

The Greater Media

GRAPEVINE

1 VOL.7 WINTER 2012

WMMR-FM's Pierre Robert Celebrates 30 Years of Making Rock 'n' Roll History in Philadelphia



**Greater Media
Newspapers:
Building Bridges
with the Community**

**WCTC-AM,
WBT-AM/FM and
WTKK-FM Ready to
Roll as November
Elections Near**

contents

WINTER 2012

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The Greater Media

GRAPEVINE

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LETTER FROM THE CHAIR

Director of the Year" at the Annual Country Music Seminar in Nashville, TN.

Hello, Everyone,

As we look forward to spring, I am cautiously optimistic that our business will continue to grow both as a company and as an industry. The national economy continues to improve slowly, and we are constantly looking for ways to embrace the many new opportunities that are emerging within our industry and beyond.

Thanks to each of you for your ongoing commitment to Greater Media. Due to your hard work and dedication, we are able to provide our listeners, communities and advertisers with the best audio entertainment in the markets we serve.

We have had much to celebrate over the past few months:

Our stations played a major role in serving our communities during the recent holiday season. From collecting food for needy families to supporting our valued veterans, Greater Media stations were there. A radio license to serve the public is a privilege, and we take that commitment very seriously. Your exceptional efforts underscore this day in and day out.

Congratulations to Pierre Robert for celebrating 30 years at WMMR-FM in Philadelphia. His professionalism and commitment to radio are a great example for future generations interested in pursuing a career in our industry.

Country 102.5 WKLB-FM's Mike Brophrey has once again been named among the best country radio programmers by *Radio Ink* magazine and Ginny Rogers was named "Music

In addition, WRIF-FM was recently named "Rock Station of the Year" by *Friday Morning Quarterback*, a leading radio industry publication.

We are pleased to welcome Rob Williams as the new Market Manager at Greater Media Boston and wish Tom Baker the very best in his retirement.

Kudos are also in order for Ben Cannizzaro and the team at Greater Media Newspapers, who recently moved into their new location in Manalapan, NJ. Their hard work and careful planning made the transition as smooth as possible.

Matt Dubois and everyone at Greater Media Charlotte once again did an outstanding job hosting the WBT holiday ice rink in its new location in front of the NASCAR Museum in Charlotte.

Our interactive division continues to create new and exciting multi-platform opportunities. Tom Bender and Jennifer Williams have done a great job in reaching out to all the divisions within the company and finding ways to share knowledge and ideas that will benefit our clients and listeners.

I encourage you all to keep finding new, creative ways to connect with our listeners and advertisers. Keep up the great work!

Please feel free to e-mail me at psmyth@greatermedia.com to share your thoughts on how we can continue to make Greater Media greater.

Sincerely,
Peter H. Smyth

G

great!

LOOK WHO'S MAKING GREATER MEDIA GREATER

recognizing people who go the extra mile

BOSTON



John Parker
Producer—Jim & Margery Show
96.9 WTKK-FM

Dedication, skill, reliability, strength and perseverance are the reasons why John Parker makes Greater Media greater. He's our "Quiet Man," and just like John Wayne, John Parker has been recast time and time again and has performed and grown with each of his roles and new challenges. John's super sharp knowledge of music and movie trivia will challenge any mind at any time. His big heart and dependability are second to none, and in 2012, we celebrate John Parker's twelve years at 96.9 WTKK-FM and his consistent loyalty to Greater Media Boston.



Courtney Healey
Sales Assistant
96.9 WTKK-FM & Country
102.5 WKLB-FM

Courtney is instrumental in keeping our sales teams running! She is an incredible liaison between departments (traffic, production, business, programming) and with our valued clients. Most importantly, she CARES about our business—from our clients to our staff—what she does matters. The best part about Courtney is her attitude: willing to come in early, stay late and anticipate our every need... with a smile on her face! We love Courtney...she exemplifies what a GREAT sales assistant should be!

CHARLOTTE



Chris Miller
Reporter
WBTAM/FM

WBT's intrepid news reporter Chris Miller started with WBT's News Department as a "cub" reporter fresh from Queens University in Charlotte. Chris has become one of the most respected radio news reporters, not only in Charlotte, but in North Carolina, winning awards for his coverage of local and state politics. Chris's dry sense of humor and ready smile make him a pleasure to work with, and the stories of his sheep dog, Elfie, are always entertaining. If you want the straight story told in a compelling fashion, Chris is your guy—no sugarcoating allowed! Chris's no-holds-barred style of reporting and his strong sense of journalistic ethics are how he is making Greater Media great!



Ann Marie Young
National Sales Manager
WBT-AM/FM & WLNK-FM
Ann Marie Young,

National Sales Manager for both WBT and WLNK, is a sales dynamo, as well as one of the most enthusiastic people you will ever meet. Since coming on board in late 2010, Ann Marie has transformed the National Sales effort into a revenue-generating monster! Her strong work ethic and inclusive management style have won her praise from colleagues and clients alike. Ann Marie always looks for the upside in any situation, and helps others to do the same. She likes being in "the trenches" and has proved to be a leader among her peers and colleagues, digging in and doing what is necessary to "get the buy," while maintaining the highest sales standards. Ann Marie has breathed new life into our National Sales efforts. That is why she is making Greater Media great!

DETROIT

SPECIAL SPOTLIGHT

Jim O'Brien



Executive Producer/Co-Host
Ken Calvert Show
Webmaster, WCSX-FM
Robert Baden-Powell,

founder of the Scout Movement, famously said, "A Scout smiles and whistles under all circumstances." That is also true of WCSX morning show Producer, Co-Host and station Webmaster Jim O'Brien.

This October will mark Jim's 10th year with Greater Media Detroit, and during that time his creativity and hard work have helped keep WCSX's momentum moving in an upward direction.

Originally from Southern California, Jim and his family have really taken to living in Michigan. Jim shares that the family, wife of 19 years Kathi and sons Ryan (14) and Adam (8), love the fact that Michigan really delivers all four seasons. "We really like to camp, and no matter where you are in Michigan, within two hours you can be in the middle of the most amazing nature."

Service runs deep in Jim. He began his career serving our country as a member of the Navy as a part of the submarine service. For the past three years he has served as the cubmaster for Pack 105 in Waterford. At WCSX, Jim has served as originator and

project coordinator for the Stone Soup Project.

The Stone Soup Project is truly a labor of love for Jim and the Detroit automotive community. Hundreds of volunteers and suppliers work together to restore a classic automobile that is then raffled off to benefit local charity. Jim recalled when they first launched the concept, "Once we started talking about the idea on-air, it snowballed. Business, auto enthusiasts and Detroiters from everywhere jumped in to help." This year the Seventh Stone Soup Project car will be created and bring the total money raised for local charities to well over \$1 million.

So how does someone who gets up at 2:45 a.m. each day get it all done with a smile on his face? According to Jim, "It's all attitude! Each morning you get up and choose to be in a good mood."

At Greater Media Detroit, we're proud to say that Jim O'Brien is one of the many people making Greater Media great.

NEW JERSEY



Scott Kohlhepp
Promotions Director
WMTR-AM & WDHA-FM

Scott just celebrated his two-year anniversary as our Promotions Director. He has turned the department into a creative, fun and very productive environment. His team executes great client-focused sales promotions as well as revenue-generated on-air excitement. Scott has developed into a strong leader who is respected by the entire staff and our clients. Our NTR signature events have grown significantly with his hard work and dedication to making everything he does reflect the culture of both WMTR-AM and WDHA-FM.



"Gotts" Dan Gottschalk
On-Air Talent and
Promo Assistant
WRAT-FM

Gotts is a relatable personality on the air and on the streets. "The Kid" always makes time for listeners who enjoy the antics that the AM show puts him through. It seems like the word "no" is not in his vocabulary. He was new to radio when WRAT got a hold of him, but his sponge-like attitude of "learn every-

thing" has really helped his personality grow both on- and off-air.

GREATER MEDIA NEWSPAPERS



Clare Celano
Staff Writer
Greater Media Newspapers
Clare, who rejoined

Greater Media Newspapers in January 2001, is the News Transcript staff writer responsible for covering Freehold Borough and Freehold Township. She does an excellent job interacting with people in the community and developing story leads as a result of her engaging personality. Her Girl Talk columns are written from the heart with a human perspective and always generate positive response from readers. She especially enjoys the assignments for the Grapevine that call for interviewing Greater Media staffers and personalities in all our markets. She gives her all to every story and her award-winning work is much appreciated.



Mark Maury
Messenger
Greater Media Newspapers

Mark has been an invaluable member of the Circulation Department since March 20, 1989. His duties consist of a variety of responsibilities, such as breaking down newspapers for the carriers, delivering bulk drops and recycling the newspapers. After the Circulation Department moved to the Greater Jersey Press building in East Brunswick, NJ, in 1993, he also helped out in the mailroom/pressroom to cover manpower shortages. In 1997 he was promoted to in-house truck driver in addition to his other responsibilities. Although he was laid off in 2008 when Greater Jersey Press closed, he was rehired in November 2008 as company courier and interoffice messenger. In his 20-plus years with Greater Media he has done many jobs, carried many bundles of papers and driven many miles. What Mark is most proud of is that whenever or wherever something had to be done, whether it was for circulation, mailroom, sales, finance or any other department, he was there to take on and complete the task. He is one of our most loyal and dependable employees and a pleasure to work with. What he cherishes most are the many friendships made with employees over the years.

Continued on page 5

Anthony Michaels Named PD at Greater Media's WLNK-FM in Charlotte

Anthony Michaels has been named Program Director of WLNK-FM in Charlotte, NC.

Michaels most recently worked as the interim PD. He has been with the station for the past nine years. In addition, the radio veteran will continue to serve as the evening on-air personality on WLNK-FM.

"Anthony has done an amazing job as interim PD, along with his duties as APD and a night air shift," said Rick Feinblatt, Vice President and Market Manager



Anthony Michaels

of Greater Media's Charlotte-based radio properties. "We look forward to him taking the station to the next level under his leadership."

"It is a pleasure to work with some of the best shows in

radio on WLNK-FM, ranging from mornings with Bob and Sheri to afternoons with Matt and Ramona, and Kelly McKay in middays," Michaels said. "Thank you to Rick Feinblatt, Buzz Knight and Peter Smyth for this great opportunity."

Rob Williams Named Market Manager of Greater Media Boston



Rob Williams

Rob Williams has been named the new Market Manager of Greater Media's Boston-based radio properties, WROR-FM, WKLB-FM, WBOS-FM, WTKK-FM and WMJX-FM. He began his new position on February 6, 2012.

"Rob is the perfect choice to lead the Greater Media Boston team," said Peter H. Smyth, Chairman and Chief Executive Officer of Greater Media, Inc. "His wealth of knowledge and outstanding track record speaks for itself. We are thrilled to welcome him to our family."

"I have long admired Peter Smyth and Greater Media," Williams said. "I am excited to lead the Boston team, which has a well-deserved reputation in the market for the strength of its people and stations."

Williams is a veteran radio professional who has led some of the industry's most successful radio stations over his career. He was a longtime executive with

Clear Channel Radio, where he was responsible for the company's largest region by revenue (29 markets including major markets New York City, Philadelphia and Boston), and later served as President and Market Manager for Clear Channel's industry-leading New York City stations, among them the legendary Z100 and perennial highest-billing radio station in the U.S., WLTW.

Williams joined Clear Channel Radio with its acquisition of AMFM, Inc. in 2000 and was promoted to Clear Channel's Senior Management Team in 2001 following his success as Market Manager in Philadelphia. Following the company's sale in 2008, Williams became CEO of Internet radio start-up Goom Radio, a service he joined the company's founders in launching in the U.S. in 2009. He most recently served as CEO of Digital Brand Connections, LLC, a company he co-founded.

Williams began his career as an account executive and advanced through a variety of radio sales and management positions in markets including Buffalo, NY; Charleston, SC; Hartford-New Haven, CT; Philadelphia, PA; and New York, NY.

Williams truly grew up in the industry. His late father, Bob Williams, was a respected broadcaster who owned several radio stations. Williams started his own radio career after graduating from Tulane University.

Greater Media, Inc. Chairman/CEO Peter Smyth was recently recognized among *Radio Ink* magazine's 40 Most Powerful People in Radio during a special reception on Tuesday, December 6, at the Harvard Club in New York City. Smyth co-chaired the Forecast 2012 event, presented by the publication.



Greater Media, Inc. Chairman/CEO Peter Smyth and Eric Rhoads, Publisher of *Radio Ink* magazine.

Joe Hughes Joins Greater Media Charlotte



Joe Hughes

Greater Media Charlotte is pleased to welcome Joe Hughes to the WBT-AM/FM and WLNK-FM Sales Team. Joe most recently worked at University Sports Publications, where he sold game-day programming for collegiate and professional sports. Go, Team!

Curtis Paul Returns to Greater Media Detroit



Curtis Paul

Curtis Paul has been named the new Digital/Interactive Sales Manager at Greater Media Detroit. Curtis has spent over 15 years in Detroit radio, holding various Promotional and Interactive positions for Greater Media, CBS-Viacom, CHUM and most recently Cumulus. "His creativity, vision, knowledge and record of helping businesses understand the value of radio's digital assets will allow GMD to maintain our leadership position among our peers," said Matt Spatafora, Director of Sales at Greater Media Detroit.

Former Philadelphia Eagles Running Back Brian Westbrook Joins On-Air Football Coverage Lineup on 97.5-FM The Fanatic in Philadelphia



The newest member of The Fanatic team, Brian Westbrook, with midday host Harry Mayes

On January 30, 97.5-FM The Fanatic announced former Philadelphia Eagles running back Brian Westbrook was added to the station's on-air, year-round football coverage. He will be heavily involved with the station's coverage of the NFL Draft, Training Camp and throughout the season starting in September.

Westbrook quickly became a fan favorite as a member of the Eagles and enjoyed one of the most spectacular careers in team history. Over eight seasons as an

Eagle, he rushed for 5,995 yards, caught 428 passes for 3,790 yards, and scored 71 touchdowns. He went to two Pro Bowls and helped lead the Eagles to four conference championship games and one Super Bowl.

In addition to Westbrook, the Fanatic's stable of football experts and insiders includes Jeremiah Trotter, Ron Jaworski, Sal Paolantonio, Chris Mortensen, Cris Carter, John Clayton and Mike Ditka as regular contributors.

Gay Vernon Says Goodbye after 21 Years at Greater Media Boston

After more than 35,000 newscasts on MAGIC 106.7 FM, 14 Exceptional Women Awards and 33 local and national awards for excellence in women's programming, Gay Vernon is saying goodbye to Greater Media Boston.

Her award-winning radio career spanned the course of 35 years, starting with WMEX in Boston where she was a receptionist and wrote trivia questions for the feature "From the Bleachers" that ran during Red Sox broadcasts.

Gay has always had an interest in sports, baseball in particular, because her father, Mickey Vernon, was a Major League ballplayer for four decades. He played first base for the Red Sox as well as the Wash-



MAGIC 106.7 Morning Show Producer and personality Amanda Giles, Host Mike Addams and departing News Director Gay Vernon.

ington Senators and Cleveland Indians and was a two-time American League batting champion, seven-time All-Star, and made the Hall of Fame ballot.

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PHILADELPHIA

Andrea Duffy



Commercial Production Director 95.7 BEN-FM
Andrea Duffy is 95.7 BEN-FM's "Above and Beyond" winner for December. Andrea does a great job with live on-air giveaways, programming, creative meetings and writing topical sweepers each week. In addition, she fills in, covers station imaging production, contributes to the station's website and Facebook ideas, and engineers broadcasts for the group. Andrea has even been known to lend her voice to singing some of the station's sweepers. This is all above and beyond her day job of commercial production director. She's talented, versatile and vital to 95.7 BEN-FM.

Gary Morrison



Traffic Director Greater Media Philadelphia
Over the past three months, Gary's workload has increased tremendously, due to high demand, and he has performed admirably. Getting creative and working with all AE's to maximize revenue, Gary has aided in making Q4 a success for Ben-FM. With a limited amount of inventory to sell, a trusted Traffic Director is an essential asset to have, and we're happy that Gary is on our team.

