



WELCOME TO SUMMER 2014!

HELLO

It was a long time coming as the Cape was bombed with snow, wind and cold temps, but we're all happy now! Welcome too to our second newsletter! We received such nice comments on the first one, we've decided to give it an official name!

It's officially **"Channel Markers."** Most Cape Codders are familiar with the red and green buoys that mark our waterways. We thought with our many "channels" here, that it would make a great name for this guide for our clients regarding all that's going on at CCB. CCB has had a busy Spring with exciting contests like the Hyannis Toyota Ultimate Ride. We also introduced Cape Club Rewards, a new program that allows us to connect directly and individually with our best listeners... there's more about that later in the newsletter. Cape Club Rewards has rewarded listeners so far with Concert tickets like: Billy Joel at Fenway Park, Cher, Keith Urban and Justin Timberlake at Boston Garden and more like George Strait, Chicago and Journey at the Xfinity Center, Trace Adkins, Martina McBride and Scotty McCreery all at the Cape Cod Melody Tent. We also have a few more new faces as we continue to grow and realign ourselves to meet the tastes of our listeners and the needs of our customers!

Speaking of our customers, our Director of Sales, Erin Madden is leaving to join Hub Spot, a growing agency that works with companies on their online lead generation in Cambridge. We'll miss her but she's left us a stronger team and she'll continue to be a part of CCB as our "voice" on Ocean. See the letter that she's penned to our clients.

We've got some new branding to share too. Check out page 4 to see the new logos and looks from all the CCB channels and please also read about our new platforms that we hope will continue to help you reach the Cape Cod audience in many different ways! From everyone at CCB, we wish you a sunny and profitable summer of 2014!

Beverly Tilden, General Manager

PREVIEW!

Cape Cod Broadcasting now officially becomes Cape Cod Broadcasting Media.... or CCB Media.



With the addition of our active CapeCod.com website and our many radio station sites and the loyalty marketing platform Cape Club Rewards, we have officially become CCB Media. Our goal: to bring our listeners the information

they need 24/7 and provide them the ideas and resources to live their best life on Cape Cod. As a well searched term, CapeCod.com will also attract those wishing to visit Cape Cod searching for travel information, where to stay, dine, and where to go and what to do when they get here. What does that mean for our advertisers? CapeCod.com is an opportunity to put your business front and center exactly when a customer is looking for your product or service!



CapeCod.com will be the Cape's virtual "town square." According to Brian Barth, Director of Digital Strategy for CCB, "Our plans are to create

a resource for everything you need to know to connect with Cape Cod," he explained. "Beginning with local news, weather, traffic and including event listings, entertainment, lifestyle articles...even business listings to help users find the services they need on Cape Cod." CapeCod.com reaches the Cape Cod Community as well as the many visitors who search for where to go and what to do while planning or enjoying their trip to the Cape. Ask your CCB Media representative about how we can directly connect your business to this website that will be a go to location for Cape information.



donna credit

Passed the 20 year mark in the Spring at CCB. That smooth delivery you hear on Ocean every day from 10-2 has been gracing the airwaves of Ocean for the past nine years and before that Donna did afternoons on WQRC. But Donna isn't just a soothing voice bringing you news of Cape events and information on the next song you'll hear, she's a key part of the framework of CCB. As a member of our traffic department and production team, Donna's also scheduling commercials, making sure the copy is correct and often voicing and producing them herself. Donna calls Yarmouthport home and enjoys acting in theatre productions in her spare time. She was most recently in a production of Into the Woods and is seen at the Cape Rep Theater and the Harwich Junior Theatre. She can also be spotted at Craft Shows on the Cape showing her unique Nautical Chart jewelry designs. When asked about how things have changed over the years Donna says it's Technology. "We've had three different traffic systems, audio systems...it's always changing," Donna explained. "The music has changed too over the years, but I love the new Ocean sound, the variety and the deeper cuts keep it interesting."



dave read

August 2014 will mark 35 years on Cape Cod morning radio for Ocean 104.7s Dave Read. The man most famous for bringing the weather news to Cape Cod traveled from Maine to WQRC where he first broadcast the WQRC morning show in 1979. Dave says he was first attracted to the idea because his wife wanted to be closer to her family in Weymouth. Dave spent 10 years doing mornings then added the title, "Weather Specialist" to his duties and he's been keeping Cape Codders informed on the ever changing storms, winds and sunshine of the Cape. He's a huge fan of the Ocean music often sending his own music collection suggestions to our Program Director. Dave is well known in his hometown of Sandwich and is an active community member working tirelessly for A Baby Center in Hyannis, as a Cape Cod Healthcare volunteer and at Bridge to Hope. He's a frequent traveler and you can see his photos on our Ocean Facebook page...they are a testament to both his passion for photography and the beauty of Cape Cod. When asked how he stays excited about his job after all these years, Dave explained, "I try to keep it fresh and not to repeat things... and after all I have radio to thank for keeping me young!"



