

## Blogs:

While “Wall” posts are limited to 420 characters (combination of all letters and spaces), blog posts can be used to expand on the promotion you are trying to get across, tell a story and most importantly, drive people back to all of the content and advertising on [PennysaverOnline.com](http://PennysaverOnline.com) and in print.

### [Idol Competition at Park Place this Saturday](#)

Thursday, August 5th, 2010

At 9 p.m. on Saturday, Aug. 7, Park Place Restaurant & Lounge will host the second part of their Idol Competition. Similar to American Idol, the contestants who choose to participate use their voices to awe the judges and crowd.

One of the Round One winners was Leslie Pasco, who also happens to be a Snyder Communications employee. The other four winners were Marty Kuhn, Dave Doing, Paul Sims and Sarah Hovey. Those five contestants will face-off against the five winners that are chosen from the second pool competing this Saturday. The final 10 will compete on Saturday, Aug. 14.

“I got involved because I thought that it would be a fun thing to do and it’s a great community event,” Pasco said. “I love to sing and I think this is a great thing to support a local business.”

Leslie impressed a very good turnout at Park Place during the first round of the competition with her rendition of “At Last” by Etta James. She said that the song is one of her favorites and she performs it with her band, All About Eve.

Although she won’t be singing again until Aug. 14, she’ll still be scouting the competition at the second round.

“I heard that [Evening Sun reporter] Brian Golden is going to be there on Saturday and I have plans on heckling him up there,” she said jokingly. “Honestly I hope that Snyder Communications can battle for the top two spots on August 14.”

The top three winners will be awarded \$250, \$125 and \$75, respectively. If you want to enter before the competition starts, go to [Celebration Creations](#) or stop into Park Place or Fred’s Inn to fill out a registration form. If you just want check out what’s going on, be sure to go at 9 pm on Saturday!

To view more about this event and discuss it with people that are going, go to the [Pennysaver Events Section](#).



Leslie Pasco performs with her band All About Eve at Cafe Connection in Norwich.

Tags: [Idol Competition](#), [Park Place](#)

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### One Response to “Idol Competition at Park Place this Saturday”

Kerri Green says:

The first night was so much fun and it was amazing to see the talent in Norwich! There is still time to sign up for Round 2 ... or come on out and support the singers. Park Place is a great place to do this event. Thank you to the Cirello Family for hosting the Idol Competition. All of the singers last weekend did a great job and I can't wait for Saturday night!!!

### [Idol Competition finals are set](#)

Monday, August 9th, 2010

After fierce competition by 16 contestants last Saturday night, the final 10 in the Idol Competition has finally been decided. Morgan Smith, Kisha Estelow, Deena Wrieden, Nathan Evan and Brian Golden will join last week’s top 5 of Dave Doing, Sarah Hovey, Marty Kuhn, Leslie Pasco and Paul Sims. Those 10 will compete on Saturday, August 14 at 9 pm at Park Place Restaurant and Lounge in Downtown Norwich to decide the top three winners. They will be awarded \$250, \$125 and \$75, respectively.

To view a photo gallery of Round 2, go to the [Pennysaver’s Facebook Photo Album](#).

“I’ve been amazed at community response to this event,” Event Organizer Kerri Green said. “Pretty much everyone has been very competitive in the competition.”

For the finals, contestants will have to pre-select two songs for the competition. The 10 will be narrowed down to five after their first song. After that, the top three prize winners will be determined after the final five sing one more time. After the winner is announced, they will have a chance to sing one more time to the crowd.

“I’m hoping for a full house at this event,” Green said. “I think everyone will want to see and support the singers as well as have a fun night at Park Place.”



Evening Sun reporter Brian Golden performs during Round 2 of the Idol Competition.

Tags: [Idol Competition](#), [Park Place](#), [photos](#)

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### One Response to “Idol Competition finals are set”

Kerri Green says:

The past 2 weeks of competition has been great and our area has some amazing talent!! Can't wait to see who is Park Place Idol this Saturday! Come on out and support your favorite singer! Thanks the the Cirello Family for being such accomodating hosts and for putting this even on for the community.

### Aug 9th Blog -

Blog talked about the contestants that advanced to the finals from the Second Round

-Linked to a photo album on Facebook

### Aug 5th Blog -

Blog talked about signing up for second round, Leslie’s performance, prize money

-Linked to video and the Pennysaver Facebook Events tab

### [Idol Faceoff: Golden vs. Pasco: Prizes for people that attend](#)

Thursday, August 12th, 2010



With the final 10 contestants all lined up for Saturday’s Idol Competition Finale at Park Place Restaurant and Lounge, the contest, which starts at 9 pm, is sure to be fierce.

