

Quarter: 1st Quarter 2024 – KTXY

Title: **Y107's Girl Scout Troop of the Week**

Description: During cookie season, Y107's Kristin invites area girl scouts to submit their goals and info about their troop to be featured on Y107.com and on-air. We featured 9 troops during the promotion, including a photo and link to their cookie sales site on Y107.com. A couple of them did tours and were live on air. This was supported by over 30 messages each week.

Date(s): 01/5/2024 – 03/31/2024

Station/Staff: KTXY / Kristin

Title: **Children's Miracle Network Hospital – Miracles for Kids Radiothon**

Description: On February 21st and 22nd, Y107 participated in our 18th Annual Radiothon for our local CMN Hospital. We broadcasted live for two days, 6am-6pm both days, taking phone and online donations, which helped to raise over \$225,000 for sick children in our community. We supported this event with a total of 300 promotional messages and 48 hours of work the day of the event and prior to.

Time: 6a-6p

Duration: 36 hours

Date(s): 02/21/24 – 02/22/2024

Station/Staff: KTXY / Full Staff

Title: **Special Olympics Polar Plunge**

Description: Y107 was a promotional partner for the Special Olympics Polar Plunge at Bass Pro Lake in Columbia, benefiting Special Olympics Missouri. We supported the event with a total of 50 promotional messages and an on-air interview leading up to the event on 03/9/24.

Date(s): 3/4 - 3/9/2024

Station/Staff: KTXY

Title: **Y107 Cares**

Description: Y Cares is a weekly segment on Sunday mornings at 5:30 as Y107 Morning Host Cosmo talks with local charity organization about what they do, and how our community can help.

Time: 6:30 AM Sunday mornings

Date: Every Sunday

Duration: 5 minutes

Station/Staff: KTXY - Cosmo