

ABOUT JOE "KIRSCH" CURCIO

Joe "Kirsch" Curcio, native and current resident of Greenpoint Brooklyn New York spent 45 years in broadcasting and entertainment for ABC Radio/TV and National Public Radio. Retired, Assistant Director of Engineering. He has been called *the Garrison Keillor of the East River*. The New York Daily News referred to him as *the thumbs and fingers erecting the virtual borough of Kings*. He was the webmaster of Greenpointusa.com, once Brooklyn's most popular website getting over 350K hits per month and home of The Greenpoint White-Wall, an early version of Facebook for Greenpointers!

He is the self-published author of "*Ah-Shpet: 101 words you'll need to survive the neighborhood*" and "*The Welcome to Greenpoint Manuscript*", released in the early 90's. At the time it was written it was the first "book" about Greenpoint to be published in 45 years.

With writing and music as a passion in his retirement, Joe generates over 2K monthly audience interactions on combined social media platforms as well as his website at www.GreenpointMusic.com. He recently has celebrated over 60K streaming media plays of his music and audio/video antics. He maintains a 10%+ engagement rate on Facebook as well as a 74% retention rate on YouTube.

AI ANALYSIS: Joe's engagement rate and statistics provided by social media monitoring tools show that he is significantly outperforming industry benchmarks. His recent number of views has reached greater than 110 thousand – showing his total engagement well beyond his follower count. This suggests that his highly "viral" content is frequently shared and reaches a massive audience far beyond his immediate followers.

This data rate is extremely high, being a **top-tier benchmark** that indicates **personal connections with a highly engaged audience** and is **significantly higher than the average** engagement rate - **performing exceptionally well relative to industry benchmarks**. Overall, these stats indicate an **above-average** organic reach. Joe's average view count per post far **surpasses the standard 2.6% benchmark**. This indicates that his content is **reaching a wider audience than just his number of followers** and that **the Facebook algorithm is identifying his content as valuable and distributing it widely beyond his native followers**



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