That is especially the case with intra-company rivals Brian Golden and Leslie Pasco, who are both employees of Snyder Communications (Brian - Evening Sun reporter, Leslie - New Media Retailer). Ever since they found out that they would be in the finals together, the smack-talk hasn’t stopped.

“About the only one I’m not too worried about is that Leslie Pasco,” Golden said jokingly. “I mean come on, if I had legs like that I wouldn’t even need to sing, just kind of hum a little bit and I’d be in.”

After that statement the “fight” was on.

“I appreciate the legs comment and I’ll be using them to stroll up and get my prize while Brian is in the corner bawling,” Pasco shot back.

While both competitors joked around, they were quick to praise each others talents. They also know that the singers they will be facing on Saturday will not be push-overs.

The other singers that they will be competing against them include Dave Doing, Sarah Hovey, Marty Kuhn and Paul Sims from Round One and Morgan Smith, Kisha Estelow, Deena Wrieden and Nathan Evan from Round Two. The prizes are \$250, \$125 and \$75 for the 1st, 2nd, and 3rd place winners, respectively.

“I’m really looking forward to Saturday,” Golden said. “I think it’s going to be a lot of fun and the competition is just fantastic, there are some very talented singers.”

The people watching will also be able to get in on some great prizes. Simply by going to the event and becoming a fan of the [Pennysaver Facebook Page](#), you will be entered into a random drawing for one of five (5) \$20 Gift Certificates provided by Park Place.

All you will need to do, once you hit the “Like” button on our page, is say you were at the event and you will be entered. More instructions will be on the Pennysaver Facebook page after the event.

Hope to see you there!

Tags: [Evening Sun](#), [free](#), [gift certificates](#), [Idol Competition](#), [Park Place](#)

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### 2 Responses to “Idol Faceoff: Golden vs. Pasco: Prizes for people that attend”

Kerri Green says:

Great article! Keep it clean Leslie and Brian! Congrats to all top 10 contestants and can't wait to see who will be crowned Park Place Idol!

Lori Seary says:

Leslie will rock the house, is there really any need for anyone else to show up? Drinks on Leslie!

## Findings:

### Synergistic

- Used all of our media platforms effectively
- Maximize capabilities by including Facebook info in print ads
- Add e-mail blasts and online ads to the package as well

### Soft Sell

- With this system, consumers come to you and want to know what will happen - more interactive
- With print, it’s usually “one and done”

### Benefits us as well

- We will get more fans by having them join our page to follow event
- Revenue potential

## Conclusion:

We believe that the combination of print, online, and social media can be turned into an advertising package that can be considered unique and exciting to our advertisers. From what you’ve seen today, how can this be applied to some of the advertisers you work with?

### [Idol Competition Finishes Up](#)

Tuesday, August 17th, 2010

On Saturday, August 14 at Park Place Restaurant and Lounge, Kisha Estelow was crowned as the Idol Competition winner.

However, she had to go through a lot of tough competition first.

In the first round Brian Golden, Leslie Pasco, Dave Doing, Sarah Hovey, Marty Kuhn, Paul Sims, Morgan Smith, Deena Wrieden, Nathan Evan and Estelow all sang one song in hopes of becoming one of the final five.

For Hovey, Estelow, Pasco, Sims and Golden that hope was realized. Hovey was considered the top performer after the first round with an excellent rendition of “Edge of Seventeen” by Stevie Nicks. Our own Snyder Communications employees Brian Golden and Leslie Pasco sang “Sitting on the Dock of the Bay” by Otis Redding and “If I Ain’t Got You” by Alicia Keys, respectively, to help the reach the final round.

After each contestant sang another song, the judges decided on the winners. The following is the order in which they finished as well as their prize:

1. Kisha Estelow - \$250
2. Sarah Hovey - \$125
3. Paul Sims - \$75
4. Brian Golden - \$20 Park Place Gift Certificate
5. Leslie Pasco - \$20 Park Place Gift Certificate

Some of the people that attended were winners of prizes as well. Just by attending the event, being a fan of the Pennysaver on Facebook and posting they were there, Kyli Ousterhout, Brandon Wightman, Shaina Dawn, Lorinda Meehan and Danielle Glitter all won one \$20 Gift Certificate to Park Place.

Thanks to everyone that attended!

### Aug 12th Blog (left) -

A Pasco v. Golden preview blog promoting the “Sing Off of the Century” and a little smack-talking.

-Linked to the Facebook page and promoted (5) \$20 Park Place Gift Certificates

### Aug 17th Blog -

Recap of the Finals and winners of the gift certificates