

From Dave's Desk

"If we had no winter, the spring would not be as pleasant: If we did not sometimes taste of adversity, prosperity would not be so welcome."

—Anne Bradstreet

This winter has been the harshest I've ever experienced. Many businesses we serve were adversely affected, which in turn negatively impacted us. Fortunately, we can now put the 1st quarter behind us and focus on what lies ahead. With that said, we need to remember our primary mission, which is to serve our three main customers: Community, Clients and Colleagues. Essentially, we are here to *help*.

Every day, we get caught up in ratings and revenue -- which are obviously very important! -- but if we approach every situation asking ourselves, "How can I help?", revenue and ratings success will follow. My job is to help you be successful. I encourage you to engage with our aforementioned customers and determine how *best* you can help them.

It's April, the sun is shining and it's a new chapter for Connoisseur Media. Implement your strategy and work your plan. Every day, strive to build momentum. Positive energy will help make our daily tasks easier and more enjoyable as we continue to strive for success.

Here's to a prosperous 2nd quarter!

Desaos Navidenos/Christmas Wishes



In December, we held our 4th annual Desaos Navidenos/Christmas Wishes event, which helps deserving families and individuals in the community. Listeners sent us the names of people in need, and once we verified those situations, we helped brighten the holiday for 11 families by providing coats, hats, boots, gloves, clothing and food. A big thank-you to all the staff who wrapped the presents, and the DJs who personally delivered them. Heartwarming for all involved.

We recently held the 2nd annual Operation C.L.U.E., an event that raises money for nonprofits that serve Hispanics in the community. This year, we partnered with Cox Communications, Centris Federal Credit Union, Curley Immigration Law & Nissan of Omaha. Together, we raised \$5,000 for five local nonprofits that assist with: neighborhood watch and improvement, services for single parents and kids, tuition assistance for community college degrees, and a program that teaches skills to middle school-aged girls. Well done!

Operation C.L.U.E.



3 Cumpleanos~3 Grupos



On January 25th, we celebrated our 15th anniversary -- and the birthdays of Gaby Moreno and Sergio Robles! -- by hosting a free party (featuring three great bands!) for listeners at a local club. All for fun and fun for all!

Valentine's Day

We celebrated this day of amour with our listeners at a special register-to-win VIP dinner and a dance at a local nightclub. Throughout the night, listeners won some really great prizes -- including this flat screen TV!

2013 Superstar



Brianna Christoffersen



New Wolf Morning Team

We made a big move this winter when we announced the reunion of two longtime morning personalities on KVWF/The Wolf: Cathy Carrier, who had been doing mornings for sister station KIBB/BOB-FM, moved down the hall to join new (and former) co-host Bad Streeter for mornings on The Wolf. We hired Streeter at the end of 2013, and putting them back together was an easy decision since they'd both worked for our competitor many years ago; there was a chemistry and fan base already established. We are lucky to have them both on the Wolf!



Wichita Concerts



BOB-FM and The Wolf kept busy, even in the slower winter season, with several shows in Wichita. BOB-FM was the exclusive promoter of '80s Rock Night at a local venue, the Cortillion. And the Wolf welcomed Lady Antebellum on Valentine's Day, giving listeners a chance to capture the night with a romantic photo posted on Facebook.

35 South Wichita's Home For Red Dirt

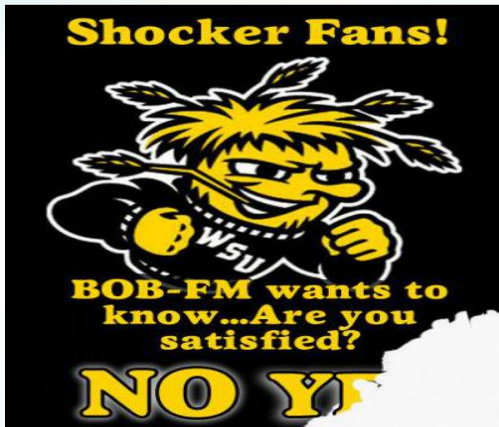
"Red Dirt" is a unique genre of regional country music (mostly) exclusive to Texas, Oklahoma and Kansas. The Wolf tapped into this group's growing fan base by offering a weekly, local two-hour radio show on Friday nights called "35 South." It features music from local and regional Red Dirt acts, (like the Josh Abbott Band, right) and is the only show of its kind in the area. Host Colby Ericson was recently nominated for "Out of Market Radio Personality" -- quite the feat, since 35 South has only been on-air just over a year.



