

Cameron Newsletter

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cbi
Cameron Broadcasting Inc.



Do You Hear What We Hear?

A recently released National Listening Report from the Arbitron ratings company shows radio has gained nearly 1.5 million weekly listeners when comparing 2010 vs 2011.

The report also shows:

- That 93% of all persons age 12 and over listen to radio every week.
- Radio reaches more than 132 million weekly radio listeners with a household income of \$75K or more. That 40.8 million adults 18-49 who are college grads tune into radio on a weekly basis.
- 26 million Adults 25-54 with both a college degree and a household income of more than \$75K listen to radio on a weekly basis.
- Over 395,502 persons were surveyed for the study. Cameron stations, websites, and facebook pages are available to help your business grow.



the eagles giveaway



Need A Crowd? Call Cameron.

theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

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

KFLG
country
94.7FM 95.9FM 106.7FM

1000 AM
K-STAR
Legends

ROCKIN' THE RIVER
LUCKY 98 FM
Havasu @ 103.9 Kingman @ 101.5

Cameron Stations Online



Our Station Websites with 950,000 Hits/Month

lucky98fm.com
theknack107.com

kflg947.com
talkatoz.com

And Follow Us On Facebook with 6000 fans!

The Knack 107.1
KAAA and KZZZ Talk

Lucky 98 FM
KFLG 94.7 FM

Contact Cameron

General Sales Manager

Mike Fletcher (928) 279-8997
mfletcher@cameronbroadcasting.com

Laughlin/Bullhead Account Executives 2350 Miracle Mile Rd., Bullhead City

Kayleigh Stroup (702) 677-9589
kstroup@cameronbroadcasting.com

Shauna Cates (702) 420-4665
scates@cameronbroadcasting.com

Jayde Creekmore (928) 263-7526
jcreekmore@cameronbroadcasting.com

Gary Sheler (928) 763-5586
gary@talkatoz.com

Lake Havasu Account Executives 2156 McCulloch Blvd., Suite 1, Lake Havasu City

Roy Hendrickson (928) 706-9098
rhendrickson@cameronbroadcasting.com

Rynee Hays (928) 412-1004
rhays@cameronbroadcasting.com

Kingman Account Executives 1880 Lucille Ave., Suite 2 Kingman

Brad Morphew (928) 303-3805
bmorphew@cameronbroadcasting.com



Study Results:

93% of radio listeners stay tuned in during commercial breaks

Media Monitors and Coleman Insights studied 18 million commercial breaks across 48 markets and found radio delivers more than 93% of its lead-in audience during the average commercial break. 62 million minutes of commercials and 866 stations for a year of audience data from 48 markets compared the audience level for each minute of a commercial break to the audience for the minute before the spots began.

“What Happens When the Spots Come On: 2011” is a comprehensive study on the radio audience behavior during commercial breaks.

Details:

One to three-minute commercial breaks deliver radio audiences levels that are practically the same as the lead-in audience. The average minute audience during one-minute breaks is equal to the lead-in audience for that break; two-minute breaks deliver 99% of their lead-in average minute audiences; and three-minute breaks deliver 96% of their lead-in audience levels.

Among teens and persons aged 18-24, radio delivers nearly 90% of its lead-in audience during commercial breaks. Among people age 65 and older, radio delivers 98% of the lead-in audience once the commercials come on.

Dedication to local and live morning show talent and news:

Spot breaks in morning drive deliver 97% of their lead-in audience, on average.

Of the 48 markets studied, audience delivery during commercial breaks was consistent throughout the year. Radio commercial breaks delivered between 93% and 94% of lead-in audience levels during each month of the year.

The study also mentions that clients are served well when live on air talent mentions the businesses services and products.