

97.1
FM TALK

2009 PROMOTION PREVIEW



**NFL PLAYOFFS
HOME INVASION**
(January 3rd-18th, 2009)



2nd ANNUAL WING BOWL
(January 30th, 2009)

BIG GAME LISTENER CELEBRATION
(February 1st, 2009)

WOW! NFL Football on FREE BIG SCREEN, FREE FOOD, 25 of your Best Friends and 2 Gorgeous Leykettes on each arm. Sunday afternoon doesn't get any better than this!

Adam holds a Chicken Wing Eating Contest during his Morning Show along with a simultaneous 'Live' Webcast!

97.1 listeners get together to watch the 'Big Game' at 2 great So Cal hangouts (one in Santa Monica the other in Woodland Hills). Hosted by 97.1 On-Air Talent and the Leykettes!

Tim and Arsenio hang-out backstage at the Grammy' interviewing celebs during a 'Live' broadcast.

**CONWAY JR. & ARSENIO HALL
BACKSTAGE @ GRAMMY AWARDS**
(January 28th-29th, 2009)

Adam and his crew take their radio show on the road for a 'Live' broadcast from Las Vegas at a famous Casino/Resort.

**ADAM CAROLLA 'LIVE' VEGAS
NASCAR RACES BROADCAST**
(February 26th, 2009)

The same fun as the NFL Playoffs Home Invasion above... just with College Basketball.

**NCAA MARCH MADNESS
HOME INVASIONS**
(March 19th-April 4th 2009)

Frosty, Heidi & Frank hold a 'Live' Webcast in the Studio!

**FROSTY, HEIDI & FRANK
ST. PATTY'S DAY PARTY IN STUDIO**
(March 17th, 2009)

Viva Sr. Tom! Leykis and his listeners celebrate Cinco de Mayo with a special 'LIVE' Broadcast at a SoCal nightclub.

**TOM LEYKIS
CINCO DE MAYO BROADCAST**
(May 5th, 2009)

A 'LIVE' Broadcast and Summer Beach Party with Frosty, Heidi & Frank and their loyal listeners.

**FROSTY, HEIDI & FRANK
SUMMER KICKOFF BROADCAST**
(June 19th, 2009)

Battle of the Bands event.

**FROSTY, HEIDI & FRANK
SHOULD I STAY OR SHOULD I GO
BROADCAST #1**
(July 24th, 2009)

Tom Leykis celebrates his Birthday at his favorite hangout, The Playboy Mansion. A 'Live' Broadcast event with celebrity guests.

**SUMMER SPLASH at
THE PLAYBOY MANSION**
(August 7th, 2009)

Battle of the Bands event.

**FROSTY, HEIDI & FRANK
SHOULD I STAY OR SHOULD I GO
BROADCAST #2**
(August 21st, 2009)

MORE...



RAIDERS RALLY PARTY
(September, 2009)

Raider Fans get together for 'Pep Rally' for the Raiders hosted by a 97.1 Personality and the Leykettes.

RAIDERS VIEWING PARTIES
(Sept-December, 2009)

Raider viewing parties at bars throughout SoCal with the Leykettes.

RAIDERS HOME INVASIONS
(Sept-December, 2009)

WOW! NFL Football on a FREE BIG SCREEN, FREE FOOD, 25 of your Best Friends and 2 gorgeous Leykettes! Gentlemen, **you have just become a legend** in your neighborhood!



FROSTY, HEIDI & FRANK SHOULD I STAY OR SHOULD I GO BROADCAST #3
(September 12th, 2009)

Battle of the Bands event.



SHOULD I STAY OR SHOULD I GO 'LIVE'
(September 26th, 2009)

Frosty, Heidi & Frank take their popular Friday segment on the road with a 'Live' Battle of the Bands for a final competition from a famous night spot!



FM TALK THINK TANK 'LIVE' WEBCAST
(November 6th, 2009)

FREE FM's Greatest Minds come together to solve whatever the listeners want to throw at them in this 'Live' broadcast and webcast open forum.



ADAM CAROLLA 'BLOTTO in the GROTTO'
(October 29th, 2009)

Adam Carolla 'LIVE' Broadcast from the World-Famous Playboy Mansion!

LEYKETTES CALENDAR RELEASE PARTY
(November 13th, 2009)

It's time for the release of next year's Leykette Calendar. Listeners get to attend a 'Live' Broadcast event with Tom Leykis and get their calendar personally signed by the girls.



STUFF-A-TRUCK FOOD DRIVE
(November 20th-21st, 2009)

97.1 raises food for the Local Food Banks.



TOM LEYKIS BUNNY BALL
(December 4th, 2009)

A Tom Leykis 'Live' Broadcast featuring guest celebrities from the World-Famous Playboy Mansion.



CHiP's TOY DRIVE for KIDS
(December, 2009)

97.1 teams up with the California Highway Patrol to collect new toys for underprivileged kids.



A CHRISTMAS CAROLLA BROADCAST & PARTY
(December 17th, 2009)

What better way to bring in the Holidays than with a 'Live' Broadcast and Party with Adam Carolla!