The Voice on the Wolf



Wichita singer Kaleigh Glanton was able to get four chairs to turn in the latest season of The Voice. (She eventually chose Team Blake.) The day after her performance, Kaleigh joined Brad and Cathy on the Wolf Morning Show for most of the morning. A week later, Kaleigh was asked to fill in all morning for Cathy on her day off.



Shockers Shock the World

The Road to the Final Four was cut short for the Wichita State Shockers. After their loss last year in the Final Four, they went on to go undefeated for 35 games before losing to Kentucky this year at the NCAA Tournament. Even so, their streak was historic and BOB-FM and the Wolf led the way as official cheerleaders!

Spring Promotions

The spring ratings period is expected to be the most important in a long time for both Wichita properties. BOB-FM presents the 9 to 5 Bribe, awarding listeners bribes every three hours during the workday. These prizes include gift/gas cards, NASCAR tickets, hotel stays and cash. And on KVWF, it's "The Wolf Track Tour," with trips to country music concerts all over the U.S.: Jason Aldean in Atlanta; Rascal Flatts in Dallas; Brad Paisley in Chicago; Luke Bryan in St. Louis; and Miranda Lambert in Kansas City. The Grand Prize? A chance to see Garth Brooks' return at Croke Park in Dublin, Ireland!



RadioThon Fundraiser for Kelker's Kids



From March 5-7, Planet 106.7's Michael and Kaitlyn hosted our first-ever radio-thon fundraiser for Kelker's Kids, an amazing charity for kids with cancer at Billings Clinic. Our original fundraising goal was \$15,000 and we actually raised over \$25,000 in just nine hours of emotional airtime.



Trip to the Superbowl

Zone 96.3 kicked off the first quarter by giving out a trip to the Superbowl. Local winners Amanda and her best friend Tess, below, right, were nice enough to send us updates on Facebook, and even called in LIVE on the morning show during their trip to the Big Apple!

Upcoming giveaways include this brand new four-wheeler! Vrooom!



49th ANNUAL
THE COUNTRY
EVENT
OF THE YEAR
ACM AWARDS

Country Music Awards

94-1 K-SKY teamed up with Wendy's, Dr. Pepper and Pierce Flooring to give away a trip for two to the Academy of Country Music Awards in Las Vegas. Bob Rice was the big winner and will be taking his wife along for three nights in Sin City!

Chaz and AJ

Stand Up for Brett Comedy Benefit

On February 21, Chaz and AJ held a charity comedy event for Officer Brett Morgan, who sustained a terrible injury while on active duty. This sold-out event was held in Morgan's hometown of New Britain and featured comedy from a variety of local comics, AJ and the Fairfield Police Chief. The evening raised over \$7,000 for Brett's family to help defray medical expenses.



Business Before Hours



Between 8 and 10 a.m. on March 6, STAR, PLR, FOX, YBC and

CTBOOM hosted Business Before Hours with the Bridgeport Regional Business Council and the Milford, Orange and Greater Valley Chambers of Commerce. Our station offices hosted more than 200 business leaders and professionals during this morning networking event, and also provided station tours. Chamber representatives received great feedback from their members and attendees. Thanks to Rowena White for organizing this wonderful gathering.

St. Patrick's Day

To ring in St. Patrick's Day, our stations participated in the Hartford, New Haven, Milford and Bridgeport parades. Live broadcasts were held at paid sponsors throughout the state.