dave myers

Transitions from Sales to Production Director

Our clients may know Dave Myers as their salesperson, but Dave has now transitioned to the Programming side of CCB Media. As our new Production Director, Dave shepherds all of our advertisers' messages through the process of recording and preparing for air. He's a bit of a perfectionist, and we can't think of a better job for him. Dave's recently added Ocean's nighttime show to his duties and he says he's fulfilling a lifetime dream to be on-the-air. Hear Dave every weekday evening from 7-10pm and weekends you can hear him on Ocean too.

tune
into
our
newest
team
members



SEAN DOHERTY

joined the 99-9 The Q Morning Show with Karen Blake and has hit the ground running already—doing appearances all over the Cape! Sean comes to us from Clear Channel where he was on-air at various stations in their Tucson, AZ cluster but Sean cut his teeth in radio at their KISS 108 station in Boston. Originally from the Boston area you can spot Sean on the Cape from Bourne to P-town!



BRIAN BARTH

joins CCB Media to architect the new CapeCod.com. Brian, originally from Chicago, married a Cape Cod gal and relocated here and CCB got lucky! As a seasoned digital marketing guru he is excited to be crafting our new community website.



CAT WILSON

CCB Media has 9 more lives with the addition of Cat Wilson as our Promotion Manager. Cat is a homegrown Cape Codder and brings a world of relationships with Cape Cod business and with the local music industry. We're very happy to welcome her to the CCB family to guide our very busy promotion department. Cat was the driving force behind the Chowderfest and her show The Cheap Seats, now heard Sunday's 8-10pm on Ocean 104.7, is a Cape favorite and a showcase for local music artists.



SAM HENDY

is our Assistant Promotion Manager and quite a music fan herself. After graduating from California State College in Northridge, she worked for a record label in Los Angeles and upon returning to the East Coast, in the promotion department at radio station AMP in Boston. Sam's passion is following the local music scene and bands all over the Cape!



CCB SALES VETERANS
JUDY CROCKER & MELINDA BAKER
TAKE THE REINS OF CCB MEDIA SALES

Judy Crocker, veteran sales person for Cape Cod radio stations for more than 20 years, 16 of them at CCB, has been promoted to General Sales Manager of CCB Media with the recent departure of Erin Madden. Those of you who know Judy (which seems to be almost everyone on the Cape) know that she is a very engaged and focused individual and I am looking forward to being part of the vision that she will bring to our sales department.

Melinda Baker, eight year veteran at CCB, and formerly Sales Operations has been elevated to Local Sales Manager. Local Sales Manager is where the rubber hits the road in the sales department. Getting those unique client requests completed, maintaining high standards of service, integrating the customers into our programming and making the whole process go seamlessly are all in Mel's purview and no one does it better.

Judy and Mel are already deeply involved in our company vision going forward and I have high confidence in their abilities to keep our sales team moving forward and continuing to improve our customer experience and results.

As I mentioned in my opening letter, Erin Madden has left us to join HubSpot in Cambridge. I asked her if she would care to address our team and our partners in this newsletter.

Beverly Tilden

Please turn over for Erin's letter

To our partners,



When I arrived at Cape Cod Broadcasting in 2003 the company was "99.9 WQRC, Ocean 104 (positioned then at 103.9 on the dial) and CapeCod.com." What a mouthful for the receptionist! In the eleven years since the company acquired two additional radio stations, rebranded as Cape Cod Broadcasting, moved Ocean from 103.9 FM to 104.7 FM, and launched the Cape's exclusive Country radio station. Innovation here at CCB has accelerated over the past year with the arrival of General Manager Beverly Tilden. CCB has been moving swiftly through an exciting new transformation from a broadcast company to a multi-platform media company.

Bev's addition of award winning Programmer Jerry McKenna "put a fresh coat of paint" on each station evolving the music and content to be a more direct fit for the primary target listeners. Bev & Jerry added talented morning show hosts to the stations to anchor the formats & increase listener engagement, launched a loyalty program designed to reward listeners for engaging with our stations and our advertisers, and have launched the "CapeCod.com newscenter" extending our on-air news and information content online to CapeCod.com. Bev's vision to lead the company to be the biggest and best media company in the region will not stop there. The next year will bring exciting new opportunities for advertisers to deepen their relationships with our listeners in all of the places they interact with their favorite stations...