G

In 1982, Gay joined WVBF (now WROR-FM) doing the news feature "People Who Care" on the Loren & Wally show. In 1990, she became the morning news anchor at WEEI. A year later, in September 1991, WEEI changed format from news talk to sports talk and led the entire news department go.

Upon hearing this, MAGIC 106.7 Program Director Don Kelley called Gay to come in for an interview. Gay aced the two-hour grilling and started doing the morning news on MAGIC immediately. The rest is history.

Gay's many contributions will always be remembered at Greater Media Boston.

People & News continued on page 7

Greater Media Newspapers: Building Bridges with the Community

Staff Writer/Columnist Amy Rosen Speaks at Local Optimist Club

AMY Rosen, Greater Media Newspapers staff writer/columnist/editorial assistant, was invited to be the guest speaker at a recent Sunrise Optimist Club meeting in Freehold Township, NJ.

The Optimists, a charitable organization focusing primarily on helping children, have been sending press releases about their meetings and special events to the *News Transcript* for years.

Optimist board member Kathy Bien, the club's media relations officer, invited Rosen to talk about what her responsibilities are as a *News Transcript* staff member as well as discuss everything that Greater Media Newspapers (GMN) has to offer and how the club and its members can most effectively use all GMN publications to optimize their goals.

They were impressed to hear that the *News Transcript* is part of a group of 11 weekly newspapers covering towns in Monmouth, Middlesex and Ocean counties and that all can be viewed online at www.gmnews.com. Rosen proudly told them about GMN's newest publication, the *Woodbridge Sentinel*, which is exclusively digital and can be viewed only online at ws.gmnews.com.

Rosen also explained that Greater Media Newspapers is part of a larger company, Greater Media, Inc., with radio stations in Boston, Detroit, Philadelphia, Charlotte and New Jersey. They already were aware of the New Jersey stations.

Through visual aids, she explained how much is produced



Amy Rosen displays the visual aids she used during a presentation about Greater Media Newspapers for the Sunrise Optimist Club meeting.

by the company's award-winning team of professionals on a weekly basis.

A chart illustrated how Greater Media Newspapers' distribution has better penetration into households in Monmouth, Middlesex and Ocean counties than all three of its major competitors combined. This had many Optimists opening their eyes wide and smiling. Rosen also mentioned that many advertisers, large and small, have had a long-term relationship with Greater Media Newspapers and are pleased with the results they continue to have.

Using information about the newspapers provided by *News Transcript* Editor Mark Rosman, Rosen also relayed some of the following information:

The Optimists didn't realize the amount of work that goes into creating the newspapers each week. They now know that each *News Transcript* averages 80-100 pages per week and

includes 900-1,000 inches of locally reported news. GMN's award-winning reporters and photographers seek out the news and produce it themselves, rather than relying on wire services.

She also pointed out that since the papers are delivered weekly, people often read them cover to cover at their leisure throughout the week to catch up with what's going on in their communities. Yet those who prefer the Internet have the option to keep up with the news stories posted weekly and local breaking news on the www.gmnews.com website.

Rosen's visual charts contained samples of a *News Transcript* front page and a Page 3 feature article. She explained that feature articles tell in detail the stories of local people who do extraordinary things.

In addition, Rosen's visual aids held examples of ways in which readers can enjoy reading about their neighbors'

individual achievements via "On Campus" listings, social announcements such as weddings and engagements, obituaries and births, plus brief articles about military service, local politics and police activities, school happenings, and business briefs. Community announcements about fundraisers, meetings, trips, support groups, library programs, hospital outreach, Scout achievements and so much more can be found in the Datebook section as well.

Rosen told the Optimists how she enjoys reaching out to people through her work, whether it's sharing personal experiences that others might be able to relate to in her column, "Around Town," writing articles of human interest, going to schools to cover special events, or writing about local rising stars and established stars that come to town to perform. But, she added, the part of her job that is closest to her heart is when she gets feedback proving the power of the press: how her words, and sometimes even her actions, have impacted the life of someone in the community, or helped an organization effect positive change.

In addition, she spoke about how she and Greater Media employees often go a step further for "The Greater Good" by hosting musical fundraisers for local charities and even volunteering their time at places that need a hand, such as food kitchens and animal shelters.

Bien, from the Optimists, later wrote in an email to Rosen, "So many members were impressed with the scope of stories you cover and the

Continued on next page

volume of contributions you welcome. They are interested as Optimists in what the *News Transcript* can offer our club for exposure, PR, participation in and support of our events, etc. They were also interested in the opportunities your organization can provide their companies and other community based projects they hold dear. The information you provided about Greater Media was inspirational. The overwhelming dilemma for your organization is how can you possibly cover all the opportunities?

"The Sunrise Optimist Club looks forward to developing a close relationship with you and the Greater Media network to promote our programs for the youth in the community and to attract new members and supporters," Bien continued. "Thank you for your time and devotion! We all thought you were great!"

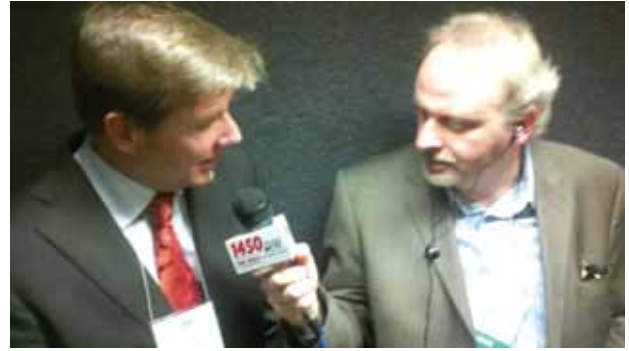
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WCTC-AM's Mr. Baron Goes to Washington

THE New Jersey Chamber of Commerce held its 75th annual *Walk to Washington* on January 26 and 27. The trip is a chartered train ride that begins in Newark, NJ, and ends with a congressional dinner at a D.C. hotel with business leaders, elected officials, and the governor himself, Chris Christie. This year's trip included WCTC-AM Program Director and midday host Bert Baron and WRAT-FM/WJRZ-FM Account Executive Lisa Gallicchio. The trip to our nation's capital was an opportunity to meet and network with a "who's who" of Jersey business and politics, and with recorder in hand, Bert landed dozens of interviews that were aired on his daily "New Jersey TODAY" show.

top to bottom,
Congressman
Chris Smith with
Bert Baron

N.J. Assembly-
woman Linda
Stender with
Bert Baron



people PEOPLE & NEWS

People & News continued from page 5

VP & Market Manager Tom Baker Extends a Fond Farewell to Greater Media Boston

After More Than Four Decades in the Industry, Veteran Radio Manager Decides to Retire



Tom Baker

Tom Baker recently retired from the company's Boston-based radio properties (WROR-FM, WBOS-FM, WTKK-FM, WMJX-FM and WKLB-FM).

"I will truly miss the day-to-day interaction with my wonderful coworkers and clients who have become my friends, but I am really looking forward to welcoming two additional grandchildren this year, one on the East Coast and one on the West Coast, and spending more time with my growing family," Baker said.

"Tom's contributions to the team have been immeasurable since he joined the organization in January 2009," Greater Media, Inc. Chairman and CEO Peter Smyth said. "We wish him the very best as he begins the next chapter in his life. I consider it a privilege to call him my friend."



101 WRIF FM & MELTDOWN Vote for Howard Campaign Hailed a Big Success



Meltdown in front of the
Vote for Howard bus



Meltdown being interviewed
by Red Wings TV

With the efforts of 101 WRIF-FM, Jimmy Howard was one of the six goaltenders to be recently added to the 2012 All-Star Game. WRIF-FM Afternoon Drive Personality Meltdown left the studio and hit the road on Tuesday, December 6, in a decaled 101 WRIF-VOTE FOR HOWARD RV.

His only goal was to get Detroiters to write Jimmy Howard's name on the ballot. While on-site, Meltdown had voting stations set up with laptops, where voters could log on to NHL.com

and write in Jimmy Howard's name on the All-Star ballot.

All participants received an "I Voted for Howard" sticker to show their support to the cause and were entered into a drawing to win tickets to upcoming Red Wings games, as well as autographed merchandise from Jimmy Howard.

The *Vote for Howard* campaign was a complete success! More than 20,000 listeners visited the RIFF site to vote!

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97.5 The Fanatic Teams Up with Eric Lindros and John LeClair to Raise Money for Children's Hospital of Philadelphia



Eric Lindros and John LeClair at 97.5 The Fanatic's Lunch with a Legend

Just in time for the NHL's Winter Classic, 97.5 The Fanatic teamed up with former Philadelphia Flyers greats Eric Lindros and John LeClair to raise money for Children's Hospital of Philadelphia. Lindros and LeClair donated their time and personal memorabilia to an effort that eventually led to over \$100,000 raised for one of the premier children's hospitals in the country.

On December 15, Eric and John took part in The Fanatic's popular *Lunch with a Legend* series at Morton's Steakhouse. This exclusive \$250-a-plate lunch gave Flyers fans a

chance to rub elbows with the guys and hear their stories from their playing days and take part in a silent auction that included items from Eric's and John's private collections. The following day, Lindros and LeClair signed autographs at a local mall for 500 Flyers fans, each autograph raising money for CHOP.

Finally, Eric Lindros donated his tickets to the Winter Classic for an online raffle. Hundreds of hockey fans donated money directly to CHOP for the chance to win tickets to the Philadelphia event of the year.

Preston & Steve's 14th Annual Camp Out for Hunger Sets New Record



Preston & Steve's 14th Annual Camp Out for Hunger 2011 proved to be the biggest ever—collecting over 288 TONS of food (576,687 pounds) and filling 22 tractor-trailers in only five days!

The two hosts of Philly's Number 1 morning show, 93.3 WMMR-FM's Preston & Steve, lived on-site in an RV and broadcast their show each morning in an effort to collect food from thousands of fans from 6 a.m. to 10 p.m.

Proceeds from the promotion benefited Philabundance, which provides food to needy families in the Delaware Valley.

from top to bottom
Preston & Steve Show morning crew at the Camp Out for Hunger

Volunteers collect food.

A full collection box



WMGK-FM and John DeBella Connect in Massive Computer Drive

WMGK-FM listeners across the region stepped up for an amazingly successful computer drive. John DeBella asked listeners to bring their old computers, printers, monitors, scanners and other computer equipment to either of the station's two collection locations in the parking lots of the King of Prussia Mall and the Deptford Mall.

"So many people receive computers or make computer upgrades during the holiday season and then let their unused, but very capable



Thousands of computers are lined up and packed in trucks during MGK's John DeBella Computer Drive.

computer collect dust," said John DeBella. "The goal of this drive is to get these computers into the hands of organizations and families that need them."

Members of the MGK staff also assisted in loading the computers into 53-foot trucks that were parked on-site at each collection location. All donations were inspected, refurbished (if necessary), cleaned and then distributed by the Harmonious Volunteer Center. Computers that couldn't be fixed were to be properly recycled.

The Harmonious Volunteer Center will distribute the computers to community organizations, faith-based organizations and needy families, many of whom are receiving Pennsylvania Temporary Assistance for Needy Families.

NFI Industries donated the trucks and drivers used to collect the computers, and Primo Hoagies provided free sandwich samples at each collection location.

Continued on next page

**MAGIC 106.7 FM's
Candy O'Terry Hosts
Reception for *Thank Your
Mentor Day***



L-R, MAGIC 106.7 FM's Candy O'Terry, Grammy recording artist and co-founder of the Over My Shoulder Foundation Patti Austin, and co-founder Dawn Carroll.

Cumar, Inc., the industry's premier natural stone fabricator and supplier, celebrated *Thank Your Mentor Day* with musical mentor and Grammy winner Patti Austin and special guests. Industry leaders from the music, legal and design communities gathered to celebrate and raise awareness of the impact of mentoring both cross-culturally and cross-generationally.

The emcee for the evening was Boston's own Candy O'Terry of MAGIC 106.7 FM, who spoke of her special role as both mentor and mentee with many women in the Boston business world.

**BEN-FM's
Marilyn Russell Helps
Network Now Raise
\$1,100 for Bucks County
Children's Museum**



Kelly Krumenacker, president and founder of the Bucks County Children's Museum; Jamie Broderick, owner and founder of Network Now; and Marilyn Russell, morning DJ at 95.7 BEN-FM Philadelphia.

Dozens of women attended Network Now's 8th Annual Holiday Trunk Show organized by Jamie Broderick. This year's ladies-night-out event raised money for the newly opened Bucks County Children's Museum in Union Square in New Hope, PA.

95.7 BEN-FM on-air personality Marilyn Russell and her "party patrol" were on hand to play music at the event and give out prizes. In addition to the food and drink, there were more than two-dozen raffle prizes, shopping bags loaded with giveaways, and 13 vendors selling holiday gifts.

Network Now is a Bucks County-based full-service business support network founded by Jamie Broderick that provides connections, training and promotional opportunities to "rock star" women entrepreneurs and nonprofit leaders.

WLNK-FM Sets Sail with *Sexy Santa Cruise*



WLNK-FM in Charlotte invited the ladies to set sail to celebrate the holidays with the *Sexy Santa Cruise*. The Lake Norman luxury-yacht cruise was for women only and featured on-air personalities Matt, Doc and Bandy dressed as male dancers.

email blasts contained event details for WLNK Insider members.

The event raised more than \$3,000 in donations for the Police Explorers and Santa's LINK to Kids.

Proceeds benefited the Police Explorers Christmas Project and Santa's LINK to Kids. WLNK provided the official dance party music, along with light food and beverages, games and dancing.



LINK fans enjoy the *Sexy Santa Cruise*.

1079thelink.com featured the event prominently, and weekly



The LINK's Ramona Holloway and Kelly McKay emcee the *Sexy Santa Cruise*.

Fisher House Recognizes WTKK-FM's Michael Graham for Support of 4th Annual Fisher House Radiothon

The Fisher House Foundation has recognized WTKK-FM, Michael Graham and 96.9 Boston Talks listeners for their support in helping build "homes away from home" for the military families of wounded American troops. WTKK's 4th Annual Fisher House Radiothon raised over \$120,000.



L-R at WTKK's Boston studios are Greater Media Chairman & CEO Peter Smyth, WTKK's PM Drive Host Michael Graham, and David Coker, National Executive Director of the Fisher House Foundation.

The Fisher House Radiothon consisted of 96.9 Boston Talks listeners donating to Fisher House by calling, texting, and logging on to 969bostontalks.com all day on

December 8, 2011. All funds raised from the 4th Annual Radiothon benefited Fisher House, which enables family members to be close to their loved ones during hospitalization and gives them a safe, comfortable, home-like environment, making it easier for them to participate in the care and recovery of their loved ones.

The Fisher House Foundation has asked that family members of hospitalized active-duty service members and veterans of Operation Enduring Freedom and Operation Iraqi Freedom (OEF/OIF) be given high priority for lodging at Fisher Houses. Fisher Houses and Fisher House Foundation play a crucial role in helping veterans recover from their serious wounds. For more information, visit FisherHouseBoston.org.

Michael Graham hosted the day-long Radiothon. He is heard on WTKK-FM (96.9 Boston Talks) from 3 to 7 p.m.

Continued on next page

WMTR-AM & WDHA-FM Give Back in the Season of Need

This past holiday season, WMTR-AM and WDHA-FM once again partnered with the Community FoodBank of New Jersey to present their annual *Turkey and Food Drive*. The event took place at a local super-market. In typical WDHA and WMTR fashion, the radio stations showcased numerous unique sights that one may not see at other food drives.

The morning kicked off with a group of bicyclists showing up with almost 100 turkeys in backpacks, satchels, and even a few strapped into baby trailers. Each biker participated by playing games and winning prizes, which consisted of lottery tickets, concert tickets and station collectibles.

About midway through the event, the Morris Minute Men first aid squad showed up with sirens blaring. The group parked their ambulance by the event and pulled out a stretcher full of turkeys and nonperishable food. Over a ton of food and hundreds of turkeys were collected from the drive, which helped ensure a happy holiday for



A group of bike riders stops by and drops off 100 turkeys.