BIG JIM, ANNA & KEVIN FROM STAR 99.9



ALLAN LAMBERTI FROM 95.9 THE FOX



99.1 PLR AT ST. PATTY'S PARADES



CHAZ, AJ, PAM & SENATOR BLUMENTHAL

Southern Connecticut College Fair



On Wednesday, April 9, Connoisseur Connecticut is teaming up with the Webster Bank Arena and local high school student to bring the first Southern Connecticut College Fair to the region. We expect over 100 colleges and universities to participate. Thanks to Andy Alcosser for making this great idea come to life!

Celebrating St. Patrick's Day



Divergent Opening Night



We gave away 31 pairs of tickets online, and were at the theater with our street team



Microsoft Midnight Release

On March 10, the Microsoft store at the Freehold Raceway Mall held a midnight release of their new video game Titanfall.

Folks from 94.5 PST were there, holding a four-hour live broadcast. The crowd of 200 had a blast, and hopefully our listeners did, too!

Employee of the Month - and a New Baby!



Congratulations to Tom Shinn! Earlier in March, he was named 94.5 PST's Employee of the Month. Not long after, he got an even better award: brand-new baby, Zach!

Concert Appearances

New Hires

Laura Seel, Account Executive
Tom Winters, Promotions Coordinator
David Muir, Account Executive
Brian Nagy, Director of AM Sales (920 The Voice)
& Senior Account Manager (94.5 PST)

WPST at Susquehanna Bank Center

March 1: Demi Lovato
March 6: Robin Thicke
March 7: Imagine Dragons

Upcoming Concerts

June 13: Dave Matthews Band
June 27: Fall Out Boy/Paramore
June 28: One Republic
July 17: Bruno Mars

Launch of Pescador Radio

In January, we launched an additional Spanish format. Pescador Radio, a Spanish-Christian Music format that has been on the air for just over two months, is beginning to build its own base of listeners and advertisers. Along with Exitos 1590, these two new stations have been a big step for our market. We have gone from being known simply as “The Spanish Station” to a collection of radio stations, super-serving Indianapolis’s Hispanic population with three very different on-air products, which serve three different Hispanic audiences.



Bilingual Career Fair

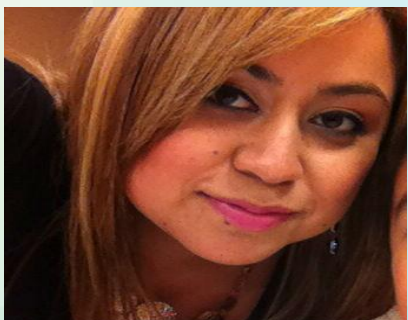
In February, we held our 4th annual Bilingual Career Fair at the Indianapolis Zoo. The event was well attended and featured more than 20 local businesses interested in hiring Spanish-speaking employees. The event was picked up by a local TV station, and we got a little extra press on the local TV news.

Indy's DJ Challenge

In March, we had our first big Exitos station promotion: Indy's DJ Challenge. This five-week contest gives local club DJs a chance to compete for the title of “Indy's Best Club DJ.” The winner will receive over \$1,200 in production equipment and cash prizes. The event will conclude in April when the winner is announced. The winning DJ will also get to perform live at our annual festival in June.



Staff Transition



An employee since 2007, Norma Flores has transitioned to the role of Account Executive. Congratulations!

Coming Up: World Cup Futbol

Radio Latina continues to be our most dominant station. We are putting everything in motion for our next El Dia de la Familia Festival this summer, and have exclusive radio rights for World Cup Futbol. We will be airing 50 World Cup soccer matches in the next few months!



SBG's Cutest Couple

With SBG's new digital platform in Marketron, we hosted our second successful digital contest this past February, and received an overwhelming response. Couples from all over the Poconos entered SBG's Cutest Couple contest, which increased our page views by 605%. Our Loyal Listener Club membership also grew, and the winning couple, Aaron and Alison, left, garnered 25,000 votes!

