

Greetings Captains and Trivia Teams,

December 7, 2011

**33 1/3: Trivia Long Play**, KVSC's 33<sup>rd</sup> annual trivia weekend will be spinning round and round the airwaves of 88.1FM February 10-12. Trivia captains and players—round up your team of crate diggers, visit the wax museum and research the rare vinyl records, liner notes and cover art that has stayed in the hearts of music enthusiasts for years gone by.

◆**Registration News:** Early bird trivia team registration and visual trivia are available starting Thursday, December 15 at the KVSC studios. Our offices are typically open Monday-Friday (except federal holidays) from 8:30 a.m. to 5 p.m. KVSC will be CLOSED on December 23 and December 26. Additionally, KVSC does not post the visual images on our Website; you must register in person or via mail to receive the visual images.

◆**New for 2012:** Due to a nuanced question brought to you by Trivia Central Command (that's all we're telling you), ALL TEAMS are required to register an official team email account. This can be an existing account, a personal account—but it must be the official email account associated to your team for **33 1/3 Trivia Long Play**. This will be required to be completed on the registration form.

◆**New RULE for 2012:** The Information/Repeat Question support line will NOT spell out common words. For example, if a question asks about the Tracey Ullman show, we will not spell out the name Tracey. On air hosts will only spell out words that are deemed helpful by the trivia writing team.

◆**Affiliate Stations for 2012:** We are continuing to offer Trivia Weekend as a live simulcast with Minnesota State University-Mankato and its affiliated stations and KSRQ 90.1FM in Thief River Falls. These are the confirmed stations simulcasting Trivia Weekend at this time.

◆**Poster and Promo News:** KVSC's partner in broadcasting, UTVS-Television in St. Cloud requested to take on the trivia poster design and images for **33 1/3: Trivia Long Play**. The posters should be ready for teams on December 15. We'd like to thank Derrick Silvestri and student Wesley Beskar for their creative interpretation of this year's theme.

**Social Media:** KVSC has developed extensive Facebook, KVSC.ORG and Twitter branding for Trivia. You follow KVSC on Twitter, don't you? Check us out at <http://twitter.com/kvsc881fm> and follow the hashtag #TriviaWeekend throughout the contest. We are also planning a Google+ Hangout during Trivia Weekend, so follow KVSC on Google+ at <http://gplus.to/kvsc881fm>.

◆**UTVS**-the University Television System- will broadcast live coverage of Trivia Weekend, both on local cable in the St. Cloud area and via Web-streaming. You can find UTVS on channel 21 or log on to [www.utvs.com](http://www.utvs.com) for Web-stream links of live trivia coverage.

◆**Registration Deadline:** The firm deadline to register for **33 1/3: Trivia Long Play** is 4:30 p.m. on Friday, February 10.

◆**Team Numbers:** KVSC will contact your campaign headquarters to assign your team number on Friday, February 10. We will start calling in the early afternoon. Please try to have a team representative available for that call Friday afternoon. We will continue to try to reach your team up until the contest begins at 5 p.m.

◆**Awards and Party at the Red Carpet Nightclub:** The trivia awards ceremony begins at 8 p.m. Sunday, February 12 in the Ritsche Auditorium at SCSU. We'll deliver the *Minnesota Masters of Trivia Traveling Trophy* from 2011 champions from team *Mustache* to the new champions. The post-trivia party rock and rolls Sunday night at the Red Carpet Nightclub in downtown St. Cloud. The *Shake a Hamster Band* promises to live up to the theme of presenting rare, deep album cuts of their catalogue—and all your favorite SAHB hits!

Finally, our gratitude is extended to teams that pledge to support KVSC year-round. If your team has considered “passing the hat” to support KVSC’s operations outside of Trivia Weekend we have an easy process in place. You can click on the *Contribute* link at KVSC.org and we'll get you started on your path to supporting *Your Sound Alternative* year-round at 88.1FM. All team memberships/contributions to KVSC are tax deductible.

Best,

Jo McMullen-Boyer  
Station Manager

P.S. Be sure to visit KVSC.org and Facebook.com/KVSC881FM. These are the best resources for all trivia updates. Good luck!