

# *Influencer Report: BAZ BOOT CAMP*

*July 2017*



THE VENETIAN® THE PALAZZO®

— LAS VEGAS —



# Looking Back

- In July, influencer posts about BAZ – Star Crossed Love reached more than **1.7 million followers**.

This report shares highlights from BAZ Boot Camp.

- We hosted the following influencers for BAZ:

## July 27 and 28

- Andrew Freund
- Barrett Foa
- JJ Snyder
- John Katsilometes
- KTNV Vegas Morning Blend
- Michael Shulman
- Rachel Smith
- Sam Novak
- Shaun Burgess

Friday, July 28, 2017



**Andrew Freund**  
[@andrewfreund](#)

***Followers:***

**Instagram:** 3.9k

**Twitter:** 3.6k

***Bio:***

Andrew Freund is a Los Angeles-based television host and entertainment correspondent for FOX, CBS, Dish Nation and The Talk.

***Engagement:***

- [BAZ Instagram Post #1](#): 123 likes
- [BAZ Instagram Post #2](#): 234 views/53 likes
- [BAZ Instagram Post #3](#): 298 views/56 likes
- [BAZ Twitter Post #1](#): 16 likes/1 retweet
- [BAZ Twitter Post #2](#): 14 likes/1 retweet
- Instagram Stories (can be viewed for 24 hours)



**Barrett Foa**

[@barrettfoa](#)

Thursday, July 27, 2017



***Followers:***

**Instagram:** 113k

***Bio:***

Barrett Foa plays tech operator/surfer Eric Beale in the CBS drama TV show NCIS: Los Angeles. Prior to this role, Barrett Foa played the lead in "Avenue Q" and "The 25th Annual Putnam County Spelling Bee" on Broadway, and was featured in the original Broadway cast of "Mamma Mia!."

***Engagement:***

- Instagram Stories (can be viewed for 24 hours)



Friday, July 28, 2017



**Rachel Smith**  
[@rachelsmithfox5](https://www.instagram.com/rachelsmithfox5)

***Followers:***

**Instagram:** 5.3k

***Bio:***

Rachel Smith is a Las Vegas-based Emmy award-winning host of MORE & More Access on FOX5.

***Engagement:***

- [BAZ Instagram Post](#) #1: 112 likes

Friday, July 28, 2017



*Michael Shulman*  
[@shulmansays](#)

*Followers:*

Instagram: 13.4k

*Bio:*

Michael Shulman is a Las Vegas-based social influencer, writer, artist, and pop culture expert.

*Engagement:*

- [BAZ Instagram Post](#) #1: 66 likes
- [BAZ Instagram Post](#) #2: 89 likes
- [BAZ Instagram Post](#) #3: 256 views/96 likes
- [YouTube Video](#)
- [Blog Post](#)
- [LinkedIn article](#)

Thursday, July 27, 2017



**Melinda Sheckells**

[@melindasheckells](#)

***Followers:***

**Instagram:** 4.4k

***Bio:***

Melinda Sheckells is the editor-in-chief of Vegas Seven magazine.

***Engagement:***

- [BAZ Instagram Post #1](#): 144 likes
- [BAZ Instagram Post #2](#): 79 likes
- [BAZ Instagram Post #3](#): 74 likes
- Instagram Stories (can be viewed for 24 hours)



Thursday, July 27, 2017



**John  
Katsilometes**  
[@johnnykats1](#)

***Followers:***

**Instagram:** 4.4k

***Bio:***

John Katsilometes is a columnist for the Las Vegas Review-Journal and on-air personality at KTNV Channel 13 and KUNV. In 2013, he was named Nevada Press Association Journalist of the Year.

***Engagement:***

- [BAZ Instagram Post #1](#): 31 likes
- [BAZ Instagram Post #2](#): 24 likes
- [BAZ Instagram Post #3](#): 86 likes
- [BAZ Instagram Post #4](#): 54 likes
- [BAZ Instagram Post #4](#): 182 views/32 likes
- Instagram Stories (can be viewed for 24 hours)
- [YouTube video](#)



Friday, July 28, 2017



**Shaun Burgess**  
[@shaunburgess07](#)

***Followers:***

**Instagram:** 910

Vegas.com blog has substantial following

***Bio:***

Shaun Burgess is a Las Vegas insider and writer for Vegas.com.