Celebrating 25 Years!

We would like to show our appreciation to our loyal employees Bob Matthews & Chuck Seese for their commitment to working at 93.5 WSBG for over 25 years. Here's to another 25!



Welcome, John Sabatino

We would like to welcome John Sabatino, who joined our sales team in February. John is a graduate of Seton Hall University, and for some reason is still a huge supporter of their basketball team. Before joining Connoisseur, he worked at Red Robin in multiple roles; before that, he was a factory representative for Champion Windows. He is an avid Giants, Brewers and Knicks fan.

Lehigh Valley Music Awards

On March 14, 99.9 the Hawk won the award for “Outstanding Commercial Radio” at the Lehigh Valley Music Awards (LVMA), which is a prestigious annual extravaganza that honors, rewards and celebrates the music industry of the greater Lehigh Valley of Pennsylvania.



Stars of Craft Beer Fest

On March 1, 99.9 the Hawk hosted the first Stars of Craft Beer Fest in Lehigh Valley. The best breweries in the Mid-Atlantic participated, and the sudsy stuff was hand-picked by local beer distributors Stockertown Beverage and Shangy's. Attendees enjoyed live music, food and beer samples, vendors and more! Admission included access to over 26 breweries and 52 beers, complimentary event glasses and entertainment.



Big Game Giveaway



On January 31, 99.9 the Hawk, 107 the Bone and ESPN 1230/1320 teamed up with Lehigh Valley Honda and Big Woody's Sports Bar to award one lucky listener a pair of Super Bowl XLVIII tickets. It was a packed house and a night of excitement and fun for all. Theresa and Tim O'Donnell of Whitehall, PA walked away with the tickets -- and the experience of a lifetime!

Revenue Share

With a newly renovated Arena, Connoisseur Erie has aggressively courted concert promoters to participate in Revenue Shares instead of traditional spot buys for shows. On February 27, 93.9 The Wolf had another successful event: The "Darius Rucker Show" took place at the Erie Insurance Arena, and our portion of the profit was \$5,100! Way to go!



Star 104's Cutest Couple Contest!



This Web-based promotion generated 425 entries, the most online entries any one contest received throughout Connoisseur Media! The contest was open to both married and dating couples. The winning couple, Daniel and Jessica, left, won an overnight stay at a local ski resort with lift passes for skiing.



Welcome Back!

Felicia Kerecman returns to Connoisseur Media as the assistant business manager of the Erie market. Her vast experience working in human resources, payroll and accounts receivable/payable makes her a valuable addition to our team. It's great to have you back, Felicia!

Super Bowling Saturday

On Saturday, February 1, Rocket 101's annual Super Bowling Saturday was held at Greengarden Lanes. Teams consisted of listeners who competed for trophies while enjoying free beer and pizza the day before the Super Bowl! All proceeds went to the Second Harvest Food Bank, which provides food for families in need throughout the Erie region.



Bob's Great Garage Door Giveaway

This contest, sponsored by 94.7 Bob FM and Plyler Overhead Door, drew 94 qualified listeners -- one of whom held the winning garage door code at Plyler's. This lucky listener won a new door and opener for their own home! All participants enjoyed free pizza and consolation prizes. The event was such a success that Plyler Overhead Door has already signed on to do it again!



B103 CLASSIC HITS OF THE 70S, 80S, & MORE

After careful research, Long Island's B103 has a new sound! B103, formerly Long Island's Greatest Hits, is now B103 - Classic Hits of the '70s, '80s & More! The station is leaving the "oldies" realm ('60s and '70s) and embracing classic hits, playing music from the late '60s through the '80s. The station will feature Jim O'Brien in morning drive, newcomer Jen Wyld in middays and station PD, Bill Wise, a.k.a. "The Wiseman" will be hosting afternoon drive.