WMTR/WDHA Promotions Coordinator Erin Doherty helps by donating a turkey.



WDHA Morning Jolt host Kim Mulligan and midday host Terrie Carr pose with members of the Morris Minute Men.

many needy families in New Jersey.

However, the holiday giving did not stop there for both stations. Once again, WMTR-AM and WDHA-FM teamed up with the Red Cross of Northern New Jersey to conduct an annual holiday clothing drive. Team DHA and the WMTR Cool Kids caravanned throughout the state of New Jersey, picking up the coats at the drop-off points and also hosting promotional events at client locations to give listeners a "last chance" to drop off coats.

In total, the stations collected just under 100 bags of clothes that were donated to help needy families in the Garden State.

Loren & Wally Auction Off Replica Patriots Scarf

WROR-FM Morning Show personalities Loren and Wally recently invited Kerry McCormack, creator of the sequin scarf worn by Steven Tyler while performing "The Star-Spangled Banner," to auction off a replica scarf live on the air to benefit the Myra H. Kraft Giving Back Scholarship Fund.



Steven Tyler performs while wearing Kerry McCormack's Patriots scarf.



Kerry McCormack (left) in the WROR studio with Loren & Wally, Lauren Beckham Falcone and Tom Doyle.

WCSX-FM Unveils Stone Soup Project at 2012 Autorama in the Motor City

94.7 WCSX-FM was proud to announce the return of the *WCSX Stone Soup Project™*. It's been three years since they built their last car and they were excited to bring the program back!

The *WCSX Stone Soup Project* was inspired by the old stone soup fable where everyone throws something into the pot to make a great meal. The *WCSX Stone Soup Project* harnesses the generosity and ingenuity of WCSX listeners in the Detroit area to rebuild a classic car from the ground up in order to raise money for a local charity. Over the years 94.7 WCSX has raised in excess of \$1 million for charities in the Detroit area.



Stone Soup Boss 5.0 unveiled at the 2012 Autorama

94.7 WCSX listeners stepped up to the plate and offered their cars to the *WCSX Stone Soup Project™*. The station narrowed it down to five cars: 1969 Mustang, 1973 Chevelle, 1965 Barracuda, 1979 Trans Am and 1978 Corvette. Listeners voted for their favorite car at WCSX.com. The winning car, the 1969 Mustang, was unveiled at Autorama at Detroit's Cobo Center, on February 24, 2012.

Children's Miracle Network at Beaumont Hospital benefited from the proceeds of the *WCSX Stone Soup Project* and was on-site selling raffle tickets.

Children's Miracle Network Hospitals raises funds for more than 170 children's hospitals across the United States and Canada, which in turn use the money where it is needed the most. Donations stay in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of its mission to save and improve the lives of as many children as possible.

Continued on next page

Country 102.5 FM Hosts *Wish-A-Thon* Event in Boston



Country 102.5 FM was proud to partner with the Make-A-Wish Foundation® of Massachusetts and Rhode Island to host the annual *Holiday Wish-A-Thon Gift Booth* at The Shops at Prudential Center from November 26 through December 9, 2011. The booth was stocked with creative gifts for the whole family (holiday gift cards, candles, jewelry, stocking stuffers, and more), fun family events, and raffles.

All proceeds went directly to support the granting of wishes, bringing hope, strength and joy to children with life-threatening medical conditions in our community.

Country 102.5 was pleased to donate an autographed Brad Paisley guitar as a one-of-a-kind raffle item. On December 8, JW for the JW & Lori in the Morning show hosted a two-hour event to help raise awareness for the *Wish-A-Thon* and the Make-A-Wish Foundation and to award the Brad Paisley guitar.



John Willis "JW" from the JW & Lori in the Morning show with Special Events Manager for Make-A-Wish Katherine Layton

Greater Media Newspapers Celebrates Spirit of Giving



Employees at Greater Media Newspapers helped some New Jersey children have an extra-special Christmas with generous donations of clothing and toys. Pictured: Production Manager Toni Smith and Human Resources Manager Linda Vinci stand next to the gifts before they delivered them to Lunch Break, a soup kitchen and food pantry in Red Bank, NJ, for distribution to 16 families with 35 children.

WMGK-FM's John DeBella Collects Over 10,000 Turkeys during 10th Annual Turkey Drop in Philadelphia

The *John DeBella Turkey Drop* is the largest, one-day food-gathering event in Philadelphia. Every year on the Tuesday before Thanksgiving, John DeBella and the entire WMGK crew collect turkeys and monetary donations at nine different locations throughout the Philadelphia area. Once again, this year's *Turkey Drop* was a huge success, raising over 10,000 turkeys. Mayor Michael Nutter was among the many guests who made an appearance, urging listeners to make an on-site or online donation to the *Turkey Drop*. Parx Casino donated \$5,000 and surprised everyone by having a truck with \$20,000 worth of turkeys pull up to the broadcast site.

The *Turkey Drop* benefits CityTeam Ministries Philadelphia, an organization that provides food and services to less fortunate individuals, families, shelters and food groups in the tri-state area.



Philadelphia Mayor Michael Nutter stops by to talk with John DeBella during the 10th Annual Turkey Drop.

Greater Media Boston Supports Ahern Foundation's Army-Navy Football Luncheon Annual Event Raises \$20,000 for Operation Santa-Massachusetts

Operation Santa-Massachusetts is a partnership of the Ahern Family Charitable Foundation with the Military Friends Foundation to support children of local military families during the holiday season. Operation Santa-Massachusetts provides holiday gift cards to children of deployed National Guard and Reserve troops and to children who have lost a parent in Iraq or Afghanistan. Last year Operation Santa-Massachusetts helped over 350 children.

England Cable News meteorologist Matt Noyes hosted the live auction. The event raised \$20,000.

In addition to Medal of Honor recipient Sergeant Major Jon Cavaianni, the luncheon was attended by former New England Patriots Steve Grogan and Max Lane, WKLB morning hosts John Willis and Lori Grande, Comcast SportsNet's Chris Collins, ESPNBoston.com baseball writer Gordon Hesk, WROR/WTKK personality Hank Morse, and MAGIC 106.7 Sunday Morning Jazz host Tina Gao.

In addition to viewing the 112th Annual Army-Navy football game on The Scoreboard's large screens on December 10, the event included a buffet luncheon and plenty of family-friendly activities. An original Sherman Tank from World War II was also brought on-site for people to touch and explore. During halftime, New

To date, the Ahern Family Charitable Foundation has raised more than \$350,000 to help provide services to veterans, ranging from financial grants and scholarships to providing lodging for families if they would like to visit their wounded or injured loved ones.



MAGIC 106.7 Sunday Morning Jazz host Tina Gao; WKLB Morning Show host "JW" (John Willis); Bob Ahern, President and Founder of the Ahern Family Charitable Foundation; and WKLB morning host Lori Grande.

WMMR-FM's Pierre Robert: The Man. The Music. The Legend.

For 30 Years, It's Been All about the Bands, the Fans,
and the City of Brotherly Love for This Radio Icon

CALL him an icon, call him one of the longest running rock 'n' roll music radio personalities, call him WMMR-FM's most identifiable on-air talent, or just call the man "Music" with a capital M.

Greater Media Philadelphia's extremely popular radio personality Pierre Robert, who addresses his listeners as "citizens," doesn't see his iconic status in the rock music world.

"Anyone who does anything for any length of time becomes an icon," Robert says simply, underplaying his fame and status in the rock community.

Robert is celebrating his 30th anniversary with WMMR as on-air personality and doesn't show any signs of stopping what he's loved doing for the past 30 years—playing music, connecting with fans in a very real way, interviewing legendary rock icons and new artists as well, and reaching out to the Philadelphia community he so loves.

Robert is one of those rare breeds who has the ability to grow and change with the times and who also appears comfortable in any genre of rock 'n' roll, whether it is the Beatles, Jimi Hendrix, Crosby, Stills and Nash, the Stones, Bon Jovi, or newer bands like Stone Temple Pilots, Red Hot Chili Peppers, Shinedown, and Green Day. And that unique ability allows him to go back and forth between the eras of rock 'n' roll relating to an ever-growing fan base in various generations that span from high school students to Baby Boomers.



from top to bottom
Pierre Robert 30 Years banner

Pierre at WMMR's original studio location, Rittenhouse Square

On stage at the sold-out WMMR Spring Break Concert 2002

Pierre with U2's Bono



Robert personifies WMMR's slogan that they play "Everything that Rocks." And that's one reason why Robert seems an ideal match for WMMR, which is proud of the play list that includes literally "Everything that Rocks." Calling WMMR a "hybrid" radio station, Robert said that the station "mixes up" the old and the new.

"The station did not stop growing and cut off the music at a certain year. We play veteran bands like The Stones, Jimi Hendrix, Led Zeppelin and The Who, along with newer groups like Pearl Jam, Foo Fighters, Green Day and Red Hot Chili Peppers. We've been playing the same songs for years, but always adding new ones. Rock music knows no boundaries. And we cross a lot of territory during our musical day."

So, who does this well-known icon listen to? "I like it all," he said. "Whether it's classic rock, hard rock or alternative rock, to me, it's all just rock and roll."

Perhaps it's not just the ability to relate to various music genres that makes Robert so unique. Perhaps it has more to do with his ability to relate to his fans in a very genuine way.

"The best part of the job is our relationship with our listeners and serving our listeners, and we have this genuine back-and-forth connection that I've nurtured over the years," he said.

Robert says working for Greater Media has allowed

Continued on next page

him to be able to do this and create a “warm bond” with his listeners.

“It’s one of 4,000 things that separates this station from others,” he said. “It’s a family-run business, and pound for pound, there’s a lot more humanity here than at other stations.”

Robert has shaken many hands and written many letters and emails back to the huge fan base he has acquired over the years since he left his native San Francisco in 1981 for the City of Brotherly Love with everything he owned packed into a Volkswagen van, named Minerva, with bald tires.

In addition to his loyal fans, Robert has also acquired the respect of major rock artists and has interviewed rock greats of varying decades—from the Rolling Stones and Graham Nash (his ultimate favorite artist) to Jon Bon Jovi, Bono, and Stone Temple Pilots. And the list goes on. Calling these rare interviews “magical moments,” Robert said he has had more than a few.

One example is The Stones, whom Robert had the opportunity to interview twice over the years.

Said Robert: “To sit in the same room as Mick Jagger, Keith Richards and Charlie Watts, and have a conversation that was syndicated on over 150 stations ... it was rock ‘n’ roll at its highest.”

Another anecdote involving Jon Bon Jovi illustrates just how well respected Robert is in the world of rock music. When Robert was visiting his niece in Denver, the rock icon asked him if he wanted to fly with the band on their private jet from Denver to San Francisco for Bon Jovi’s concert.

“We drove with a fleet of luxury vans right onto the airfield,” he said, remembering the occasion, which occurred a couple of years ago.

“Jon is one of those great people who doesn’t forget

Pierre in his original VW Microbus, Minerva, leaving San Francisco for Philly in 1981



their beginnings,” he said, adding, “We played his music when he was just starting out, and he does not forget. Some of them do, but not him,” he said.

Other magical moments Robert recalled include an invitation to Graham Nash’s 60th birthday party, along with David Crosby, Stephen Stills, Joni Mitchell, Jackson Browne, and Jon Anderson from Yes.

“We also broadcast for a week at a Chevy dealership to raise enough money to buy an SUV for Project H.O.M.E.—an organization in Philadelphia that helps get homeless people off the streets,” Robert said, adding that covering Live Aid on July 13, 1985, and having an all-access pass that nobody else had to get exclusive interviews with musicians and celebrities was another

memorable moment.

Also on that list is interviewing Bono at the launch of the One Campaign in Philadelphia in 2004. Robert was the only DJ to interview him at the launch.

Other noteworthy moments include interviewing various members of The Who—John Entwistle, Roger Daltrey and Pete Townshend on many occasions over the 30 years. On one of those occasions Daltrey sang in the WMMR studio on Pierre’s show.

The list continues: flying in the Pink Floyd blimp and being asked to go on stage with Stone Temple Pilots at the Tower Theatre in 2011 and take a bow with the band. He also had the opportunity to throw out the ceremonial first pitch at a Phillies game in 2010.



Pierre in studio

Throwing out the first pitch at a Phillies game in 2011



Jason Fehon offers some insight into the longtime mid-day on-air personality not just as the producer of “The Pierre Robert Show,” but also as a fan of the popular DJ.

“Pierre is exactly the same way off the air as he is on the air. All that peace and love—it’s who he really is. And part of what makes him so successful is that he is not trying to be someone else,” Fehon said, noting that Robert is “great to work with.”

He added that Robert’s listeners can sense that genuine sincerity, especially listeners in Philadelphia, who Fehon said “want people to be straight up with them.”

The producer added that Philadelphia fans are very loyal and are fans for life. Giving an example of Robert’s rapport with his listeners, Fehon said, “It’s really hard to walk around at concerts or events and get anywhere because so many people will stop him, and he always stops, says hello and shakes hands. He’s done this since 1981.”

Fehon said that although radio ratings are important, Robert’s main purpose in doing what he does is to help his listeners get through their day. Whether that means a special song or a group of songs or conversation, he does it for his listeners.

“Listening to Pierre, it’s like you’re listening to your best friend at the other end. He has a real connection with his listeners. And talks music with them. He knows music.”

Fehon noted that part of the reason he chose the radio industry was because of Robert, the man he grew up listening to.

“I applied for an internship at WMMR because I wanted to work with Pierre,” he said.

He didn’t get that internship the first time but tried again and was accepted in 2002. He has been at WMMR ever since, helping his radio idol continue what he has done so well for 30 years.

G

Philadelphia Stations Give Their Heart and Soul to Fundraising Event

Partnership with Children's Alliance and Philadelphia Soul Aims to Raise Awareness of Child Sexual Abuse



A unique partnership was announced on January 20, teaming the Philadelphia Soul arena football team, Greater Media Philadelphia's radio stations, and the Philadelphia Children's Alliance (PCA) in a one-day STAND UP for child victims of sexual abuse radio rally on January 30.

The partnership was announced at a press conference with Ray Koob of WMGK 102.9 FM, Sean Brance of The Fanatic WPEN 97.5 FM, and Rich DeSisto of WBEN 95.7 FM in attendance. Radio stations WMMR 93.3 FM and WPEN 950AM are also involved.

The Philadelphia Soul announced its plan to donate \$15 for every \$28 ticket sold to the April 1 home opener vs. the Cleveland Gladiators during the STAND UP awareness campaign.

The partnership is an effort to help the PCA further its mission to promote healing and justice for child victims of sexual abuse in Philadelphia.

The Alliance received an average of 160 reports of child sexual abuse each month from child welfare agencies and police departments in Philadelphia during 2011, PCA Director Chris Kirchner said. In 2010, the PCA served 926 children ages 2 to 17 and their families.

Established in 1989, the Philadelphia Children's Alliance provides a safe haven where children affected by

sexual abuse trauma in the local area are able to begin the healing process, with the expertise of social workers, law enforcement, child protective services, medical professionals and prosecutors who collaborate to achieve justice for each child. PCA has served more than 8,400 children and has been a leading catalyst for change in how sexually abused children are served and cared for in the city.

During the January 30 radio rally, Philadelphia Mayor Michael Nutter, ESPN football analyst and Soul co-majority owner Ron Jaworski, Philadelphia Phillies' Jimmy Rollins, Pennsylvania Congressman Chaka Fattah and the Philadelphia Eagles' Chad Hall joined the radio stations in this worthwhile cause.

"With recent headlines dominated by very public reports of child sexual abuse, we were inspired by the positive work of the PCA on behalf of children in our city who are victims. Our organizations are joining together to ask people to stand up and take a pledge to report abuse," Jaworski said. "And that is the first step toward healing and justice for these children."

Since the Soul and Greater Media already had a "great relationship," it seemed natural to coordinate efforts for this cause, said Soul Vice President and Chief Operating Officer John Adams.

"I think we created a tremendous amount of awareness that they desperately need right now," Adams said. "It got everybody to think about it. ... Prevention is their big-

gest mission. "We thank Greater Media and the Philadelphia Children's Alliance and all of the celebrities and political figures who stepped up to make a difference," Adams continued.