***Engagement:***

- [BAZ Instagram Post](#) #1: 106 likes
- [BAZ Instagram Post](#) #2: 128 likes
- Instagram Stories (can be viewed for 24 hours)
- [Vegas.com blog](#)

Friday, July 28, 2017



**JJ Snyder**  
[@j2snyder](https://twitter.com/j2snyder)

***Followers:***

**Twitter:** 1.3k

***Bio:***

JJ Snyder is the host of KTNV's The Morning Blend. Prior to this role, she was a correspondent for ABC's On The Red Carpet and has appeared in TV shows such as Castle, Grey's Anatomy, Glee and Two and a Half Men.

***Engagement:***

- [BAZ Twitter Post](#) #1
- [BAZ Twitter Post](#) #2
- [BAZ Twitter Post](#) #3
- [KTNV Clip](#)
- [YouTube video](#)



Friday, July 28, 2017



**Sam Novak**  
*@sammasseur*

***Followers:***

Popular blogger

***Bio:***

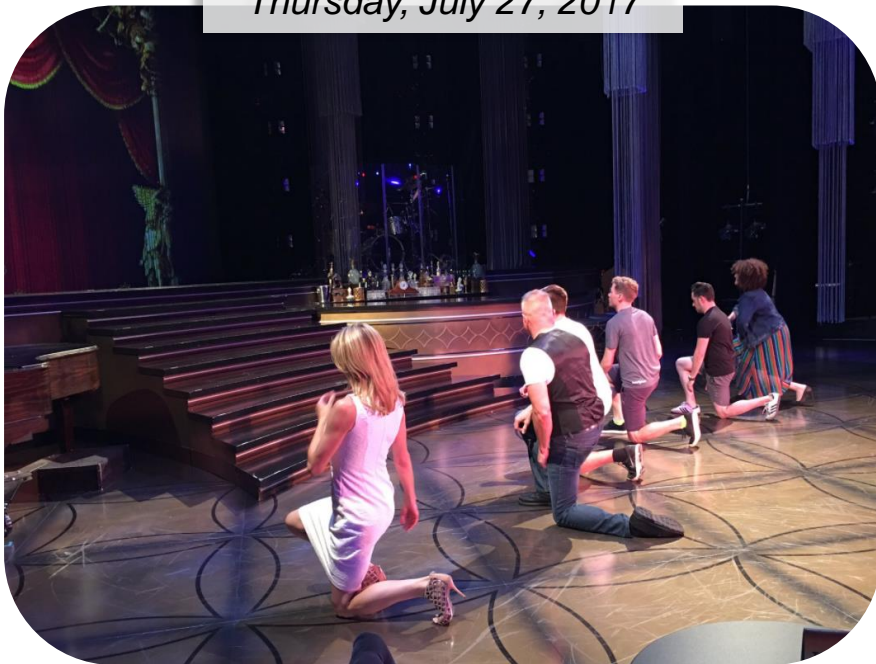
Sassy, sophisticated and a little bit sexy. A unique, bold, honest and modern perspective of all things “Vegas.” Providing a “brutally honest POV of Sin City.”

***Engagement:***

- [Vegas Unfiltered Blog Post](#)
- Facebook Posts
- [Vimeo video](#)
- Google+ Posts



Thursday, July 27, 2017



## *KTNV Vegas Morning Blend*

[@vegasmorningblend](https://www.facebook.com/vegasmorningblend)

### *Followers:*

**Twitter:** 3.5k

### *Bio:*

KTNV's Vegas Morning Blend is a lifestyle, news and entertainment show which airs at 9 a.m. daily on channel 13 ABC in Las Vegas.

### *Engagement:*

- [BAZ Twitter Post](#) #1
- [BAZ Twitter Post](#) #2
- [BAZ Twitter Post](#) #3
- [BAZ Twitter Post](#) #4