Groundhog Day with Malverne Mel

At 6 a.m. on February 2, K-98.3 arrived at the Malverne train station gazebo for the annual Groundhog Day Festival. On hand to greet us were Malverne Mel and local politicians. The crowd quickly grew to over 2,000 people, most of whom were probably ready for this long winter to be over!



Nassau Polar Plunge



On March 2, the K-98.3 crew was on hand at the 10th annual United Cerebral Palsy of Nassau Polar Plunge. The station hosted over 1,000 plungers, handing out free hot chocolate to swimmers and spectators.

Opening Day of Ticket Sales



March 22 was the official opening day of ticket sales at the Long Island Baseball Club at Bethpage Ballpark in Central Islip. A crowd of B103 listeners stood in line to get first dibs at tickets for the new season of Long Island Ducks baseball, and were entertained by Wiseman and the B103 crew as they waited. The Ducks are coming into 2014 as back-to-back champions of the Atlantic League.

Shark Girl Calendar



94.3 the Shark created the 1st annual Shark Girl calendar, which launched on December 19 and is on sale now. Proceeds benefit The Marty Lyons Foundation. We printed 1,000 calendars featuring hot cars and the beautiful Shark Girls. Not only is this a great promotion, but it has also secured a major annual commitment from sponsor Security Dodge of Amityville.

Ram Rock Blocks



During the 1st quarter, 94.3 the Shark ran the Ram Rock Blocks giveaway. From January 24 until March 15, listeners qualified for the Grand Prize -- a two-year lease on a new Ram 1500 Quad Cab 4x4. Contestants listened for rock blocks of Shark artists to win. More than 300 people showed up to the March 16 finale, where one lucky listener -- Brian Smith, above -- was crowned the Grand Prize winner.



New Hires/Staff Transitions

Connoisseur Media welcomed Don Harrison on March 17 as the program director for Long Island's WWSK/94.3 the Shark. He began his career in radio in Hartford

at WHCN, and in Boston at WBCN, before moving on to other markets like New Orleans and Los Angeles. While in LA, Harrison created and launched rock formats at Slacker.com, an Internet start-up. He was also the music supervisor at Grindstone Entertainment. "I'm thrilled to join the Connoisseur Media team on Long Island," says Harrison. "The Shark is a terrific brand with tremendous momentum and I look forward to building on the station's many strengths and taking it to the next level."

Connoisseur Media Long Island announces a shift in the programming personnel structure for WKJY/K-98.3, the Long Island-based cluster's

flagship station. Effective March 10, afternoon host Jon Daniels will assume the position of program director/brand manager for the station. "I'm excited at the opportunity," says Daniels. "I'm looking forward to growing this heritage station. It's a great, well-known family brand and I'm confident I can help take it to the next level." Daniels will also maintain his role as group digital program director, overseeing the cluster's digital/mobile properties.



Project Princess

Prom season is upon us and the new Hits 100.7, along with Churchill's Formal Wear of Bloomington, wanted to make sure all girls could attend with a nice dress. The station cast a net for gently-used dresses to be dropped off at Churchill's. On Saturday, March 15, we were there from 10 a.m. - 1 p.m. as dresses were given away (for free!) to deserving young ladies. While there, we also accepted Goodwill donations to help support the McLean County Child Protection Network.



Midnight Release of "Hunger Games: Catching Fire"



I-ROCK has been hitting the streets and on March 6, we were at the midnight release of "Hunger Games: Catching Fire." A fun night that even Iron Man and Spiderman, left, couldn't resist!

BOB Events

BOB Bloomington is kicking off spring with some interesting promotions: A makeover contest; front-row tickets to see Gordon Lightfoot at Braden Auditorium; and a date night (a \$100 gift card for Lancaster's Restaurant downtown). The BOB Squad was also back at Deenie's Bed & Biscuit on March 27 with more free Krispy Kremes to start the workday! BOB-o-licious!

Welcome New Sellers



Jason Muzyka



Justin Miller