According to Bill Burns, Sales Manager for Greater Media Philadelphia's 93.3 WMMR, this effort extended beyond a marketing strategy: it spoke to the need to make a difference in the community.

"Radio reaches almost 99 percent of all adults on a weekly basis. The five Greater Media radio stations in Philadelphia reach over 2.6 million listeners every month. Along with Greater Media's high profile personalities, representatives from the Philadelphia Soul, community leaders including the Offices of the Mayor and District Attorney, and sports and public figures, radio was the perfect medium to raise awareness for this great cause," he said.

"It is our goal to not only raise a significant amount of money for the Philadelphia Children's Alliance ... but to also create a heightened sense of awareness of this important issue and provide direction for our listeners on how to take a stand against child sexual abuse," said Paul Blake, Greater Media Philadelphia's Vice President of Sales. "Greater Media realizes that our broadcast license is a privilege, not a right. It is our responsibility to serve the community and make a difference."

The campaign was extended beyond the on-air radio rally

through March 31, with several hundred tickets sold just on January 30.

The PCA's Kirchner said that funding is vital since the non-profit relies on donations for half of its budget.

"Every opportunity to raise money is invaluable, and allows us to serve the kids," she said, grateful that some people bought tickets to give back to PCA on behalf of their own children.

In an op-ed piece Kirchner wrote in November 2011, readers were asked to take this pledge: "If I see, hear, suspect, or in any way become aware that a child is being abused, I will not keep silent. I will have the courage to help that child break free of the silence, secrecy and shame that should never define a child's life."

Everyone involved with the STAND UP campaign is also asked to take the pledge.

She said that due to recent headlines, the issue of child sex abuse has been brought out into the open, and this campaign helps to further the cause. She said that people need to talk more about it and acknowledge that not only is it a huge problem, but also that it happens and continues to happen in silence and secrecy. Kirchner said there is pressure on children not to disclose information on how manipulative their offenders can be.

"It's a critical time to ensure the abuse stops," she said.

photo gallery 1

GREATER MEDIA NEWSPAPERS



Metallic Blue

A worker waits outside a protected area where a robotic MIG is used to weld a display at Meta-line Displays with a Twist in South Amboy, NJ, on January 26. The fourth-generation family business specializes in the design of in-store displays.
Photo by Jeff Granit/ GMN Staff Photographer



Planting the Seed of Higher Education

Fourth-graders from Old Bridge, NJ, visited the floriculture greenhouses on December 2 at Rutgers University's Cook campus as part of an early-awareness program to introduce elementary students to higher education.
Photo by Jeff Granit/ GMN Staff Photographer



Taste Test

A student waits to eat a cracker as part of an experiment involving saliva and taste buds during a February 2 session of "Science Made Fun" during Catholic Schools Week at Our Lady of Lourdes School in Milltown, NJ.
Photo by Eric Sucar/ GMN Staff Photographer



In Tribute

Fellow firefighters salute the casket of a former fire chief who died while on duty in the Fords section of Woodbridge, NJ.
Photo by Jeff Granit/ GMN Staff Photographer



Championship Contest

A Monroe Township High School basketball player dives for a loose ball as a South Brunswick player tries to gain possession during the championship game of the Brunswick Classic in Monroe, NJ, on December 29. South Brunswick won, 46-30.
Photo by Jeff Granit/ GMN Staff Photographer

snapshots

FACES & PLACES

greater media
in pictures





1. Bob Lacey took his wife, Mary, and son Hampton to the Ringling Bros. Circus Meet and Greet; 2. Ray Koob sends thousands off during the "Running of the Santas" in Philadelphia; 3. WRIF's MeltDown and some Wings fans; 4. WTKK's Victoria Townsend and Matt Shearer with the Globe Santa and U.S. Senator Scott Brown; 5. WMMR's Preston Elliot drums on stage with Steel Panther, January 5 at the TLA on South Street in Philly; 6. WKLB Programming staff (Steve Kelly, Carolyn Kruse, Dawn Santolucito, Scott Thompson, Mike Brophrey & Ginny Rogers) gather to wish "the Kruser" Happy Birthday; 7. WKLB's Lori Grande hosting the Nat'l MS Society's Fashion Plates luncheon and fashion show at Boston's Sheraton Hotel; 8. Good friend of WDHA Jim Breuer stops by and co-hosts the lunch hour with Terrie Carr; 9. The Radio 92.9 team celebrating a tree-lighting ceremony with Santa at Wareham Crossing, MA; 10. Charlotte's VP/Market Manager Rick Feinblatt and WBT Program Director Carl East enjoy a milkshake at Pike's Soda Shop; 11. MAGIC 106.7's Amanda Giles meets with the X Factor's Simon Cowell; 12. Andre Gardner shows listeners the inner workings of the studio during MGK's Listener Appreciation Party; 13. WKLB Promotion Director Dawn Santolucito, Capitol Records recording artist Dierks Bentley, Music Director Ginny Rogers and Capitol Records' Rep Diane Lockner; 14. MAGIC 100.1's Sales Executives Michael Doyle and Linda Cronk, Promotions Director Marie Senkeleski, and MAGIC Morning Show host Glenn Kalina get cozy with Magic Merlin for the holidays; 15. WTKK General Sales Manager Nika Desautels-Schena with daughters Emily and Megan at the Greater Media Boston Children's Holiday Party; 16. Jason & "Mattu" from Radio 92.9 engage listeners in a rousing game of "Fact or Crap"; 17. WDHA Promotions Assistant Jennifer Stradle "Tebows" with Frosty the Snowman; 18. 96.9's Jim Braude and Margery Eagan welcome the crowd aboard the *Odyssey* for the *Fourth Annual Jim and Margery Mid-Winter Ball Cruise*; 19. Actor George Hamilton stops by the Loren & Wally Morning Show to promote *La Cage Aux Folles* in Boston; 20. Jack Christopher from Top Dog Records, WKLB midday's Carolyn Kruse, Uncle Kracker, WKLB Music Director Ginny Rogers and WKLB afternoon host Steve Kelly at a Red High Heel Club event; 21. WMMR's Jacky Bam Bam & 3rd Shift Honor Roll MVPs of the Week show their support with a banner outside Jeanes Hospital; 22. Greater Media, Inc.'s Evelyn MacWilliams with her grandson Kenny at the Greater Media Children's Holiday Party; 23. The LINK's Kelly McKay suits up with Charlotte's Speed Demons; 24. Jason from Radio 92.9 gives away the coveted prize of four Killington lift tickets at a Coors Light event; 25. MAGIC 100.1 in Mexico! (l-r) Apple Vacations Staff, Magic Morning Show host Glenn Kalina, Station Engineer Jason Ornellas, MAGIC Morning Show host Dianne DeOliveira, and Promotions Director Marie Senkeleski; 26. WMTR Operations Manager and Morning Team host Chris Edwards works out at an "Ultimate Fitness" appearance; 27. Greater Media, Inc.'s Ed McCormack enjoying ice cream sundaes with daughters Lindsay and Brittany at the GMI Children's Holiday Party; 28. "Mattu" and John representing Radio 92.9 at its annual *Rock 'n Ride* series at various ski mountains; 29. Marilyn Russell hosts a special *Woman of the Week* party at Bubbles to get people ready for their New Year's Eve look; 30. BEN-FM's Real Mom Radio host Joey Fortman co-hosts the annual Macy's holiday window unveiling in Center City, Philadelphia; 31. MAGIC 100.1 staff broadcasts in Mexico in their bathrobes; Station Engineer Jason Ornellas, MAGIC Morning Show hosts Dianne DeOliveira and Glenn Kalina, and Promotions Director Marie Senkeleski; 32. WMMR's Matt Cord with Philadelphia Eagles Head Coach Andy Reid at a 76ers game; 33. GMP Market Manager John Fullam with John LeClair (l) and Eric Lindros (r); 34. WDHA Promotions Assistant John Hodorovych and Morning Jolt host Kim Mulligan spar at an event.

Kelly Wortmann-Jabbusch Named Recipient of Greater Media Philadelphia 2011 Presidents Club Award



From left, Paul Blake, VP, Sales; John Fullam, VP/Market Manager; Tonya Murphy, BEN-FM Sales Manager; Kelly Wortmann-Jabbusch, BEN-FM Account Manager; and Mario Russo, BEN-FM General Sales Manager

John Fullam and Paul Blake are pleased to announce Kelly Wortmann-Jabbusch, BEN-FM Account Manager, as the 2011 Greater Media Philadelphia Sales President's Club Annual Winner!

Kelly had an awesome year... achieving 116 percent of her annual budget. In addition, she destroyed her Direct & Developmental budget (131 percent) and exceeded her Interactive budget (111 percent). In addition, she converted four accounts from Targets to Keys/Focus Key lifts.

Over 40 percent of Kelly's billing was direct...generating over \$300,000 in new direct business. Along with many new accounts, Kelly established two specific programs of note: the Catholic Schools Week program—combining many schools for one effort and "Pledge of Allegiance" campaign with Lockheed Martin—soliciting grade school children to nominate their class to recite the "pledge" on BEN-FM.

Congratulations to Kelly and all of the 2011 President's Club Award Winners and Annual Budget Achievers:

- Matt Rovine WMMR
- Rachel Gordon WMGK
- Kelly Wortmann-Jabbusch BEN-FM
- Jeff Moore WPEN
- Karen Harris BEN-FM
- Deana Poole WPEN
- Greg Scirrotto WMMR
- Tina Costello WMGK
- Chris Taylor WMGK
- Todd Babish WMMR
- Paula Decker WMMR
- Tim Graham WMMR
- Tricia Long WMMR
- Matt Ciciretti WPEN AM/FM
- Vince Gambino WPEN AM/FM
- Traci Kloss WPEN AM/FM
- Michaela Pawlewicz WPEN AM/FM
- Caroline Pugh GMM

WRIF-FM Named Major Market Rock Station of the Year



Congratulations to 101 WRIF-FM Program Director Mark Pennington and the entire WRIF team for being named FMQB 2011 Major Market Rock Station of the Year!



Congratulations, Mike!



from left, *Radio Ink's* Lois Chooljian, Mike Brophy and Sony Music's Gary Overton

Country 102.5 WKLB-FM Program Director Mike Brophy was once again named among the Best Country Program Directors by *Radio Ink* magazine. The list was officially unveiled in the publication's Country Radio Seminar issue on February 13, 2012.

Congratulations, Ginny!



Kudos to 102.5 WKLB-FM Music Director Ginny Rogers on being named Music Director of the Year! The radio veteran received the coveted honor on February 24 at the annual Country Radio Seminar in Nashville, TN.

Congratulations, Carolyn!



Country 102.5 midday host Carolyn Kruse was named Air Personality of the Year for 2011 by the Massachusetts Country Music Association.

MAGIC 100.1 FM's *Vacation a Day Giveaway*

GREATER Media New Jersey's MAGIC 100.1 FM. I teamed up with Apple Vacations to give away a *Vacation a Day* to Cancun, Mexico! For two weeks, listeners were encouraged to register online in the MAGIC Listener Club to be in the running for one of five vacations. Then, the MAGIC Morning Show with Glenn Kalina and Dianne DeOliveira broadcasted live for a week in January from the lovely Now Sapphire Resort and Spa in Cancun, Mexico. Each day during the broadcast, they would announce a name from the listeners who registered. That person had 10 minutes to call back to claim their vacation.

While on vacation, the MAGIC crew kept the listeners up to date on the web with a dedicated web page with videos, pictures, audio and a blog. They were able to go zip-lining through the Yucatan jungle, visit the ancient Mayan ruins of Tulum, and even visited Playa Del Carmen! Now Sapphire Resort and Spa had nightly entertainment, gourmet restaurants, swim-up pool bars, a gorgeous beach, and so much more.

top to bottom,
Glenn Kalina zip-lines through the Yucatan jungle.

Glenn Kalina and Dianne DeOliveira broadcast live from Mexico.

Dianne DeOliveira zip-lines through the Yucatan jungle.

MAGIC 100.1's Promotions Director Marie Senkeleski, MAGIC Morning Show's Glenn Kalina and Dianne DeOliveira, and Engineer Jason Ornellas in front of Tulum.



WCTC-AM, WBT-AM/FM and WTKK-FM: Ready to Roll as November Elections Near

Greater Media's Talk Radio Listeners Are Guaranteed Top-Notch Coverage

GREATER Media's talk-radio-show hosts are gearing up for the full-court-press news coverage they'll be offering listeners as the presidential election heats up.

Bruce Johnson, News Director for Greater Media New Jersey, has been at 1450 WCTC-AM Talk Radio in New Brunswick since 1980, and has seen presidential elections going back to President Jimmy Carter and President Ronald Reagan.

Johnson said the way the news is received remains much the same, with a reporter going out with a microphone and recording equipment and asking pertinent questions. But inside the studio, the way that news is delivered to listeners is vastly different today than years ago. When Johnson anchors election night on November 6, now he has the Internet and social media, which have essentially changed the whole process of delivering news to listeners.

"We can deliver more information to more people and much more quickly," he explains. "Listeners can tune in to hear us, but with the new technology like Facebook and Twitter, we can fire out information through more than one media and give results as they come in all night long. If they 'like' us on Facebook and if we are provocative enough, we can attract those who are not tuned in with information to pique listeners' interest, such as 'in 10 minutes we will be interviewing Gov. Chris Christie' or another popular politician or guest.



clockwise from above
Grace Blazer, Program Director for 96.9 Boston Talks - WTKK-FM

Carl East, Program Director for Charlotte's WBT 1110 AM/99.3 FM News-Talk

Bruce Johnson, News Director for WCTC-AM and Greater Media New Jersey

It's a very interesting dynamic. The left hand is doing the online social media, while the right hand is working with listeners who are already tuned in," he said.

Live streaming radio is also on the airwaves these days.

Johnson said that beginning at 8 p.m. on election night the station will be "ramped up and will stay on until every result is in."



"I'm in the studio and I have a political analyst with me and reporters at the Democratic headquarters for Obama and Republican headquarters. We'll also have reporters covering the state race for Senator Robert Menendez and whomever he is running against."

To Johnson, election night is "pretty automatic." He explains, "It's the vote counts and reactions and getting up-to-date information. It's a fun night, and you can go with the flow as opposed to doing investigative reporting."

So how does he pull it all off without a hitch? "It may sound mundane," he said,

"but the plan is to be organized in such a way that you can get the information from the page, process it and send it out to the listeners at a moment's notice."

By the time the big night has arrived, much of the work has largely been done, according to Johnson.

"Once that red light goes on on election night, we're done and we're getting it done ... off the written page and onto the air. It's kind of like the Super Bowl; players prepare all season. The Super Bowl is the execution."

Johnson's crew will also cover local elections.

"We never lose sight of local election coverage of the Democratic and Republican candidates that occur within our hard core 'Central Jersey borders' of Middlesex, Somerset and Union counties and in the fringe parts of Hunterdon, Morris, Mercer and Monmouth counties. We know people in our listening area do not need to tune in to us for presidential results. Our calling card, the thing that gets us to the table, is the local and county elections, and we hope to flesh out everything and make it worthwhile."

While some new broadcasters and reporters will be reporting from afar, others will be right there on the scene like Program Director Carl East of Charlotte's WBT 1110 AM/99.3 FM News-Talk.

"The station will be up close and personal," East reports, adding that Charlotte will host the 2012 Democratic

Continued on next page

National Convention, and that in itself brings its own story.

He says that although the main story will be about the presidential election coverage, the other part of this story will be about how the event will be affecting all who live there. The convention will be held the week of September 3 at the Times Warner Cable Arena and will have its final day at the Bank of America Stadium. That's right in the heart of WBT's coverage area and, according to the 2012 Democratic National Convention website, "It is expected that this event will generate more than \$160 million," and with that bonus come thousands of visitors and delegates flocking to the area.

"It's really as much of a story to those of us who live here," East said, explaining that the convention's location means closed roads, traffic jams, packed hotels, even protesters who will also make an appearance. "The story will be about how Charlotte is handling the local challenges, and that includes listeners calling in and talking about the issues with WBT's radio talk show hosts."

