



Connoisseur Media Platinum Employer Partner 2011-12

Connoisseur Media is a national media outlet that holds broadcasting licenses for six radio stations local to Billings, Montana, as well as over a dozen more stations across the Midwest. In Billings, find Connoisseur Media at KWMY-FM 105.9, KPLN-FM 106.7, KRZN-FM 96.3, KRKX-FM 94.1, KBLG-AM 910, and KYA-AM 730. These stations broadcast a wide range of content, from country to rock, as well as news talk radio and sports.

In addition, Connoisseur Media is an active participant in charity events all around Billings, such as Relay for Life, and has been a **Platinum-level Employer Partner with Career Services since 2008**.

Beth Stephenson says it's the company's involvement in the community that makes it truly special. Stephenson, the company's upbeat, hardworking traffic director and part-time radio DJ, says that it's the connection with the community on a very personal level that puts radio ahead of the more "digital" sources of music entertainment, such as XM Satellite Radio and Pandora. "You can't meet their DJs," Stephenson says, "and with us, you can get that personal connection they can't provide. It's not just putting a smile on somebody's face while on the radio, but being out in the community." Stephenson speaks with passion about Connoisseur Media's local focus; according to the company's website, they "deliver quality to listeners, advertisers, and communities with integrity, service, (and) innovation," but she offers a different mission statement: "(We) demand...to be involved in the community."

For Stephenson, the choice to continue to be part of the Employer Partnership Program was personal, since that's how Stephenson was informed of a position at Connoisseur years ago. Being a Partner keeps Connoisseur Media connected to the students at the college, which benefits both parties. "The students need Connoisseur," Stephenson says, "but Connoisseur needs them as well." Any business would see similar benefits—the program connects businesses to college students, and college students are likely not only to be skilled in their applied fields, but also to be interested in long-term employment. The program also exists as another link Connoisseur Media to the community at large, and therefore fits nicely into the company's mission.

When graduation is approaching and students are setting out on their job searches, Stephenson offers the following advice: "Go after it. Apply for everything. There's no room in today's job market to be picky. Get experience, find the best in what you can get, and just go after it." Communication is the most important skill for students to develop, says Stephenson; excellent communication skills are the foundation of strong business relationships and the all-important ability to network. As the old saying goes, "It's not what you know, it's who you know."

Besides communication, Stephenson also recommends creativity, a flair for marketing (oneself, above all), new ideas, and above all, boldness. An outgoing personality is central to good communication skills and excellent customer service. In addition, she advises students to keep up with the changes the future may bring, and to know the latest trends—and by knowing them, staying one step ahead.

Students interested in contacting Connoisseur Media regarding employment can call the business line at (406) 248-7777, or go to www.connoisseurmedia.com and click the "Employment" link.