligible girls just need to log onto [STAR104.COM](http://STAR104.COM) or [939THEWOLF.COM](http://939THEWOLF.COM).

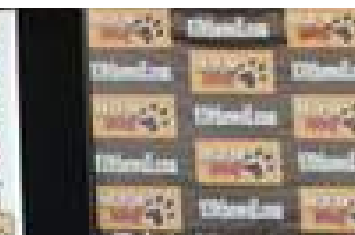
Over 600 girls from the area have already secured tickets and they will continue to be available right up until noon on Sunday.

**Contact Information:** Michael Malpiedi @ 434-8000



**About Connoisseur Media:**  
Connoisseur Media is headquartered in Westport, CT and owns/operates 42 radio stations in 12 markets: Billings, MT, Erie, PA, Wichita, KS, Long Island, NY, Trenton, NJ, Allentown and Stroudsburg, PA and Bridgeport, Hartford, New Haven and Stamford, CT.

**CONNOISSEUR MEDIA** One Boston Store Place • Erie, PA 16501 • Phone: 814.461.3000



## ROCKET 101 & MECA GOLF IN THE WINTER!

Rocket 101, Erie's Rock Station, has been the media sponsor for the Barstool Open for many years.



Now in it's 18th year, The Barstool Open has become a great way to perfect your putting, share laughs with friends, and have a few beverages on a chilly Saturday in February! In all reality, is a 19-stop pub crawl with occasional breaks for putt-putt. But it's also a charity gig, a big fundraiser for MECA Inc., which offers services to people with all sort of disabilities. This year, we added our own hole in the lobby of the Boston Store studios where over a thousand players participated in a 50/50 drawing and putt on our giant microphone putting green while raising money for MECA.



## CONNOISSEUR ERIE



During the month of March 94.7 Bob FM listeners had the chance to qualify on air, on line, and in store to win a custom set of golf clubs from the Erie Sport Store and Bob. Qualifiers assembled at the Sport Store on Saturday, March 26th to "putt" for the grand prize. On site was our giant microphone putting green to give the contest an extra twist. In the end it came down to two guys and one woman to putt for the grand prize. After it was all said and done, Nancy Dash went home with the custom set of clubs. Also that day at our grand prize event, the Sport Store held a longest drive competition on their in store drive simulator. The person closest to 94.7 won a custom driver from the Erie Sport Store.

Please join me in welcoming our new Marketing Consultant, Darren DeFranco, to the Erie Sales Team! Darren studied at both Gannon University and Mercyhurst College before beginning a career in retail sales and management with the Sears Holding Company that spanned nearly three decades.

A Lake City resident, Darren and his wife Tina have two children. In his free time, you'll find Darren officiating basketball throughout Erie County. "I was pleased with the caliber of the applicants we interviewed and David and I were both impressed with Darren's sales knowledge and warm personality," noted Connoisseur Erie's General Manager Michael Malpiedi.







## LA PANTERA (810 AM)

We launched a new station in Indy on WSYW- 810AM, in the first quarter of this year. La Pantera hit the air on February 3rd. The station plays huge Latin hits from classic Regional Mexican artists. This music basically picks up where Radio Latina leaves off. The move allows us to expand the playlist over multiple decades, to serve an even greater percentage of the Latino market in central Indiana. The station has been on the air for close to three months now, and is getting good feedback from listeners and advertisers. This is a format that many people have been asking us for, for some time. So we are excited to see how the station performs over the next year.



## RADIO LATINA (WEDJ - 107.1FM)

Radio Latina (WEDJ- 107.1FM) hosted our annual Bilingual Job Fair in February. The 4-hour event was held at the Indianapolis Zoo. Close to 300 job seekers attended and met with over 25 different sponsor booths. This was our fifth consecutive year for the Job Fair, and the event continues to grow each year!



## EXITOS (1590AM)

WNYS- 1590AM started a new on-air feature called "El Conteo" that creates an opportunity for us to broadcast a weekly "Top-20" program, live from remote locations every Saturday. The program has been sponsored every week since it began, and listeners have been coming out every week to meet Grisel and watch the broadcast take place.