The area had a taste of the event with the South Carolina Primary, when East said the station provided "wall-to-wall Primary coverage on January 21."

"We do what's expected of us," he said.

Talk show hosts will keep people in the loop with up-to-the-minute coverage as the polls close on election night. Talk show hosts will also be covering August's Republican National Convention in Tampa in person as well.

"Our listeners take ownership of our hosts. They like to hear the hosts' passion, and the convention provides a great opportunity for compelling conversation and coverage," East said.

WBT also carries the popular syndicated Rush Limbaugh Show, which is known for its edgy political talk.

East said that the station also has a relationship with The Associated Press. "With this data, you can customize the material to fit your website."

The station's website offers Primary results along with information about the candidates and campaign issues to keep listeners in the loop.

In addition, his news team will be on what he calls "radio row," where reporters are given the opportunity to interview any potential Cabinet members and delegates at the convention.

East said that this is the first time there has been a major political convention in the area, and he is looking forward to all of it.

The excitement of the November elections is filling the airwaves in Boston, too. Grace Blazer, Program Director of 96.9 WTKK-FM Boston Talks, said that the talk show hosts particularly focus on anything within the election cycle that is relative to Boston and New England.

"And what makes this more interesting is that our sitting governor, Deval Patrick, is a Democrat and supporting President Barack Obama, and our former governor, Mitt Romney, is a Republican," Blazer said. "It's a fascinating dynamic."

Blazer said that WTKK is also covering the congressional race that will include Joseph P. Kennedy III, who has announced that he is running for the seat being vacated by U.S. Representative Barney Frank. Kennedy is the son of former Congressman Joseph P. Kennedy II and grandson of Robert F. Kennedy.

"It's a really big deal here," Blazer said, adding that the state is traditionally very Democratic.

Blazer attended the 2004 Democratic Convention in Boston and the 2004 Republican National Convention in New York. She also attended the 2000 Republican Convention in Philadelphia.

"The conventions are very exciting," she said, "especially the last two days. It's really crazy. The hotels are all booked, there are special bus routes around the cities and special train service as well. They really change the towns around and reroute traffic for these events."

She said that the station broadcasted live from this year's New Hampshire Republican Primary and spoke to the candidates live on the air.

"We continue to cover the presidential race and hot topics on the race daily," she added.

Blazer said the coverage offers weekly benchmarks, and every Wednesday the station gives the latest Presidential Tracking Poll from the Rasmussen Reports.

"All of our talk show hosts are very well versed in politics," Blazer said, adding that the mix of personality and views of the talk show host team brings in moderate views, as well as more conservative views.

"We had all our on-air talent at the New Hampshire Primary, and they had the opportunity to interview different people," Blazer said. "It's exciting and fun every year to cover the elections but especially this year. It's a great year to be in talk show radio."

96.9 Boston Talks –WTKK-FM Is Front and Center at the New Hampshire Primaries in November



Michael Smerconish with
Hardball's Chris Matthews



Buddy Roemer with
Jim & Margery at Primary
headquarters at the Radisson
Hotel Manchester (NH)

Nancy Albright, Traffic Manager of Greater Media Charlotte, with GMI Chairman and CEO Peter Smyth



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BEN-FM'S *Mile of Meet* - A Mile of Men, Hundreds of Women and *The Bachelorette's* Graham Bunn and Craig Robinson

BEN-FM helped some lucky listeners find their Valentines on Friday, February 10 at Manayunk Brewery & Restaurant in Manayunk, PA, during the *8th Annual Mile of Meet*. BEN-FM lined up a mile of eligible bachelors on Main Street. Each bachelor held a number, while single women were able to walk down the street and "man shop," jotting down the numbers of the men they were interested in meeting.

At 7:45 p.m. everyone headed inside to mix and mingle. The women could approach any man that they listed on their "shopping list" or they could ask for help making an introduction through one of the many the BEN-FM Icebreakers. Icebreakers are BEN staffers that will help a guy or girl make the initial introduction to someone they are interested in. BEN-FM morning personality Marilyn Russell hosted an evening worth of games and activities aimed at getting listeners acquainted with each other.



Graham Bunn



Craig Robinson

She was assisted by Graham Bunn of TV's *The Bachelorette* (Season 4) and Craig Robinson (Season 6). Graham recently appeared on *The Bachelorette* spin-off *Bachelor Pad 2*.

Women did not need to preregister for the event. All they needed to do was show up. Guys, however, needed to preregister on the day of the event between 6 and 7 p.m. or by going to likebenfm.com in advance. The first 50 male contestants to register received a free rose to give to the lady of their choosing.

Bachelorette contestant Graham Bunn lives in New York where he runs 46NYC clothing company. 46NYC is an apparel company that designs, manufactures and markets its own line of clothing to raise money and awareness for charitable causes. Craig Robinson is an attorney for the Philadelphia firm Weinstein, Schleifer & Kupersmith. He resides in the Philadelphia area.

Greater Media Detroit Celebrates the Season with Holiday Party

GREATER Media Detroit celebrated the holidays with a company party full of holiday fun. The evening began with a delicious dinner from Cranks Catering with everything from mashed potatoes to a chocolate fountain! Everyone enjoyed each other's company as well as Piano Wars, dueling pianos playing everyone's favorite tunes all night long. The party also featured photos with Santa, a caricature artist, karaoke corner, ping-pong and GMD Dance-Off!



Greater Media Detroit employees Aliza Brandon, Sheila Smith, Nancy Stephens, Dana Knight, Joel Gajewski and Ann Graustein enjoy the festive party.

WDHA-FM *Rocks Your Ride* and Gives Away New 2012 Dodge Caliber

WDHA-FM launched the station's *Rocks Your Ride* promotion last fall and gave away a brand-new 2012 Dodge Caliber.

On December 3, hundreds of listeners lined up at Dover Dodge in Rockaway, NJ, for their chance to score a brand-new car from WDHA. More than 120 listeners qualified on-air from mid-October until the day of the giveaway, and dozens more showed up hoping to be a lucky, last-chance qualifier for the car. Each listener wore an official *WDHA Rocks Your Ride* T-shirt.

Upon registration, every qualifier received a WDHA keychain with a number attached to it. That number corresponded to a number in the final giveaway drawing. After two hours of games, food and station prizes, longtime WDHA listener Karen Sikes walked away with the brand-new Dodge Caliber. Karen celebrated the win with her two daughters by her side at the event.



The crowd awaits the grand-prize drawing.



above, WDHA midday host Terrie Carr and WDHA Program Director/PM Drive host Curtis Kay pose with the *Rocks Your Ride* winners.



left, Listeners check out the new Dodge Caliber that they could win.



Soft Rock 105.1's Production Director Scotty O'Jay and his wife had a blast getting their caricature drawn.



Greater Media Detroit's Suzy Cole (front), Ben Perez, Maria DiMichele, Ben's wife Jackie Perez and Steve Kosbau get their picture taken with Santa.

Greater Media Radio Stations Join iHeartRadio Digital Platform

GREATER Media recently announced that the company's 22 radio stations will be available on Clear Channel's iHeartRadio digital radio platform, offering listeners more choice and an enhanced digital listening experience.

Under the agreement, Greater Media's 22 AM and FM radio stations in Boston, Philadelphia, Charlotte, Detroit and New Jersey will be available on the iHeartRadio platform beginning April 2012. iHeartRadio is Clear Channel Radio's free, industry-leading digital radio service that offers more than 800 broadcast and digital-only radio stations from 150 cities plus the ability to create custom radio stations, delivering listeners everything they want all in one fully integrated service.

"We are thrilled to be able to provide our listeners with even greater access to our stations, anywhere they may be listening throughout the country, with this exciting platform," said Greater Media Chairman and Chief Executive Officer Peter H. Smyth.

"Adding Greater Media to iHeartRadio only improves our leading digital



destination for consumers, expanding their ability to find the best and most complete online radio experience anywhere," said John Hogan, President and CEO of Clear Channel Radio. "Clear Channel Radio and Greater Media understand that radio connects local businesses to consumers like no other medium can, and this agreement offers more choices for our listeners, which is what they want."

iHeartRadio is available to consumers through the Web, mobile devices and automobiles. It is the number one free broadcast radio app on the iPhone and Android. There have been 47 million downloads of iHeartRadio mobile apps.

MAGIC 100.1 FM Unlocks the MAGIC Meat Locker Giveaway

YES, that's right ... a *MAGIC Meat Locker!* A 5-foot upright freezer with a \$250 gift card for fresh meats/groceries! MAGIC 100.1 FM went to the Lighthouse Tavern in Waretown, NJ, every Monday night during football season and gave away TVs, DVD players, home appliances and more! Patrons were also able to sign up for the grand prize of the *MAGIC Meat Locker*. On December 19, afternoon drive jock Tripp Rogers hosted the final event where all the qualifiers gathered to see if they were the lucky winner of the grand prize, the *MAGIC Meat Locker!*



MAGIC 100.1's *MAGIC Meat Locker!*



Afternoon drive jock Tripp Rogers (right) with the *MAGIC Meat Locker* winner.



Afternoon drive jock Tripp Rogers (right) with one of the TV winners.

Soft Rock 105.1 FM Launches in the Motor City



The New Soft Rock 105.1—Soft Rock with Dramatically Less Talk hit the airwaves and the streets after Christmas with billboards all around Metro Detroit!

ONCE Santa's work was done in Detroit, Christmas 105.1 became The New Soft Rock 105.1—Soft Rock with Dramatically Less Talk! Soft Rock 105.1 FM is the perfect radio station for listening while you work, with hit songs from artists like Elton John, Fleetwood Mac, Kelly Clarkson and Billy Joel. Well-respected Detroit personalities Chris Edmonds hosts mornings, with Mitzi Miles on the air during afternoon drive. The station will fill a void in Detroit with a unique product and a fantastic advertising environment.



The New Soft Rock 105.1 will feature Detroit personalities Chris Edmonds in the mornings, with Mitzi Miles on the air afternoons.

The Motor City Celebrates the Holiday Season with the Christmas 105.1 Santa Brunch

CHRISTMAS 105.1 (WMGC-FM) hosted a *Santa Brunch* on Sunday, December 18, at Petruzzello's in Troy, MI, from 11 a.m.-3 p.m., 2011. More than 600 guests enjoyed a holiday brunch, complete with pictures taken with Santa, Mrs. Claus and Santa's reindeer, face-painting elves, crafts, caroling choirs and more! The entire Christmas 105.1 staff was on-site to host the event.

When the guests arrived, they were greeted by two of Santa's reindeer. Once inside, Santa and Mrs. Claus were ready to talk with the children and take a free photo with them. There were plenty of activities for the children to enjoy, including stocking decorating, candy cane reindeer crafts and cookie decorating. In addition, each guest enjoyed a delicious holiday brunch, complete with all the fixings. The only way to get tickets was to listen to Christmas 105.1 and/or visit a ticket drop location. Everyone in attendance had a great afternoon filled with holiday cheer.



The Christmas 105.1 staff had a blast hanging out with Santa at the *Santa Brunch* at Petruzzello's.



Guests of the *Christmas 105.1 Santa Brunch* enjoyed a variety of crafts, plus face painting, brunch and family fun.

WMGK-FM's Debbi Calton and Cyndy Drue Share Honors for Grammy-Winning Children's CD

The Philadelphia On-Air Personalities Were on Hand for the Awards Festivities in Los Angeles

GREATER Media Philadelphia's Debbi Calton has played many a Grammy hit during her time as on-air talent at 102.9 WMGK-FM, but never in her wildest dreams did she ever expect to be standing on a stage in Los Angeles at the Grammy awards accepting one.

On February 10, Calton, along with WMGK's Cyndy Drue, and others involved with the CD *All about Bullies ... Big and Small*, accepted a Grammy for their part in the CD that was awarded "Best Children's Album."

Calton, who hosts 102.9 WMGK'S midday program weekdays from 9 a.m. to 2 p.m., and part-time DJ Cyndy Drue both have tracks on the innovative children's album, produced by musician Steve Pullara, that addresses the issue of bullying in a format that is fun and engaging and appeals to youngsters as well as their parents.

Both women were in Los Angeles on the awards day and were quite excited to be a part of a Grammy-winning CD, which afforded them the opportunity to walk onto that stage dressed in their finery to take a bow at the industry's 54th Annual Grammy Awards.

The CD brings Calton, in her familiar voice, narrating the track "Bully on the Bus Billy," written by Paula Lizzi. She is also featured on the track "A Cyber Tail," which deals with bullying in the realm of cyberspace. Drue is heard on "Rolling with It," written by Gloria Domina, which addresses a young girl in a



top to bottom
All About Bullies Big and Small
(CD cover)

Debbi Calton

Cyndy Drue

Accepting the Grammy

wheelchair finding her way. In addition to their funny tales, the tracks, some musical, some poetry, also feature background sound effects and children's voices in the distance, bringing it home to many youngsters.

"The album is full of funny tales and tunes about teamwork, bus rides, multi-culturalism, diversity, new friends, being too tall or too small," according to a press release from WMGK, which adds that the goal of the CD is "to change the way we as a society look at bullying. The album was designed to put an interesting and heartfelt twist on the subject that can be discussed at the dinner table, on the playground and in school. The artists on this album understand the emotions connected to bullying and feel strongly that bullying shouldn't be a part of childhood."

During an interview, Calton she said that children's performer Steve Pullara has been very vocal about bullying issues for children.

"He has performed children's songs with his Cool Beans Band," Calton said, adding that she developed a friendship with Pullara through his work with children.



Continued on next page

He has also produced another record on childhood obesity, which was nominated for a Grammy last year, Calton said, adding that WMGK's afternoon drive host Andre Gardner is heard on that one.

"Steve called me up about a year ago and asked if I were willing to do a couple of voice tracks along with other local artists. I got in touch with Little Steven Van Zandt, who has a show 'Underground Garage' on WMGK, and he now has a track on the CD, as does Eric Bazilian of Hooters and one of our local comedians, Grover Silcox.

"It's cool how we have all come together for this, and the message is so timely," she said.

Calton said that the issue of bullying is very personal and close to her heart.

"We deliver the message in a funny, engaging way. There's no preaching, just music and wonderful presentation," she said.

Calton said the CD addresses different segments of bullying, including focusing on the fact that some people may not even realize they are bullying someone else.

"And what's so fantastic is that this Grammy award is going to give so much attention to the issue of bullying," she said.

Calton added that many people contributed to the project and that all those connected with the CD donated their time and talents for the anti-bullying effort.

"And 100 percent of the proceeds are going to PACER Center Kids against Bullying. I hope I can make a difference with the CD and that it gets people to listen and realize that circumstances that they may not have thought of as bullying, really are bullying."

In an interview with Drue, the radio host said that Pullara invited her to read a poem for the CD.

"I was happy to do it. Nobody is getting paid and all proceeds go to PACER Center Kids against Bullying," Drue said.

Drue is pleased with the track she was chosen for and is so glad that her familiar voice will be used for such a worthy effort.

"It is a great CD, and bullying is such a timely issue. And the poem I read by Gloria Domina, another producer on the CD, was beautiful. It was about a disabled girl who found her strength in swimming. It's called 'Rolling with It.'

"About 15 of us were in the audience at the Los Angeles Convention Center a few hours before the big, televised Grammys show on CBS that was right next door at the Staples Center," Drue explained. "There were probably 2,000 people at our awards ceremony. It was similar in form, where presenters would go on stage and read the nominees, then open the envelope and announce the winner. We were all sitting near the stage, and when we heard our names, we all jumped up and walked to the stage. Debbi Calton and I stood together in the long line of participants."

"I'm so glad that the CD won a Grammy because this will bring a lot of attention to the issue of bullying. And it's not strictly something that happens to children. Adults can be bullied, too, whether by a boss at work, a co-worker, family member or friend. Being involved with this project has made me more aware of how I treat people, and how I'm treated as well. I believe this CD serves as a small step toward making our world a better place."

To see a list of the artists involved and to listen to selections from the award-winning CD, visit the website allaboutbulliesbigandsmall.com.

