

Y107 Q4 Report

Title: Fire Prevention Week

Description: Y107's Cosmo and Kat had Columbia Firefighter Danny Spry Jr. join him live on-air to discuss fire safety. They also gave away free smoke detectors. We posted the audio and information from the interview on our website and socials.

Time: 8:00am-8:30am

Duration: 30 min

Date(s): 10/8/2023

Station/Staff: KTXY – Cosmo

Title: Out of the Darkness / Suicide Prevention Walk

Description: On October 15th, Y107's Cosmo and Kat were present at the Out of the Darkness / Suicide Prevention Walk event. They served as emcees and did social media updates. We supported the event with over 50 on-air mentions, in studio interview, social media, web posts, and eblasts over 2 weeks leading up to the event.

Time: 1:00pm-5:00pm

Duration: 4 hours

Date(s): 10/15/2023

Station/Staff: KTXY – Cosmo & Kat

Title: Fire Station #9 Safe Halloween

Description: Y107's helped promote the annual Halloween Trick or Treat Event at Fire Station #9. The event provides a safe place for trick-or-treating, with a DJ and other fun activities for the family. Roughly 1200 attend. We supported with roughly 15 on-air mentions, and social media and web posts during the week of the event.

Time: All Dayparts

Duration: 3 days

Date(s): 10/28-10/31

Station/Staff: KTXY staff

Title: Taste of the Tigers - Central Missouri Food Bank

Description: Y107 was a proud supporter of the Annual Taste of the Tigers event; a fun & delicious event that benefits [The Food Bank for Central & Northeast Missouri](#), taking place in the Walsworth Family Columns Club at Memorial Stadium. Y107 promoted the event on the air with 30 promotional mentions, a blog post, and social media posts.

Time: All Dayparts

Duration: 1 week

Date: 10/30-11/7

Staff Involved: Y107 staff

Title: Candy Cane Crib Lighting

Description: Y107's Carson served as emcee and provided music for an annual holiday event where a location in town is lit up in Christmas lights. The evening also serves as a benefit for "Dream Factory", a volunteer organization that grants dreams to local critically and chronically ill children. We supported with roughly 30 on-air mentions, and social media and web posts during the 2 weeks leading up to the event.

Time: 4:00pm- 8:00pm

Duration: 4 hours

Date(s): 11/22/2023

Station/Staff: KTXY – Carson

Title: Magic Tree Lighting – Village of Cherry Hill

Description: Y107's Cosmo served as emcee and provided music for an annual holiday event in a business district in town. We supported with roughly 30 on-air mentions, and social media and web posts during the 2 weeks leading up to the event.

Time: 3:30pm- 7:00pm

Duration: 3.5 hours

Date(s): 11/30/2023

Station/Staff: KTXY – Cosmo

Title: Central Missouri Food Bank - Holiday Food Drive

Description: On December 13th, Y107 broadcasted from 6am-6pm and took donations to help feed the less fortunate in our community. We were live for 12 hours in front of Columbia Mall taking food and monetary donations from listeners, raising over \$56,000 in donations and thousands of pounds of food. We supported this event with a total of 200 promotional messages, social media, web posts, and eblast leading up to the event on 12/13/2023.

Time: 6a-6p

Duration: 12 hours

Date: 12/13/2023

Station: 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 organizations about what they do, and how our community can help.

Time: 5:30 AM Sunday mornings

Duration: 5 minutes

Date(s): Every Sunday

Station/Staff: KTXY – Cosmo