



Shootout Committee Announces Broadcast Contract Awarded to Benne Media

Lake of the Ozarks – November 21, 2019 -- Ron Duggan, president of the Lake of the Ozarks Shootout announced today that Benne Media has retained the broadcast contract for a 3-year period.

Said Duggan, “We’ve looked at every aspect of the Shootout and are constantly striving to better our event. Benne Media has brought another level of professionalism to the event and we’re very comfortable with our relationship”.

In 2019 the Shootout TV coverage aired statewide and on several regional cable systems and internet streaming. Denny Benne said “We’ll continue to designate Cool 102.7 as the only radio outlet for the event.”

In closing, Benne said “In addition to raising over \$350,000 for Lake Area charities in 2019, it’s the lakes single largest event and a great opportunity to showcase everything the lake offers. It deserves this type of effort and coverage. We’ll continue to explore even more opportunities for exposure in other markets.”