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Great by Choice



John Fullam
Vice President / Market Manager
Greater Media Philadelphia

Author Jim Collins did it again—another look into what makes great companies great and separates them from all others. *Great by Choice* is a follow-up to his classic book *Good to Great*, which sold over 4 million copies.

Great by Choice asks why some companies thrive in times of uncertainty, and others fight to survive. Collins refers to the high-performing companies as IOxers because they beat their index by at least 10 times in difficult times. (IOxers included Microsoft, Progressive Insurance, Intel and Southwest Airlines.)

These high-performing companies behave differently. What can radio learn from their success?

Fire bullets—not cannonballs

Collins discovered two important characteristics about the IOxer companies as they approached new opportunities or innovation.

- These great companies took a low cost, low rush, low distraction test or experiment by firing "bullets" to see if it actually worked. Once they knew it was calibrated to hit the target is when they would fire a cannonball.
- They were rarely first to market with new innovations (Amazon didn't pioneer online book selling and Microsoft didn't pioneer the PC spreadsheet. Nor did Intel have the most innovative chip.) As one CEO said, he'd rather be "one fad behind."

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As managers, what bullets can we fire, then calibrate? The best companies in the world demonstrate innovation doesn't mean being first, but rather it is a calibrated process. When Steve Jobs wanted to open retail stores, he first went to Gap CEO Mickey Drexler. Drexler said to open one store first and do not launch another until it is right. The first Apple store was not anything like Jobs wanted and required many redesigns until they nailed it. He then opened stores in Virginia and Los Angeles.

When we look at new opportunities with social, mobile, digital, deals or new initiatives of any kind, how can we better calibrate before we roll out uncalibrated cannonballs?

You cannot predict the future, but you can create it

Another important trait high performers had in common, Collins found, is they utterly reject the idea that events outside their control or chance events will determine their results.

These companies were not more creative, not more visionary, not more risk seeking, not more ambitious. It was the different behaviors over a long period that drove their success that can be an example to radio managers. Collins identifies three core behaviors great companies exhibit: fanatical discipline, empirical creativity and productive paranoia.

These days radio managers have so many distractions, yet there is an incredible amount of opportunity as well. Firing more "bullets" and "creating your future" like some of today's best companies may improve your chance of success in 2012.

Greater Media Newspapers: On the Move

Publishing Division Tackles Intense Challenge of Midweek Relocation; Staff Settles Comfortably into New Office

THE morning of Wednesday, January 11, 2012, was like any other at Greater Media Newspapers. By 9 a.m., the company's employees were busy at their desks, processing ads and invoices, and producing that week's edition of the *Woodbridge Sentinel*.

Making the whole scene a bit unique, though, is that less than 18 hours earlier, the newspaper group was operating out of a different office entirely, five miles to the south, in Freehold Township, NJ.

"Tuesday we were in Freehold, and Wednesday we were here, pretty much as if we hadn't moved," said Gene Lennon, Director of IT and Production, who helped steer the relocation and designed the new office in Manalapan Township's Justin Corporate Center.

The move was a seamless one for the 74 employees who work in the office, and the smoothness of the transition was a great feat for those involved in planning and executing the relocation.

The move involved a comprehensive strategy and took place over the course of several months. Lennon worked with a variety of vendors hired both by Greater Media and by the landlord of the building, guiding the reconstruction of the new office with a new layout, complete with new walls and carpeting.

"Early in 2011 we decommissioned the Atlanticville office in anticipation of the move,



and used the cubicles, desks and other office components to prebuild the production area here in the new office. That allowed us to have an area to stage things into. We wired that in advance so that we could bring computers

over from Freehold," he said.

By the first week in January, reporters and other employees able to perform their duties off-site began working from home, and most of the Sales Department was fully functional utilizing our new iPad programs, while the moving company, Corporate Facilities Services, packed up cubicle walls, desks, computers and other equipment for shipment to the new office. Lennon's team set up temporary workstations in Freehold for those employees whose job functions required their presence in the office.

"The complicated part was trying to keep both offices going temporarily while we moved," Lennon said, referring to the period of two weeks leading up to the opening of the new office. During this time, the moving personnel took down all the cubicles in Freehold in one day and had them up in Manalapan that very day.

Then, vendors installed all the computer and phone wires, in sync, followed by the delivery and setup of the desks and chairs. "All of this happened in a very compressed period of a couple of days," Lennon said.

Finally, on Tuesday, January 10, the Greater Media Newspapers staff met earlier-than-usual deadlines at the mostly empty Freehold office, finishing production on the day's newspapers by 3 p.m. This allowed GMN's systems crew

clockwise from top left, Advertising consultants Gary Albertson (left) and Tino Abbate get settled at the new Manalapan, NJ, office.

Systems Manager Jeff Messeroll (left) and Online Media Sales Manager Joe McCaffrey discuss what's left to do while Advertising Consultant Linda Hecht unpacks.

The Editorial Department's Amy Rosen (l-r), Deanna McLafferty, Brian Donahue and Jessica Smith get a tour from Linda Vinci on their first day in the new office in Manalapan, NJ.

Systems Analyst Troy Tomaselli (left) and Systems Manager Jeff Messeroll were instrumental in making the move go smoothly.

Continued on next page

to get started on the final stages of the relocation—moving all of the central technology and any remaining equipment to Manalapan. This was no easy task, especially considering how crucial it was that all systems at the new office be up and running for the start of business the following morning. As Lennon noted, companies typically move over an extended weekend, giving them two non-business days to move everything and make sure the systems are operational.

“But coming into a new office on a Monday was not an option for us, because it is our most critical day,” he said, referring to the advertising deadlines and the six newspapers that Greater Media produces on Mondays. “We needed the move to take place during the more non-critical part of the week in case something didn’t work out, whether it was with the phones or the wiring or any other aspect. In reality, it all did work out, but we didn’t want to take that chance.”

That Tuesday night and into the early hours of Wednes-

day, a vendor finished installing the new phone system, while IT Manager Jeff Messeroll and Systems Analyst Troy Tomaselli decommissioned the computer room in Freehold and rebuilt it in Manalapan in a matter of hours. Lennon noted that the racks, computers, servers, components, switches, routers, backup power equipment and other technology all had to be taken apart and then reassembled.

By the time they were done, it was close to 5 a.m. Wednesday morning. And just a few hours later, Greater Media was open for business in Manalapan. The move was a great challenge for those involved, but in the end, business went uninterrupted, and the newspaper group settled into a comfortable, more space-efficient new home.

“It was challenging, but I’m proud of the results, and certainly the employees have been very positive in terms of their reactions,” Lennon said. “Overall, the attitude is positive about the move.”

Lennon made special note of

those who worked hard to ensure the move’s success, especially Messeroll, who he said acted as his partner in the effort.

Others who played vital roles were Tomaselli, Circulation Director Rich Klypk, Payroll and Benefits Administrator Linda Vinci, Production Supervisor Toni Smith and Online Media Sales Manager Joseph McCaffrey. Vinci and Smith stepped up during the moving process to ensure that the new office was presentable and comfortable for the employees as they arrived that first morning. Among other roles, they prepared the new kitchen, arranging the delivery and installation of all new appliances and supplies.

“We wanted to make sure that the office was pleasant and inviting for everyone when they came to work that first day,” Vinci said, noting that she was pleased with how the move turned out. “I’m thrilled, and I think everyone really is pleased with the way it turned out. The response has been very positive.”

Lennon, too, is pleased with the results.

“The part I’m proudest about,” he said, “is that although we took away a third of the space that we had, many feel the new office is at least as spacious as it used to be. It feels comfortable to people.” GMN General Manager and Publisher Ben Cannizzaro commented: “Many months of planning went into this project, and I am proud to say that it was successful in every way.

Credit for its success belongs to Gene Lennon, who managed the project, and the employees who assisted him who worked many hours, often performing tasks outside of their normal responsibilities.

“I want to thank everyone for their cooperation and professionalism in carrying out an extremely complex move in a very short period of time.”

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Bo Thompson Named Charlotte’s New Morning News Co-Host on WBT-AM & FM

BO Thompson has been named as the new co-host of Charlotte’s Morning News. He joined co-host Stacey Simms on the air Monday, March 19th, 2012.

“Bo is a great fit for Charlotte’s Morning News,” said Carl East, Program Director for News/Talk 1110 WBT. “He worked with us years ago in many capacities, left to get his on-air chops and now he’s back, with a link to our past joining us in our journey into the future.”

“I began my radio career at WBT 22 years ago, and this is my home,” said Thompson. “I always knew I’d be back one day. It’s an honor to carry on the torch from Al Gardner. Many of my radio idols have held this job. I can’t wait to be a part of CMN’s next chapter.”

The Charlotte native is a graduate of Myers Park High School and has a Political Science degree from Davidson College. Thompson is currently



Producer of Fox News Edge on WCCB-TV, hosted by Greater Media afternoon hosts Matt Harris and Ramona Hol-loway. He will join WBT Charlotte’s Morning News team of co-host Stacey Simms, news anchor John Stokes, sports anchor Jim Szoke and traffic reporter

Chuck Roads.

His broadcast career began at WBT radio in 1990 as an intern for Mike Collins, where he continued on a part-time basis at the station throughout high school and college. Over the

years, he worked with everyone from WBT’s Henry Boggan to Keith Larson. Thompson was also part of the production team that launched Charlotte’s Morning News with Al Gardner.

He worked as WBT’s Creative Services Director from 1997 to 2005. In addition, he played a role in launching every major show during that era and served as Executive Producer for WBT’s 80th Anniversary Broadcast in 2002. Thompson was part of Charis Radio Network’s “Bill Rosinski Show” on WFNZ-AM, which was syndicated in North Carolina. He also had a brief stint as the Program Director & on-air host for WDYT-AM in Charlotte from 2006-2008.

Country 102.5 FM Celebrates the Grand Opening of Toby Keith's I Love This Bar & Grill

Greater Media Boston's Country 102.5 FM partnered with Toby Keith's I Love This Bar & Grill to celebrate the country music restaurant and bar's grand opening at Patriots Place at Gillette Stadium in November. And what better way to celebrate than bring country music legend Ronnie Dunn to town for a live performance.



Morning show host JW and midday host Carolyn Kruse with Arista recording artist Ronnie Dunn



Midday host Carolyn Kruse, New England Patriots President Jonathan Kraft, Music Director / APD Ginny Rogers, Program Director Mike Brophey, afternoon host Steve Kelly and Promotions Director Dawn Santolucito



Ronnie Dunn plays to a packed house at the grand opening of Toby Keith's I Love This Bar & Grill.

94.7 WCSX-FM Plays *Classic Rock A to Z*

It was *Classic Rock A to Z* on 94.7 WCSX! In December, WCSX played every song in alphabetical order from the Motor City's largest Classic Rock library. The contest kicked off with "A Day in the Life" and didn't stop until "Ziggy Plays Guitar."

Listeners enjoyed nine solid days of NO REPEAT classic rock songs to get them through the day! Listeners listened for the cue to call, and the correct caller who guessed which song was coming up next instantly won a limited-edition 94.7 WCSX A-Z T-shirt and tickets to see the Trans Siberian Orchestra.



WCSX *Classic Rock A to Z* contest winners took home a limited-edition 94.7 WCSX A-Z T-shirt.

WDHA-FM Rocks the Holidays with *12 Days of Axemas*

This past holiday season, WDHA didn't commemorate holidays with 12 Days of Christmas, they celebrated with *12 Days of Axemas*. Over a period of 12 days, WDHA-FM listeners had the chance to call in and identify "double plays" of the featured artist on a variety of autographed axes. The guitars that the lucky listeners won ranged from '80s rockers Sebastian Bach of Skid Row, Vince Neil of Motley Crue, and Night Ranger to rockers of today, including Halestorm, Black Stone Cherry and Stone Sour. Winners who came to pick up their prizes said it was "the coolest" and "most unique prize" they'd ever won!



Midday host Terrie Carr poses with an excited winner of a Stone Sour autographed guitar.



Overnight jock and Production Director Mike Cocheo poses with the winner of a Saving Abel autographed guitar.

MAGIC 98.3 FM Listeners Meet the Beach Boys



For more than three decades, the Beach Boys have been one of America's most beloved groups, with a plethora of memorable hits we can all relish and sing along to. MAGIC 98.3 was fortunate enough to have the Beach Boys make their way to New Jersey, as MAGIC went all Christmas on-air, playing their top charting hits along with the Christmas classics we've all grown to love. The Beach Boys were so excited to perform, and the station had the chance to host a pre-show party for MAGIC listeners to come out, mingle with the MAGIC 98.3 hosts, wine and dine, and meet the Beach Boys! It all went down at the State Theatre in New Brunswick with over 30 guests and staff attending the fun festivities!

Especially enjoying himself was John Stamos, best known for his role on the long-running sitcom *Full House*. Stamos got the chance to reteam with the Beach Boys to jam with them on stage for a once-in-a-lifetime, sold-out performance. Stamos hadn't played with the Beach Boys for quite some time, but he was able to put on a performance like he had never stopped practicing over the decades, making his way back and forth from drums to guitar throughout the show. It was an entertaining night for all MAGIC staff and listeners and one that will not be soon forgotten!



By Kaitlyn Zullo
Interactive Designer
& Content Manager
Greater Media
New Jersey

The Graphic Design Process

QUESTION: WHAT ARE THE TOP 4 QUESTIONS THAT EVERY GRAPHIC DESIGNER SHOULD ASK BEFORE THEY START ON A PROJECT FOR SALES OR PROGRAMMING, AND WHY ARE THEY IMPORTANT TO THE PROCESS?

Design is a plan for arranging elements in such a way as best to accomplish a particular purpose.

— Charles Eames

The graphic design process depends on much more than just artistic talent. To produce designs that get results, it is very important that they are based on solid strategic thinking.

At the Interactive Department of Greater Media New Jersey, we understand how important good input and organization are to the process of creating effective designs for Sales, Programming and the clients of our stations. We devote a great deal of time and energy to organizing and arranging all the necessary elements before we begin the design process. As my father once told me about the design process, "Don't push down on the gas pedal until you know where you're heading." By getting as much information about a project before you begin, the designer is able to produce a roadmap for the direction of

the design, which makes the process quicker and more effective.

Four questions that need to be asked before beginning any design project are:

- What is the key message of the design project?
- What is the personality or tone of the message? Fun? Emotional? Educational? Other?
- What imagery, colors, symbols and shapes will best convey the message?
- How will the design be used/and in what mediums? Online? Print? Signage? Other?

The answers to these four questions are essential in

creating good collaboration and understanding among everybody involved in the project and keeping the direction of the final design "on course." Additionally, since each GMNJ station maintains their own Style Guide for font, color and size standards, projects are able to be developed within a time-saving, visually appealing framework.

Organization. Communication. Teamwork... it all adds up to striking visual design for our listeners, and great results for our stations!



By Matt Dubois
WBT-AM/FM
Marketing and
Promotions Director

A good Marketing Director helps keep the marriage of Sales and Programming on the right track and moving forward. Here are just a few tips on keeping peace, harmony and success in the family.

I walked into a meeting and was told by an AE that they talked to one of our on-air talents about a client and they were very excited about the ideas and had no problem working the three-hour event. The talent, I was told, even made great suggestions about how to improve the event. All was good.

Then I walked into a meeting with the same on-air talent where they gave me an earful about this crazy idea and ridiculous event they were asked to do for a client and how the expectations were just unacceptable. What am I going to do to fix it?

Such is a day in the life of a Marketing Director. How do

we balance the need to protect the brand while still maximizing the efforts to meet our sales goals?

- 1. Trust** - Trust is earned, not given. The on-air talent needs to know that you have their backs at all times. If you are inconsistent in your message, the trust will slip away. The sales department needs to know that you are willing to do anything to help them get the buy. Show them and help them and they will trust you.
- 2. Teamwork** - Don't be afraid to work with the Program Director. Chances are, you both share the same vision for success. Sometimes you have to give a little and sometimes you get a little. If you work as a team, it will balance off in the end.
- 3. Honesty** - There are going to be times you just can't please everyone and a choice has to be made. Don't sugar-coat it. I have told all of our on-air talent at one point or another that I will always

tell them how important something is or isn't. When the sales people need to be told no, explain why.