## CONNOISSEUR LONG ISLAND

### K 98.3 WEDDING OF A LIFETIME

K-98.3 once again launched the Wedding of a Lifetime giveaway this February. This annual tradition and revenue generator has been a staple on the station for years. We asked listeners to enter or nominate a couple who deserve a soup to nuts wedding, courtesy of K-98.3 and our clients. We had hundreds of couples enter and we narrowed it down to 12. We posted the 12 finalists and asked them to seek votes from their friends, family, neighbors, coworkers – whomever. We narrowed the finalists down to 3 and to date, they are each still fighting to win by seeking daily votes. By the end of May 6, we will see who our top couple is (the ones who got the most votes) and deem them the K-98.3 Wedding of a Lifetime winners. They will receive: a catered wedding at a beautiful venue on the water (Windows on the Lake) plus, other amenities like the bridal gown, teeth whitening, flowers, spa/hair/make up services, limos and transportation and more! This program yields Q1 billing for the vendor categories and allows us to image the contest on-air/online with mass appeal in voting. The metrics and page views we get from the votes is amazing and why we continue the winning tradition!

### CMLI EGG SCRAMBLE AT ADVENTURELAND

The 5 stations at Connoisseur Media Long Island partnered with local theme park, Adventureland, to host the 2nd annual Egg Scramble. We activated 25 booths around the park (between the rides and attractions) and invited the public to join us on opening weekend with Buy One Get on, pay one price wristbands. While there, all guests were invited to visit each booth to collect Easter eggs filled with prizes big and small. Plus, many spots had entered to win contests allowing our stations and our clients to grow their affinity clubs/database. The event is a new NTR platform for CMLI and we generated over \$20,000 non spot NTR and attracted a bit over 5,000 people over the 2 days. It was 45 degrees at the highest during the 2 days!



## CREATIVE RESOURCES

This year, CMLI is working w/Gerry Tabio and his team at Creative Resources. The Creative Resources program is a structured process to help clients identify their marketing needs, generate ideas through a brainstorm/list making procedure, and then develop the ideas into fully customized multimedia campaigns. We sent 6 people to Tulsa, OK (3 in January and 3 in April) to train as facilitators to bring the process back to Long Island to use with our staff and clients. To date, we've closed numerous campaigns and earned business we may not have gotten (and/or increased buys we were already slated for). The process is a very proactive and fun program and once you get the client involved, it's a no brainer that they say YES to the sale!



## CONNOISSEUR LONG ISLAND

### CMLI HQ

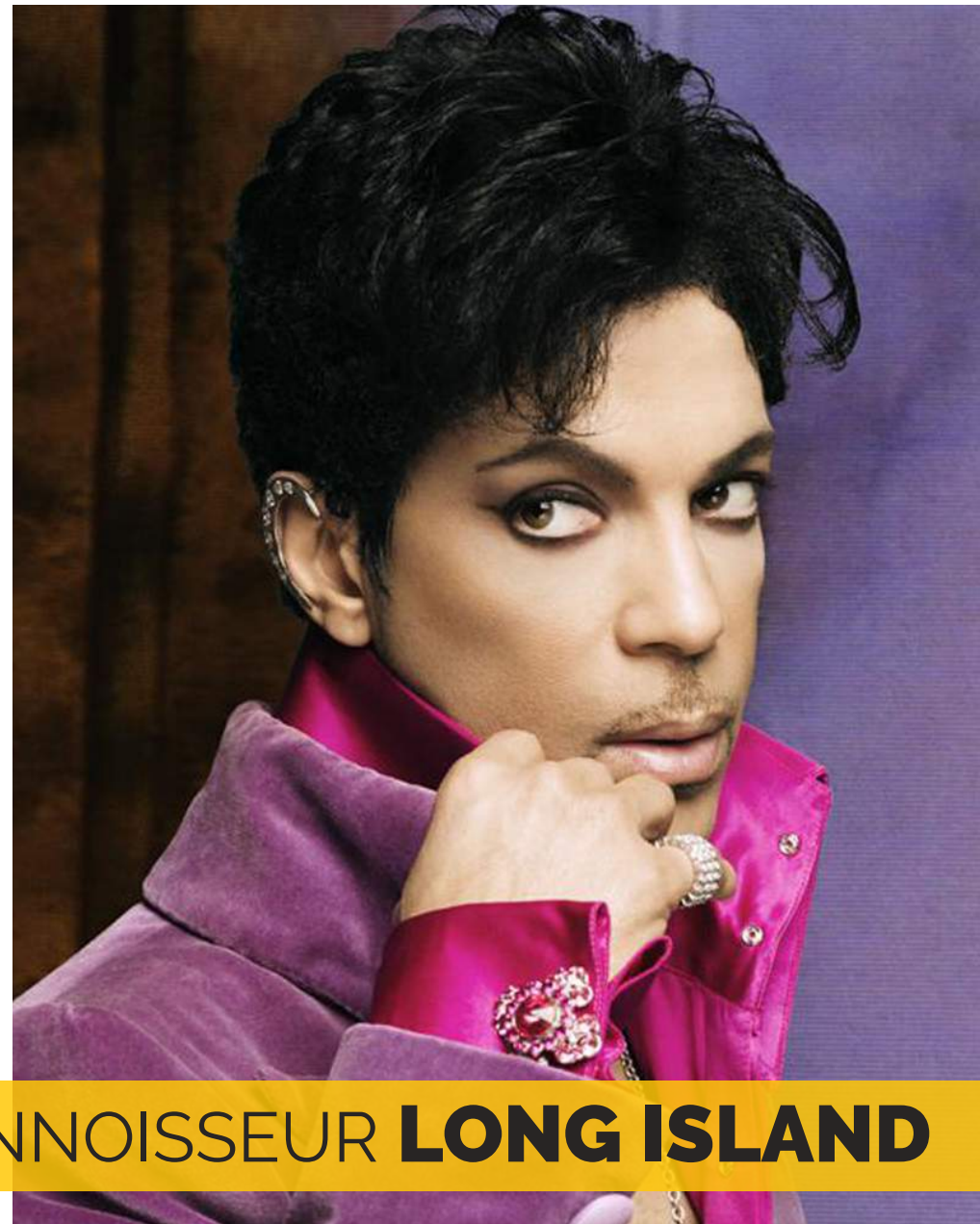
This year (started in 2015), CMLI has undergone an extensive construction project redoing our offices and studios. We are proud of our new digs and have been using it more openly for things beyond the traditional meeting space. We have seen a bunch of bands in our new Café, including Candlebox, Daughtry and Zella Day, to name a few! We have opened our doors to clients to host monthly meetings and seminars for our listeners as well...why trade or rent space when we have this beautiful new facility to show off? Plus, we have been using our new space to host larger meetings and had the opportunity to host a cattle call for Miller Lite. This gave us the opportunity to show off the new space, but also hurt the competition as they came into our building to present their ideas and instead, they bitched instead of pitched and CMLI is in line for the majority of their seasonal spend. We should get that call any day!





