

# The April Airwaves



**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**KFLG**  
country  
94.7FM 95.9FM 106.7FM

**LUCKY 98 FM**  
Havasu @ 103.9 Kingman @ 101.5

1000 AM  
**K-STAR**  
Legends

**KAAA am 1230**  
**KZZZ am 1490**  
All Talk... From A to Z

## Girls Day Out A Huge Success in Havasu ...Again!

The 6 stations of Cameron Broadcasting held their second annual "Girls Day Out" event at The Nautical Beachfront Resort in Lake Havasu City on April 3rd, to the pleasure of the merchants who displayed their wares and services and the hundreds of attendees who discovered everything from beautiful jewelry and skin care products to home improvement bargains!

A great time was had by all as seen in these event photos.



Need A Crowd? Call Cameron!



Our Station Websites Get More Than 1.1 Million Monthly Hits

[www.kflg947.com](http://www.kflg947.com)

[www.theknack107.com](http://www.theknack107.com)

[www.lucky98fm.com](http://www.lucky98fm.com)

[www.talkatoz.com](http://www.talkatoz.com)



Follow us on Facebook

The Knack 107.1  
Lucky 98 FM

KFLG 94.7 FM  
Talk A to Z

# The April Airwaves

page 2



## Nothing Says It Like... Local & Live

In today's "cookie cutter" world of broadcast, Cameron Broadcasting holds firm to one of radio's essential elements. We believe it's imperative to feature local air talent doing daily live shows. Yes, it's much more expensive to operate stations with live daily shows, but we feel it's what both listeners and clients want and deserve. Do Cameron stations air any syndicated shows? Yes, a few, but the shows are anchored by household names like, Rush Limbaugh, Dr. Laura, etc., not some non-local, no-name like "Rick O'Shay" doing a syndicated show from Portland or Dallas with contests featuring an 800 number available to everyone in the country. (Good luck winning one of those contests!)

Listeners are connected to a station through its on-air talent, who live here and understand what's important to local residents.

Clients can also take advantage of the Cameron "live-ness" with on-air one-to-one offers, live interviews, and appearances by our show hosts at various client events.

Until we no longer dominate the market in all formats, as reflected again with our stations' massive ratings just released on April 14, or if we stop producing outstanding results for our clients, we will continue to be "old school," and feature local show hosts connecting with local listeners. How unique!

## Contact Cameron!

### Laughlin/Bullhead Account Executives

Kayleigh Stroup (702) 677-9589  
Email: [kstroup@cameronbroadcasting.com](mailto:kstroup@cameronbroadcasting.com)

Sharon Ballard (928) 486-3634  
Email: [sballard@cameronbroadcasting.com](mailto:sballard@cameronbroadcasting.com)

Shauna Cates (928) 763-5586  
Email: [scates@cameronbroadcasting.com](mailto:scates@cameronbroadcasting.com)

Gary Sheler (928) 763-5586  
Email: [gary@talkatoz.com](mailto:gary@talkatoz.com)

### Lake Havasu Account Executives

Roy Hendrickson (928) 706-9098  
Email: [rhendrickson@cameronbroadcasting.com](mailto:rhendrickson@cameronbroadcasting.com)

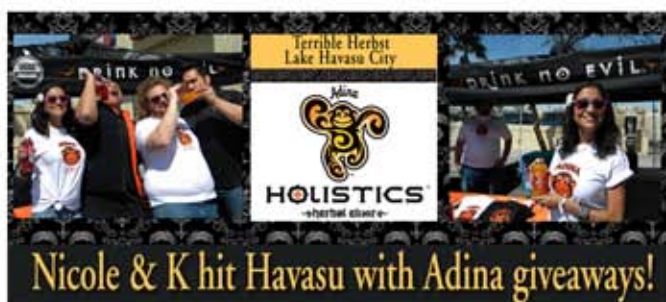
Lindley Diskin (928) 854-9305  
Email: [ldiskin@cameronbroadcasting.com](mailto:ldiskin@cameronbroadcasting.com)

### Kingman Account Executives

Cressi Brown (928) 530-8662  
Email: [cbrown@cameronbroadcasting.com](mailto:cbrown@cameronbroadcasting.com)

### For more info call our General Sales Manager!

Mike Fletcher (928) 279-8997  
Email: [mfletcher@cameronbroadcasting.com](mailto:mfletcher@cameronbroadcasting.com)



Nicole & K hit Havasu with Adina giveaways!



Jessi greets 250 Flagger's at the McDonald's Grand Opening in Lake Havasu!



CP & Tyrone Ride Over to Celebrate the Grand Opening of Mohave Wireless In Ft. Mohave.  
At the Safeway Shopping Center in Ft. Mohave

# The April Airwaves

## the sheler show

**KAAA am 1230**  
**KZZZ am 1490**  
All Talk... From A to Z

### From A to Z ... The Sheler Show Has It.

Cameron Broadcasting has just added another live & local show, The Gary Sheler show, weekday mornings on our news talk stations KAAA & KZZZ. Gary has lived in the Tri-State area for over 14 years, spending the last 9 of those doing local TV.

Gary's on-air guests include well-known political figures, authors, and newsmakers from around the area and the country. The Sheler Show also features weekly medical segments with local physicians, a legal segment anchored by a local retired judge, and a tax expert, all fielding local listener questions.

Gary joins the other daily Cameron Broadcasting live on-air staff: Jessi Reed and Craig Powers on KFLG Country, Nicole and Big K on THE KNACK, Star and Tim Andrews on LUCKY 98 FM, and our award-winning news director, Rosemary Michaels.

The KAAA/KZZZ website can be found at [www.talkatoz.com](http://www.talkatoz.com) and you can follow Gary, as well as Rush, Dr. Laura, Laura Ingraham, and our other popular hosts, on Facebook at Talk A to Z!



The Sheler Show takes the show on the road to Donut Depot for Tax Day



## Our Clients Talk About Girls Day Out!

### State Farm Insurance

"Girls Day Out proved to be fun, informative, and productive for our business. We look forward to being a part of the next Cameron Broadcasting event."

### Crown Jewels

"We sold more jewelry at Cameron's Girls Day Out than we sold at our store that day. It was unbelievable and very well-organized."

### War Bonnets

"I participate in events like Girls Day Out all over the country. I sold a lot of product at Girls Day Out and am already committed to the next one in Laughlin. Thanks for including me!"

### Slumber Parties by Jan:

"Girls Day Out ROCKED. We booked almost 30 parties for clients. This was way beyond our expectations. Bring on the next one."

### Unkl Al's Mobility:

"As a display-only vendor, we were happy with the leads we collected for future sales -- as well as the professional contacts we made with attendees from the medical industry."

## Cameron Concert Connection

Cameron Broadcasting is the Tri-State's concert connection! We recently sent 4 happy winners to the AC/DC concert, 2 winners to see Alicia Keys, and 2 others to see John Mayer. These giveaways were sponsored by Brake Masters

We also sent hundreds of winners to some of our terrific local concerts. Being LIVE and LOCAL allows our live, on air hosts to give away concert tickets, movie passes, trips, and other great prizes to our thousands of listeners every year. Congratulations to Chad Graham, our Knack winner for John Mayer tickets, seen here enjoying his prize!