- 4. Listen** - Sometimes just listening to someone explain their point of view helps you understand an underlying issue. Many times, once they start talking, they talk their way into a solution. When they don't get their way, they almost always appreciate being heard instead of being told.
- 5. Creative Alternatives** - It doesn't help your relationship with the AE's or the On-Air Talent when you just say no. Instead, offer creative alternatives to help them. Many times, you can tweak an idea to fit your own goals without losing the money and without having to do some of the crazy ideas we see come down through the agencies.
- 6. Get Over It** - Once a decision is made, no matter who has yelled the loudest,

we need to put it behind us. Don't worry; the next issue is just one meeting away.

Most of the time, the craziest, most difficult things to deal with come from a statement like this: "I need to do one of these promotions to get the buy." Take a deep breath. Don't worry about what they are asking for; reach into your own arsenal and find an idea that works for you. When you know it works for you, it will almost always work for the client and it will almost always work for the Program Director and On-Air Talent. If it doesn't...Get Over It. Another problem is right around the corner.



H O L I D A Y

Hey Kid! It's Santa and WBT AM/FM!

WBT AM/FM was very proud to partner with Kids First of the Carolinas to present the *Hey Kid, It's Santa* event during the holiday season. The annual Christmas party provided more than 600 kids with holiday presents in the Charlotte area.

The event generated more than \$30,000 in toys and gifts for more than 500 needy children in the Kids First of the Carolinas organization. WBT host John Hancock conducted several on-air interviews with the Kids First organization leaders to help drive support for the cause.

Kids First of the Carolinas works to help families help themselves. They receive no local, state or federal funding.



WBT listeners drop off presents and bikes for Kids First.



WBT's John Hancock broadcasts live for the present drop-off party for Kids First.

MAGIC 100.1 FM's Share the Magic Drive a Huge Success

MAGIC 100.1 FM hosted its annual *Share the Magic* food, toys, clothing and pet drive on Friday, November 18, and Saturday, November 19, 2011. After two full days of broadcasting live from the parking lot of the ShopRite in Toms River, NJ, the staff and volunteers were able to stuff the truck with donations for three local charities. The entire station staff came out to lend a hand.

Local businesses and schools stopped by with donations they had collected. Even the Toms River Fire Company rolled in on their trucks with a lot of items! Neither rain nor cold could stop the MAGIC team from filling the truck for the three local charities, just in time for the holidays!



The truck is getting filled!



The MAGIC 100.1 staff and volunteers get lost in the donations.



The MAGIC 100.1 crew with the Toms River Fire Company

GMN Holiday Party



General Manager and Publisher Ben Cannizzaro, left, and Advertising Director Bob Waitt enjoy the entertainment at the company's holiday party on December 22, 2011.



Harvey and the Harvettes, all members of Greater Media Newspapers' Production Department, once again delighted the staff at the company's holiday party on December 22, 2011. Pictured clockwise from left are Diane Thompson, Barbara Benko, Diane Avery, Joan Fruchter, and lead singer Harvey Hersh. The party, complete with a delicious catered luncheon, would be the last one in the company's Freehold, NJ, office before the move to Manalapan in January.

Newspaper Staffers Mark Milestones



General Manager and Publisher Ben Cannizzaro (center) congratulates Editorial Department employees for their milestone anniversaries at the company's holiday party on December 22, 2011. Left to right are: Tim Morris (30 years), Clare Celano and Diane Thompson (10 years), Linda Vinci (20 years), Bob Noppe (15 years) and Terri Tumbleson (20 years). More Publishing anniversaries on page 36.

H O L I D A Y

MAGIC 106.7 FM Lights Up the Holidays with the New Kids!

In 2011, the City of Boston's annual *Boston Common Tree Lighting* celebrated 70 years in style!

For the past 40 years, Nova Scotia has presented a tree to the people of Boston as thanks for relief efforts following the December 6, 1917, explosion of a munitions ship in Halifax Harbor. Within 24 hours of the disaster, a train loaded with supplies and emergency personnel was making its way from Boston to Nova Scotia.

On December 1, MAGIC 106.7's Mike Addams and Nancy Quill joined Boston Mayor Tom Menino and WCVB-TV personalities Anthony Everett and J.C. Monahan to host the holiday kickoff on Boston Common. MAGIC 106.7 arranged to bring Boston native and New Kid on the Block Joey McIntyre back home for the holidays to headline the night. Joey even brought along a few special guests, fellow New Kids on the Block Jordan and Jonathan Knight! The one-hour program was televised live on WCVB-TV Channel 5 in Boston and also featured



New Kids Jordan Knight and Joey McIntyre

appearances by The Radio City Rockettes, performers from The Boston Ballet's production of *The Nutcracker*, American Idol contestant and Cape Cod native Siobhan Magnus, and 19-year-old jazz saxophonist sensation Grace Kelly.

Santa Claus even made an appearance for the finale to help flip the switch and illuminate the 45-foot-tall spruce Christmas tree along with 60 trees surrounding Boston Common and The Boston Public Garden—in all 52,000 lights! 2011 marked MAGIC's 10th year as the official radio sponsor of the *Boston Common Tree Lighting* with The Boston Parks Department.



Boston's own New Kid on the Block, Joey McIntyre



Nova Scotia donated the 43-foot white spruce to Boston.



MAGIC's Mike Addams and Nancy Quill on-stage to introduce the headliner, Joey McIntyre

Holiday on Ice



Greater Media Charlotte Promotions and Marketing Director Matt Dubois at the WBT Holiday on Ice Rink. The featured attraction, located in front of the NASCAR Hall of Fame, is Matt's brainchild. He and his team have worked endlessly and devotedly to bring the Rink to fruition every year for the people of Charlotte.

Greater Media NJ Holiday Party



(L-R) Maria Ciezak, Annie Rodriguez and Kait Zullo

WLNK-FM Makes a Difference During the Holiday Season with Santa's LINK to Kids

WLNK-FM and the Charlotte-Mecklenburg Police Department (CMPD) work together each holiday season to help provide Christmas presents to disadvantaged children in the Charlotte area. 2011 marked the 19th year that the station and CMPD partnered to help make this community event a success. Throughout the year, CMPD officers collect names of children and their families who will need assistance during the holidays. They utilized WLNK-FM's custom adoption application process to enter children's names and their Christmas wish lists. WLNK-FM and each of the station's on-air talent invited listeners to adopt a child and purchase items from their Christmas lists. For two weeks leading up to Christmas, the station held three different drop-off parties where listeners dropped off presents for the CMPD to deliver.

The entire WLNK-FM family came out to the drop-off

parties to help organize and load presents with the CMPD. Members of the Promotions Department also volunteered with CMPD's Delivery Day to help deliver the presents to the children.

In addition, the station created an independent webpage with access directly from the 1079thelink.com homepage, where listeners could acquire information about Santa's LINK to Kids and the drop-off parties, as well as check out the children's names and their wish lists.

WLNK-FM provided Christmas presents for more than 1,700 underprivileged children in Charlotte and the surrounding areas. As the list of children had dramatically increased this year to 1,700 names, the station extended the hours of a drop-off party and collected six truckloads of toys and raised an additional \$5,000 to help fulfill the remaining wish lists.



LINK promotions and Charlotte-Mecklenburg police pose with gift donations to Santa's LINK to Kids.



LINK promotions and Charlotte-Mecklenburg police load the gifts.

MAGIC 98.3 FM's Holiday Shopping Spree Giveaway



The holiday season can be a stressful time of the year. Baking, shopping, sales hunting, cookies, Christmas jingles, angry people in parking lots, and more shopping. It can take its toll on us all. Putting a grand right in your hand is a great way to take the stress out of your holiday shopping though, right?

That's why MAGIC 98.3 was giving out a \$1,000 *Holiday Shopping Spree* to its MAGIC Music Club Members! Everyone got in on this one from day one, increasing club

memberships by over 100 new members within the contest time frame, reaching over 20,000 entries by the end of the contest! This was one of the largest members-only contests MAGIC 98.3 has had, and members kept their fingers on their mouses as they clicked in, time and time again, every five minutes for a chance to win. Entries flooded in each day, bringing in some large numbers as one of the most successful online giveaways in Central Jersey this holiday season.

On New Year's Eve, It Was an Aspen Affair for BEN-FM



BEN-FM teamed up with the Aloft Hotel in Mount Laurel, NJ, to create an *Aspen Affair* New Year's Eve Party. BEN's favorite cover band Modern Bliss rocked all night and got listeners in the spirit to ring in 2012.

Marilyn Russell hosted the night, while listeners dressed in their upscale casual best for the "Snowbunny & Lumberjack chic" theme.

BEN-FM's Marilyn Russell prepares to draw the lucky winner of a Killington, VT, ski vacation, plus \$1,000 cash!

Tickets included a three-hour premium open bar, champagne toast and discounted rooms. Over 100 people came out for the party and had the chance to win cash prizes as well as a real ski weekend of their own.

G

HUMAN RESOURCES UPDATE



By Karen Suddreth,
SPHR
Corporate HR
Manager
Greater
Media, Inc.

Rules to Live By

Late last year I read a piece by author and leadership guru Robin Sharma about the *50 New Rules of Work* (www.robinsharma.com/blog/03/the-50-new-rules-of-work/). I encourage you to check out Robin's blog, and especially the *50 New Rules*, as he provides insight about being successful in both work and life, but also on what makes someone not only a good leader, but also an exceptional one.

Here are three of Robin's *50 Rules* for you to consider:

- **Read magazines you don't usually read. Talk to people whom you don't usually speak to. Go to places you**

don't commonly visit. Disrupt your thinking so it stays fresh + hungry + brilliant.

In other words, step out of your comfort zone and experience something new. When you allow yourself to upset the routine and challenge your heart and mind, opportunities for permanent change just start flowing and you are on the way to achieving your best self ever!

- **If you're not failing regularly, you're definitely not making much progress.**

I love this one! Failure is underrated—how can you enjoy success if you don't know what failure feels like? But more

importantly, failure and success are two sides of the same coin—if you don't do anything, you can't have either.

- **Remember that the things that get scheduled are the things that get done.**

Have you ever noticed that those folks who seem to get the most done have an action plan? You check their Outlook calendar and they not only have appointments and meetings scheduled, but also a task list with a start and end date. You are the project manager for your life—make sure to schedule those things that are important for you to accomplish, both professionally and personally.

Make a commitment to yourself to stretch your boundaries and energize your mind and soul. Do something different, even if it means you might fail—you might just succeed! And send yourself an Outlook Meeting request to schedule time for the most important person—YOU!

Robin Sharma is the author of The Secret Letters of the Monk Who Sold His Ferrari and other books on leadership. You can find out more about Robin at: www.robinsharma.com/about-robin.php.



WRAT-FM Names 2012 Rat Rock Girl



2012 Rat Rock Girl
Apryl Evans

THE new year means time for a new spokesmodel for WRAT in the form of a Rat Rock Girl. For the third installment of the program, we'd like to introduce you to the latest and greatest addition to the Rat family, Apryl Evans, our 2012 Rat Rock Girl.

Apryl hails from East Rutherford, NJ. A true Jersey girl, she now resides in Asbury Park, down the street from where Bruce and Jon Bon Jovi got their start. Apryl comes to WRAT as an aspiring model (find her as Ms. February in the 2012 "The 7 Line" New York Mets calendar), an aspiring musician (she has a self-released EP, "One of Those Girls," which may be found at

her website aprylevans.com) and a fan of WRAT (duh, she passed all our tests to become the 2012 Rat Rock Girl!). With her experience in front of the camera, good shots are a natural for Apryl.

Apryl is ready to take on what the year is going to be throwing her way, including artist interviews, video news updates, tweets and more.

"I'm so excited to be here," says Apryl. "Music is my passion along with modeling so this is PERFECT! I'm ready to bring the role of Rat Rock Girl to the next level through email blasts, tweets, fun and exciting appearances, great interviews. AHHHH...can't wait!"

Posing for Greater Media's 97.5 The Fanatic in Philadelphia

Mike Missanelli,
afternoon host,
2 to 6 p.m.



Tony Bruno,
midday host,
12 to 2 p.m.



Barkley Shares His Thoughts on the Recent Tim Tebow Phenomenon

EVEN a Philadelphia radio station recently experienced the Tim Tebow frenzy! Greater Media's 97.5 The Fanatic in Philadelphia recently ran a contest looking for pictures of fans doing their best and most creative Tim Tebow pose.

The station received more than 200 photographs within 48 hours. The winner received a pair of diamond stud earrings, courtesy of Steven Singer Jewelers.

In addition, while on the air recently with afternoon host Mike Missanelli, legendary basketball great Charles Barkley shared his thoughts on the Tebow frenzy.

"The national nightmare continues," Barkley said. "Hey listen, I like Tim Tebow, but there comes a point ... he had a great game. He's supposed to have a great game."

He added, "They want to make it seem like, oh, the world is aligned correct. I'm like, he does play quarterback. He is supposed to play well."

Mike Missanelli replied, "So you've had enough of Tebow?"

"I think the world has," Barkley said.

WCTC-AM Weekly On-Air Segment Alerts Listeners to Topical and Compelling Stories in Greater Media Newspapers

RADIO and newspapers are working together in Greater Media's New Jersey market with a weekly feature that brings a managing editor from Greater Media Newspapers to the microphone of 1450 WCTC-AM.

Mark Rosman, a managing editor with Greater Media's group of 11 weekly newspapers in central New Jersey, joins WCTC-AM afternoon host Bert Baron on the air every Wednesday at 2 p.m. for the "Read All About It" segment on the talk radio station.

Rosman and Baron discuss several current stories being reported by Greater Media Newspapers that are of interest to listeners in WCTC's coverage area.

Topics range from municipal government and planning issues to articles about area residents who are involved



Bert Baron

in various endeavors. The goal is to make the WCTC listening audience aware of the quality newspapers Greater Media is producing in their communities.

"My spot with Bert Baron on WCTC is a highlight of my week," said Rosman, who has been a staff writer, copy editor, sports coordinator and managing editor with Greater Media Newspapers for 29 years. "I enjoy selecting the stories that I would like to speak about on the



Mark Rosman

air, and Bert has been great about giving me the latitude to use my experience as a journalist to determine what topics would be of interest to WCTC's listeners.

"Our discussions are lively, and the time I spend talking with Bert each week flies by. I think this is a great example of two types of media in the same company working to benefit each other, and I look forward to continuing with the 'Read All About It' segment," Rosman said.

Baron, host of the daily "New Jersey TODAY" show on WCTC, said, "Mark's weekly 'Read All About It' feature is easily one of the most popular on the entire station. The articles he selects to present each week range from critical local news to the most touching of human-interest stories. It is the perfect example of how two diverse media platforms can come together for the community they serve."

One topic that garnered great interest recently was the town of Old Bridge's plan to allow lifetime benefits for municipal retirees with as little as 15 years of service in that town. Another topic involved a Metuchen school's fundraising efforts to help build a school in Ghana for former child slaves, who worked on fishing boats from sunrise to sunset.

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94.7 WCSX-FM Hits the Road with Hometown Fridays

94.7 WCSX-FM evening personality Steve Kostan has been hitting the road for *Hometown Fridays*. Starting in December, Steve Kostan began broadcasting live 6 p.m.-11 p.m. from a hometown hotspot every Friday. During his broadcast, he highlights some of the cool places and events in that particular town.

In addition, the station features *Hometown Fridays* on the station's website, www.wcsx.com. Each week, the station showcases where Steve will be that Friday and includes the location in the WCSX-FM weekly e-blast. Plus, the station asks listeners to write in and suggest what town they would like Steve to visit next.



Steve Kostan and the 94.7 crew hit the road and broadcasted live from this *Hometown Fridays* hotspot 6 p.m.-11 p.m.



Listeners hang out with 94.7's Steve Kostan and win great prizes every Friday evening during the *Hometown Fridays* promotion.