## PRINCE PASSES

Like the rest of the world, we received the news that Prince died on 4/21/16 and were saddened to lose such an important artist. CMLI stations handled it with class and dignity, breaking format on K-98.3 (just like Z100 did in NY) and played a block of his music and took calls from listeners who shared their stories about the artist and his music. MAX FM took calls and request w/John Lynch in the evening and WALK played at least one Prince song an hour. This is the true power of radio...to get people to call in to our DJs and share personal stories about music, like their talking to a friend, is something only we can do...Pandora can't do it, FB can't do it, and and it's safe to say nobody else can but traditional, terrestrial radio. Long Live Radio!



CONNOISSEUR **LONG ISLAND**

Link to story w/our stations mentioned in All Access:  
<http://www.allaccess.com/net-news/archive/story/152864/super-star-artist-prince-dead-at-57>







## BRIDAL SHOW

94.5 PST hosted their 22nd Annual Princeton Bridal Show on Sunday, January 17th at The Westin in Princeton. The Bridal Show, tailored for brides-to-be, is a one stop shop that offers endless wedding inspiration & insights, the hottest wedding trends, and a large number of preferred wedding vendors that offer professional advice and samples to make wedding planning a breeze. The event execution was flawless as the PST's Personalities hosted the show. Also featured, was a Bridal Fashion Show as professional models strutted the runway in gorgeous bridal gowns and bridesmaids dresses from one of the most elegant bridal boutiques, La Belle Mariee Bridal. A whopping 517 guests were able to discover the best wedding caterers, photographers & videographers, florists, wedding planners and many more unique weddings experts. The PST Bridal Show is everything that a bride needs to say "I do" in style.

---



## CONNOISSEUR PRINCETON

### PRINCESS BRUNCH



What little girl doesn't want to be Princess for a day? 94.5 PST made fairytale dreams come true for little girls at their Princess Brunch event on Sunday, March 6th, at The Nassau Inn in Princeton. It was a magical experience that included a delicious brunch, storytelling, hair styling and appearances by princess hostesses. The little girls dressed in their favorite princess attires were thrilled to be greeted by their favorite Fairy Tale Princesses, Elsa and Cinderella. The vendors experienced a captive audience of over 230 guests for a whole 2 hours as Chris Rollins from Chris & the Crew, Elsa and Cinderella entertained and engaged the crowd. One vendor commented that they made 3 times their investment over a 2 hour event. But the real highlight of the event was when a little girl told us "it's the best day ever!". Talk about taking care of the next generation of PST listeners!

