



Cameron's Don't Drink & Drive

Each year, in conjunction with a major holiday, Cameron Broadcasting presents our "Don't Drink And Drive" live on air sobriety segment. The show involves one of our station's on-air hosts taking the audience through the process of "what happens" if arrested for a DUI.

During the program the talent consumes alcohol, at what would be considered a normal consumption rate, while their condition is continually monitored by local law enforcement. Breathalyzers, physical dexterity tests, ability to obey verbal commands, all situations that one could encounter if pulled over suspected of driving under the influence.

In addition to the presence of local law enforcement in the studio, we may have a judge to answer questions on what a person arrested for DUI should expect to encounter or an attorney to talk about the high costs involved in defending a person arrested for a DUI. We often include a medical professional to enlighten our listeners of how their bodies are affected when they overindulge.

Even though the subject strongly feels they are not intoxicated and could operate a vehicle, our sobriety tests given by law enforcement say otherwise, and that if they were caught driving would be arrested for DUI. These shows get an enormous response. Some callers relate how being cited for a DUI impacted their lives including loss of job, financial costs, loss of license, and the worst case of being in an accident involving alcohol. Each and every one of these listeners say, "if only I had it to do over again."

If after hearing our sobriety show, just one person is persuaded not to drink and drive, or stops a loved one from doing so, then we have done our job. The idea behind the show is not just to present one of our on air talents drinking and possibly getting a little silly, but rather, maybe, just maybe, saving a life.



Jessi gets ready for the holiday Sobriety Segment to prove the dangers of drinking and driving!

Lucky 98 FM gave its listeners Think Before You Drink



Craig Powers, Dave Cooper, Sargent Wilson, and Judge Brady showed how little alcohol it takes for impairment!



Cameron Draws Crowds to Our Summer Events



The Knack welcomes lots of Harry Potter fans with free tix!



Little Caesar's in Lake Havasu fed our Hogwarts visitors!



KFLG Country's Father's Day Party @ Boot Barn



If you aren't Turtle-riffing on Thursdays Nights with KFLG Country



Thursdays from 5:00pm - Until Whenever! Nautical Beachfront Resort

Need A Crowd? Call Cameron!



Jessi Welcomes Flaggers from as far away as Blythe, Yuma, and Laughlin @ Hobby Lobby's Grand Opening in Havasu!



Hundreds of Kingman Knacksters came hungry and supported our Jr. Police Academy

Cameron Broadcasting's E-News

Catch Cameron Online



Our Station Websites Get 1 Million+ Hits/Month

lucky98fm.com
theknack107.com

kflg947.com
talkatoz.com

And follow us on Facebook!

The Knack 107.1
KFLG 94.7 FM

Lucky 98 FM
Talk A to Z

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Cameron Updates

Mayor Jack



shares the latest
on the Bullhead City Regatta
on The Sheler Show!



Cameron Broadcasting Presents

Girls Day Out - The Biggest Shopping Day in the Tri-State

KFLG
country
94.7FM 95.9FM 106.7FM

theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

LUCKY 98FM
Havasu @ 103.9 Kingman @ 101.5

everything and anything girls could want

cameron broadcasting presents

girls
DAY OUT
october 22
10:00am-3:00pm



river palms resort casino • laughlin

The Knack 107.1 FM, Lucky 98 and KFLG Country are hosting **Girls Day Out** at The River Palms on October 22, 2011 from 10:00am - 3:00pm.

Over 3000 guests attended Laughlin **Girls Day Out** last October. This year's event has already been booked by many returning clients.

Girls Day Out is the biggest party of the year for Tri-State women - where we bring products and services just for women to our thousands of listeners - everything from hair, make-up, spa services, nails, clothing, cooking, jewelry, travel, home decorating, scrapbooking, home decorating, hats, dermatology, handbags, home furnishings, fitness equipment, weight loss, & more! There's even space for large display items.

The Knack, Lucky, and KFLG Country are hosting this event and spaces will be available based on a first come - first serve basis. Booth space can be reserved with electrical and prime display space if needed. Book your booth space early and get ready for the biggest shopping party of the year!

Girls Day Out Package

- Booth space at the Girls Day Out event to display, test, and sell products. Each booth includes one table and 2 chairs.
- Access to our thousands of female listeners and hundreds of guests.
- Mentions in hundreds of station live and recorded event promo ads mentioning your business and products in conjunction with the event.
- Inclusion in newspaper advertising in advance of the event.
- Prominent displays on all 3 station websites & Facebook with over 2 million impressions. Facebook invitations included for all stations.
- Vendor gift giveaways for raffles during the event.

Booth costs and upgrades are noted. All costs must be paid no later than Oct. 7, 2011. There are only a limited number of spaces available with electrical. There are no guaranteed space assignments. Vendors are responsible for their own electrical cords and extra display tables. There is no internet or phone availability.

Vendors may participate in the GDO raffle by donating prize(s) for the prize wheel which will be spun every half hour and winners will be posted to a large tote board in the center of the room featuring the businesses.

Sales tax permits and business licenses are the responsibility of each vendor and your signature on this document order will signify you have read and understood participation parameters. Cancellations prior to October 1, 2011 will be refunded minus a \$25 handling fee. There will be no refunds after October 1, 2011. All vendors must sign a proof of business insurance agreement with The River Palms before the event.

cbi
Cameron Broadcasting Inc.

Call your
Account
Executive
today for
special
Booth Space
Pricing!

Call 928.763.5586 for booth information!