WRAT-FM Celebrates the Big Game with the Coors Light Over/Under Contest

In honor of the New York Giants playing in Super Bowl XLVI, 95.9 The Rat and Coors Light decided to throw a party to celebrate football's biggest day! On Sunday, February 5, Rat personality Rockin Robyn Lane, along with 2012 Rat Rock Girl Apryl and the Rat Pack, headed out to The Shore House in Point Pleasant to host the Rat's *Coors Light Over/Under Contest*, celebrating the game with some of the most diehard Giants fans!

For two weeks on-air and online, 95.9 The Rat qualified over 120 people to come down to watch the Big Game. Qualifiers were on hand for their chance to win a 50-inch flat-screen

LCD HD TV, a Keg-O-Rator and a sweet cushy recliner!

One lucky finalist from Brick, NJ, walked away with the stash, guessing the total point score of 41!



Rockin Robyn Lane and Apryl, the 2012 Rat Rock Girl.

What I Learned During My CES Vacation

By Buzz Knight - Vice President of Program Development for Greater Media, Inc.



"Every once in a while I find myself in the presence of purity—purity of spirit and love—and I always cry. It always just reaches in and grabs me." Those are the words of Steve Jobs about the "Think Different" Apple campaign from the Walter Isaacson biography. This is the emotion we should all attempt to create whether we're Radio marketers or Consumer Electronics marketers. I wonder what the great inventors of yesterday would think of the Consumer Electronics Show?

How would Thomas Edison view the nearly 30 football fields of convention space filled with 150,000 inventors, entrepreneurs, business people and writers that roam for days like zombies looking for the next new thing? Other than complaining that his feet were sore, Mr. Edison would no doubt be inspired to take his own ideas back to the lab and experiment and develop. CES 2012 is over and in the books, and once again the spectacle here in the center of the digital

universe has left me with some thoughts to distill for the radio industry at large.

VIBE AND CORE BELIEF

The vibe that presides over the event is the first element that comes to mind every time I attend. Fred Jacobs from Jacobs Media nailed it when he called it "optimistic, exciting, spirited and BIG!" There's a strong core internal belief that permeates the entire event. Unless you are here you really can't describe it. It's exciting, there are neon backdrops, inflatables ... it's bigger than life. **Radio has to always strive to be bigger than life.** We have the power and imagination to create bigger-than-life strategies. This has to start with a strong and passionate internal core belief that you can feel when you walk in the door of a radio station. We should raise our level of excellence in everything we present to match that spirit (to clients and listeners) on a consistent basis.

RADIO AND CONSUMER ELECTRONICS

More radio people need to attend the Consumer Electronics Show! Those of us who attend are certainly searching for the next new thing, and even if it isn't ultimately always discovered, the overstimulation of the event provides a motivating perspective. In 1924, the Consumer Electronics Association started out as the Radio Manufacturers Association. **Radio is part of the Consumer Electronics Industry and let's get more of us to attend and feed our brain!**

CONNECTIVITY

This is the "buzz word" of this year's event. Everything changed when the smartphone hit the consumer as a device to connect them to everything and everybody. The smartphone has become the funnel of digital

content and services and there needs to be a seamless experience from home to office to car. Radio plays an important part in the connectivity landscape when it relates to reaching our existing and potential audiences. The car has become a big entertainment system on wheels, and radio's place in that available hierarchy needs to be rock solid. I spoke with Jim Buczkowski, the Director of Electrical and Electronics Systems for Ford, and he said, **"Radio has to stay focused on producing quality content, with customers having so many choices."**

PARTNERSHIPS

CES teaches us great examples about the opportunity for partnerships. Ford continues to profess a strong desire to use partnerships to build their brand in particular with Sync and My Ford Touch. According to Ford CEO Alan Mullaly, "We want to collaborate with everyone." The world is changing and radio companies are seeing the value of partnerships within our industry to get things done. **iHeartRadio is a great example of that. The barriers are only in our mind, not in the minds of our listeners.**

RESEARCH AND DEVELOPMENT

There has to be billions of dollars spent on Research and Development within the Consumer Electronics Industry, and there are still more flops than winners. New York Times Tech Columnist David Pogue told me he thinks the whole tablet business has gotten "way out of hand" at CES and that 99 percent of the new product lines revealed at CES will collect dust on the shelves. That doesn't stop this group of wild thinkers from trying new, bold and different ideas. David's

favorite this year is the new Casio G-Shock GB6900 wristwatch that communicates with your phone using Bluetooth technology. Let's get out of the "we've always done things this way" mode and try some new angles on promotions, features and listener engagement. Lab groups are a great way to try ideas out on real people as opposed to radio people. Research and Development on the good and bad case studies is an example for radio to take advantage of from CES.

RADIO

Radio has some stories coming out of CES this year that are worth mentioning. BlackBerry, which has its own business challenges, announced the new BlackBerry Curve 9360 or 9380 smartphone with a chip built in for FM broadcast radio. Bob Struble from Ibiquity showed us a phone with a built-in HD chip to broadcast in digital quality that could be available in the future. Bob did emphasize that the "digital consumer experience" both on a technical level and a content level needs to at least match the other services available to consumers.

INNOVATION

"You always have to keep pushing to innovate. Dylan could have sung protest songs forever and probably made a lot of money but he didn't. He had to move on ... The Beatles were the same way. They kept evolving, moving and refining their art." The words of Steve Jobs once again, which apply to CES and to our radio industry.

G



Philadelphia
William Burns
LaTonya Murphy
Charles Lake

Publishing
Peter Karpel
Anthony Naturale



Boston
Michelle Deasy
Loriellen Grande
Buzz Knight

Detroit
Jeremy Campbell

New Jersey
Bert Baron
Jennifer Mundy

Philadelphia
Raymond Koob
Deborah Watkins

HAPPY ANNIVERSARY

Please take a moment to congratulate the following employees as they celebrate "milestone" anniversaries with Greater Media!

10 Years Cont. Publishing
Clare Celano
Diane Thompson



Boston
Gwendolyn Stewart

Publishing
Bob Noppe
Gloria Stravelli



Publishing
Linda Vinci
Theresa Tumbleson



Publishing
Barbara Benko



Publishing
Tim Morris

The Big Game Bet Is On!



WCTC/New Jersey's Bert Baron



96.9 Boston Talks WTKK-FM's Doug Meehan

WITH the Giants and Patriots meeting once again in the Super Bowl, WCTC/New Jersey Program Director and midday host Bert Baron issued a challenge to WTKK/Boston midday host Doug Meehan on the outcome. A Patriots win would mean Bert would have to travel to Boston, wear a Tom Brady jersey, and treat Doug and WTKK Program Director Grace Blazer to lunch or dinner! On the other hand, a win for Big Blue would send Doug and Grace to Jersey. Eli Manning jerseys for both, and springing for a meal for Bert and a guest. A full recap will be in the next issue of Grapevine!

Screamin' on the Air for 15 Years at WRIF-FM

The past couple years has seen 101 WRIF-FM celebrate a number of anniversaries from the station turning 40 years old. Personalities Anne Carlini and Meltdown celebrated 25 years and 16 years, respectively, on the air. And the Riff has the chance to celebrate yet another major milestone with evening host Screamin' Scott Randall celebrating 15 years on the air at WRIF.

A born and raised Detroit "Eastsider," Scott graduated from local broadcast school Specs Howard and began his life as a radio DJ in 1984. Scott put in a number of years working on the air in several markets and here in Detroit, while also being a staple on the local music scene as a DJ at such legendary clubs as The Ritz. Eventually, Scott landed a spot at the place he always belonged...the Riff. Starting in 1997, Screamin' Scott took to the Riff airwaves as the long-time host of the Late Night



Scott onstage welcoming the Riff audience



Scott presenting a check to the Penrickton Center for Blind Children from WRIF's Rocktoberfest event



Scott interviewing Chris Chelios on the air

Overnight program while also stepping in as the original host of the popular Midnight Metal feature. Most recently, Scott has taken over the evening time slot from 7 p.m. to midnight, where his mix of music knowledge and unique humor keeps Detroiters entertained throughout the evening.

Well known across the metro area, Scott also has a reputation for being one of the "go-to" local celebrities when a charity is in need of a host, emcee, and spokesperson for their event. From such annual events as *Rock for Tots* to his own *Screamin' Angels* events, Scott is always available to give back to the community. It's always great to see some local make it in their hometown, and WRIF is proud to have Screamin' Scott as part of their staff for the last 15 years. Here is looking forward to many years to come!





GREATER GOOD

Greater Media Detroit Hosts Day of Greater Good with Operation Good Cheer

Greater Media Detroit employees helped Child and Family Services of Michigan, Inc. (CFSM) celebrate 40 years of granting Christmas wishes by lending a hand with its *Operation Good Cheer* program on Friday, December 2, and Saturday, December 3, 2011.

Volunteers did everything from sorting and wrapping toys to loading them into airplanes to be distributed to families in need. This year Greater Media Detroit employees lent a helping hand so that the 4,589 children



left, Greater Media Detroit employees Lisa Jesswein, Milton Feldberg and Cassandra Kniaz did their part to help load toys for children in need this past holiday season.



right, Volunteers load all the toys raised from *Operation Good Cheer* into planes to be distributed to the children in Metro Detroit to brighten their Christmas.

and youth who were sponsored by the program could have a very merry Christmas.

Operation Good Cheer is an annual, all-volunteer, Christmas gift-giving program. The fundraising event collects gifts from donors and distributes them to children, youth and adults with disabilities who currently reside in out-of-home placement.



Greater Media Boston Employees Continue The Greater Good, Delivering Holiday Meals and Gift Baskets to Clients of Community Servings

Community Servings prepares and delivers meals to more than 750 clients (and their families), who are dealing with serious illness. Every holiday, Community Servings prepares a unique gift

basket, which includes warm clothes, basic necessities and holiday treats for their clients and families. It takes a large team of volunteers to deliver all the baskets on a designated Saturday in December.

In addition, Community Servings prepares and packages a special holiday meal for each of the clients the weekend before the Christmas holiday. Volunteers help package the meals, assemble holiday meal bags, then assist in making deliveries—all in one day!

Greater Media Boston employees stepped up to the plate to help this organization, giving up busy pre-holiday Saturdays to get the job done—for *The Greater Good*.



WRAT-FM's Gotts Leads the Annual Polar Plunge Tour

2012 started out with a bang. As the new year rolled in, so did the cold wind, big waves, and bathing suit trunks. Swimming in January on the East Coast? Are we nuts? No, we just love to help local charities.

For the second year in a row, 95.9 The Rat personality Gotts led the annual *Polar Plunge Tour* in quest of warmth by way of support, as he took on five different challenges for five different charities and organizations. It started off on New Year's Day at the 9th Annual Sons of Ireland Plunge at Convention Hall in Asbury Park. A week later, the venture continued to Merri-Makers Water's

Edge in Sea Bright, where Gotts once again led the pack of plungers into the icy water to benefit Catholic education scholarship funds.

The next stop for The Rat Pack was Leggett's in Manasquan, where Gotts, along with Marketing Director Doug Sjonvall and many others, dove into the water to help support The LADACIN Network, a nonprofit agency whose mission is to provide education, therapeutic, social, residential and support services for people with cerebral palsy or other physical disabilities. The crew saw every costume you can imagine at this plunge, including Angry Birds, superheroes, bullfight-

ers (with bulls) and much more. This was followed by the biggest plunge of the year for Gotts at The Aztec Ocean Resort in Seaside Heights, run by the NJPBA, with all proceeds going to support The Special Olympics of New Jersey.

To date, Gotts has helped raise collectively over \$120,000 for charity! At the end of the tour, Gotts may have a little frostbite, but that's nothing the warmth of doing good can't melt.



Gotts rallies the crowds.



Bad time for an interview with 2012 Rat Rock Girl Apryl

photo gallery 2

GREATER MEDIA NEWSPAPERS



Aquatic Feats

An East Brunswick High School swimmer competes in the girls 100 butterfly during the team's meet against Sayreville on December 9.
Photo by Eric Sucar/ GMN Staff Photographer



Festival of Lights

A cantor lights a candle on the Hanukkah menorah outside the Jackson, NJ, municipal building on the evening of December 21.
Photo by Eric Sucar/ GMN Staff Photographer



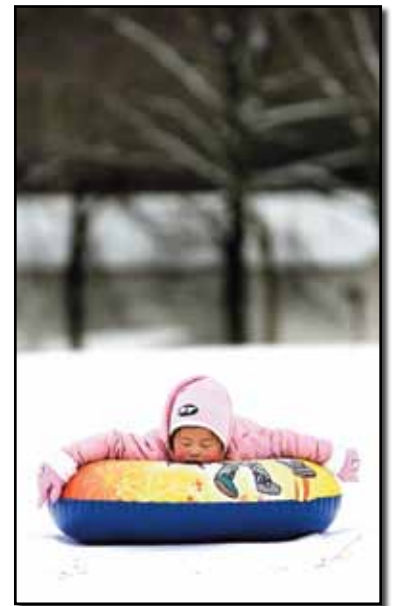
Celebration

A rabbi addresses the crowd gathered for the Hanukkah menorah lighting outside the Jackson, NJ, municipal building on December 21.
Photo by Eric Sucar/ GMN Staff Photographer



Givin' Some Sugar

Travis Gale, from Eyes of the Wild, shows some affection to his ferret during a children's educational program at the Marlboro Library in Marlboro, NJ, on December 8.
Photo by Eric Sucar/ GMN Staff Photographer



'Snow Wonderful'

A youngster from Edison, NJ, enjoys the first snowstorm of 2012 on January 21 after a few inches accumulated.
Photo by Eric Sucar/ GMN Staff Photographer

congratulations

BIRTHDAYS, BABIES & WEDDINGS



Happy Birthday!

The staff at WBT-AM/FM surprised Marketing Director **Matt Dubois** with a birthday breakfast on Wednesday, December 7. He did a great job blowing out all the candles on his birthday quiche! For the love of bacon...that's right, BACON! Greater Media Charlotte's Marketing Director loves bacon so much that his Promotions staff cooked him two pounds of bacon for his birthday breakfast.



Happy Birthday!

In celebration of Country 102.5 WKLB-FM's midday personality **Carolyn Kruse's** birthday on February 27, 2012, fan and baker Erin (of Cakes by Erin in Haverhill, MA) made a very special birthday cake for "The Kruser" based on Carolyn's favorite Toby Keith song, "Red Solo Cup."



We Tied the Knot!

WROR-FM Account Executive **Colin Smyth** and Victoria Savio were married November 19, 2011, at the The Gasparilla Inn & Club on the island of Boca Grande, FL.

Hello, Baby Palmer

Greater Media Newspapers Telesales Manager **Jennifer Peyton** and her husband Todd welcomed their son, Palmer Raymond Peyton, on November 12, 2011. Palmer weighed 8 pounds & 2 ounces and joins big sister Paige, 4.



Hello, Baby Caterina

Natercia Maria Clanton, wife of **Billy Clanton, Jr.** (Interactive Technical Manager GMNJ), gave birth to Caterina Maria Clanton on January 15, 2012, at 5:01 p.m. at Jersey Shore University Medical Center in Neptune, NJ. Caterina was born six weeks early. Her birth weight was 4 pounds 5.8 ounces and she was 17 inches long. After two weeks in the NICU at Jersey Shore, Caterina was discharged January 31. Caterina's big brother William, age 11, as well as mommy and daddy are very happy to have her home and healthy.



LOOK WHO'S READING THE GRAPEVINE!



Boston Pops Conductor Keith Lockhart is reading the issue of the *Grapevine* where he is on the back cover...reading the *Grapevine*!



Country recording artist Alan Jackson visits WKLB-FM studios in Boston.



Actor George Hamilton stops by MAGIC 106.7 FM while in Boston appearing in the musical *La Cage Aux Folles*.



Comedian Joe Matarese visits WCTC-AM.



Greater Media, Inc.
a family-owned company

Greater Media, Inc., with headquarters in Braintree, Massachusetts, is the parent company of 22 AM and FM stations located in the Boston, Charlotte, Detroit, New Jersey, and Philadelphia markets. It also owns a group of weekly newspapers in central New Jersey, as well as several telecommunications towers located throughout the United States.

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• WMGQ-WCTC-WDHA-WMTR-WRAT-WJRZ New Jersey •

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