Naysayers have tried to spin all of this innovation as too much change or as a diversion from our community focused philosophy, but nothing could be further from the truth. The truth is the media industry is changing at a rapid pace and media companies MUST change to compete and to continue to deliver outstanding results for their advertisers.

The way I see it, CCB ownership – local ownership might I add - has stepped up to the plate in a BIG WAY to do just that. They have invested in their belief in a bright future of growth for CCB, their unwavering commitment to the community and to being truly LOCAL.

I have been incredibly proud and fortunate to represent CCB for the last eleven years in various positions, as General Sales Manager for the past four. It has been a great journey of growing and stretching my skills year after year, working with great professionals, building an AWESOME (if I do say so myself!) sales team of individuals who are committed to delivering exceptional results for our partners. I've learned a lot and have had a TON of fun. When I started at CCB I was twenty one with two years of college still ahead of me. Now, eleven years and four positions later it's time for me to stretch and grow my skills and knowledge again and to do that I will be beginning the next chapter of my career adventure at HubSpot, a marketing technology company in Cambridge.

I am turning the sales management reigns over to talented leaders with enthusiastic confidence that they, alongside Bev and the rest of the CCB management team, will lead the sales team and CCB to its next level of AWESOME. Our advertising partners, the community, and the sales team will be in excellent hands and I'll be forever rooting for the "home team," the best in local radio, CCB.

Erin Madden



PLATFORM SUCCESS!



"Cape Club Rewards has already had a major effect on our audience and how they engage with our radio stations," said Bev Tilden, CCB Media General Manager. "Thousands of listeners receive our weekly communications through email with an outstanding open rate...and many of them communicate with us daily through our Cape Club Rewards. When a listener becomes a member of Cape Club Rewards they have raised their hand to let us know they listen frequently and are actively interested in our stations' contests, events, personalities and benefits." Listeners Earn Points for listening, visiting client websites, attending events, playing online games, choosing the music they like to hear, sharing their opinions on surveys, answering trivia quizzes and a host of other opportunities. Listeners Spend Points on a variety of prizes, contests and offers from both the stations and

our advertisers! If you want to highlight a new product, service, website or location – ask your CCB Media representative about how we can present those to our audience in a direct one to one marketing opportunity with Cape Club Rewards.

Our CCB news center also expands to include not only our news broadcasts on Ocean 104.7 and 99.9 The Q, but now you can get those stories, weather and traffic 24/7 along with lots more stories and resources. You'll hear our news team refer to the CapeCod.com NewsCenter and you can find details of anything you hear on the air, now 24/7 on CapeCod.com. A news sponsorship combined with a banner ad on our news page could be a great multi-platform campaign for your business. Talk to your CCB Rep for more details.

s p o t l i g h t



Hyannis Toyota tapped all the CCB platforms to drive brand awareness, showroom visits and website hits as the sponsor of the CCB Ultimate Ride contest in April and May. Tapping the listenership of all four stations, three websites and the Cape Club Rewards program, Hyannis Toyota joined 99.9 The Q, Cape Country 104 and Ocean 104.7 to give away a two year lease on a brand new Toyota. The Winner got to choose between a Rav 4 and a Camry and on May 31 we awarded the prize to Julie of Marstons Mills and she chose the Camry.



The Cape Cod Melody Tent has a summer-long campaign of on-air advertising on 99.9 The Q, Ocean 104.7 and Cape Country 104. They also regularly tap the Cape Club Rewards online program to reach avid music lovers!



The Lobster Claw Restaurant in Orleans is another client savvy enough to jump on the CCB multi-platform bandwagon airing commercials on Ocean, The Q and Cape Country and he's a believer in CapeCod.com with a featured listing on "Where to Eat" and banner ads on the homepage! On-air and online get it done for the Lobster Claw!



What Medium Scores Highest ROI?

IT MAY BE

RADIO

**RADIO PAYBACK
PER \$1 AD INVESTMENT**



Ratio of incremental sales revenue per thousand to advertising cost per thousand = Payback
Copyright 2014 © Nielsen Catalina Solutions

What's the best medium for delivering eye-popping return on investment? Strangely enough, it may be radio, at least in a study of 10 brands from last year.

Despite a recent flood of studies and marketer statements validating returns from Facebook and other digital media, radio beats most of those glowing digital ROI numbers in a study of 10 brands that advertised on Clear Channel stations. The study is from Nielsen Catalina Solutions, which combined data from Nielsen's newly acquired radio-audience measurement business with shopper-card data from Catalina...

For the complete article reference this link: <http://adage.com/article/media/surprise-radio-beats-return-investment/292305/>