---

## DIVERGENT ALLEGIANT MOVIE SCREENING

94.5 PST celebrated the final film in the Divergent Series at a Premiere Party and Movie Screening Event on March 18th at Marketfair mall in Princeton. 111 lucky winners were selected to attend the Screening & Premiere Party that was held at the newly opened luxury AMC Theater with 111 reclining seats where PST listeners experienced the ultimate viewing experience. The event featured Hollywood Red Carpet style accents with, an elaborate chocolate buffet from David Bradley Chocolatier, fancy favors, sparkling cider in flutes and step & repeat photos. Listeners took a quiz on iPads to see what Divergent factions they were in. Participants were excited to wear badges displaying their factions. PST even sprayed temporary tattoos onsite to match the tattoos from the factions. Listeners competed for prizes with Divergent themed games and trivia for Movie posters, gift cards from mall restaurants and station prizes at this action packed event.



## CONNOISSEUR PRINCETON



## FLY AWAY FRIDAYS

“Flyaway Fridays” sent lucky winners from the biting cold of the winter to gorgeous sunny skies and crystal clear, blue waters. Every Friday in March, 94.5 PST together with Delaware Valley Honda Dealers gave away an all-inclusive Apple Vacation to Cancun or the Mexican Riviera! Flyaway Fridays was a Premiere Contest and an absolute favorite amongst the PST listeners. The excitement on air and in the marketplace surrounding this contest was immense.

As a result of this promotion, the sponsor, Del Val Honda dominated PST’s airwaves for 4 weeks!

## PST WELCOMES MELISSA SIVILICH

Born and raised in New Jersey, Melissa Sivilich started out her career in Accounting only to realize it was not the career she had dreamed of. Shortly after, she started selling for an office supply company in the area and tried to pitch to PST. PST was quick to identify her skillsets and knack for selling and hired her for the position of an Account Manager. We welcome Melissa to the team and wish her good luck in her new role.





## SBG EGG HUNT

Again this year we hosted our Annual Egg Hunt at the Pocono Dome. We received an overwhelming response with over 340 children and their parents in attendance. Children were able to enjoy themselves in our bounce house setup while hunting eggs in between. We collected over 1,581 items for the Monroe County Head Start along with a donation of \$500!



## NEW BUILDING RIBBON CUTTING

We celebrated our move to Main Street with a Ribbon Cutting and Open House. People were invited to come in and see what Connoisseur has invested in the town's local radio station. Attendees enjoyed mingling with other business people while celebrating our big move to Main Street.



# CONNOISSEUR **STROUDSBURG**







## CONNOISSEUR **STROUDSBURG**

### DINE LOCAL RESTAURANT SHOWCASE

Erica featured local restaurants on-air during lunchtime as a way to showcase some of the great restaurants in our area. Each weekday, she featured a different restaurant daily by sampling and interviewing the owners and chefs. The week wouldn't be complete without giveaways for our loyal listeners.



## WICHITA CHILDREN'S HOME



January 29th BOB FM and HANK FM worked with Big E's Vapor Shops to collect coats, hats, scarves, gloves, and sweatshirts for the Wichita Children's Home through the month of January. At the end of the month all the boxes of winter items were delivered. The Wichita Children's Home offers the only emergency, temporary residential shelter for children in our community.

## CONNOISSEUR WICHITA

### 80'S ROCK NIGHT

February 18th BOB FM presented 80's Rock Night at The Cotillion. Guests of BOB dressed in 80's attire and danced the night away to local 80's band PARAMOUNT. This was the third year for this concert with over 1,000 people in attendance.



### LADIES NIGHT

February 2nd HANK FM morning show personality Cathy Carrier hosted Ladies Night at Side Pockets. Ladies enjoyed free appetizers and learned how to make Valentine's Day themed drinks, won door prizes, and shopped vendors with candles, jewelry, purses, and food. This event is held every few months.







## RED DIRT ST. PADDY'S DAY BASH

March 17th HANK FM hosted the first ever Red Dirt St. Paddy's Day Bash at The Cotillion with recording artists Shane Smith, Adam Capps, and Mountain Deer Revival. Red Dirt music can be heard exclusively every Friday night on HANK-FM with 35-South hosted by Colby Ericson. This free concert had hundreds of HANK FM and 35-South fans in attendance.

## CONNOISSEUR WICHITA

## ANNUAL EGGSTRAVAGANZA

March 26th BOB & HANK FM sponsored the annual EGGSTRAVAGANZA at the Sedgwick County Zoo and handed out candy supplied by Tootsie Roll. Thousands of kids and parents attend the event every year and this year was no exception.

