

Quarter: 3rd Quarter 2023-KTX

Title: Hope For Heroes 5k Jefferson City

Description: Y107 teamed with the Food Bank for Central and NE Missouri to support a program providing support for Veterans in need across Mid-Missouri. Additionally, Cosmo volunteered his time as emcee for the event. We supported the event through 30 on-air mentions leading up to the event, social postings, and an event info post at Y107.com.

Time: various / 7a-9a

Duration: 2 weeks / 2hrs

Date: 7/1/2023

Station/Staff: Y107 Airstaff / Cosmo

Title: Humane Society Critical Capacity

Description: Y107 learned that the Humane Society was at critical capacity, and helped spread the word to the community. We utilized our website and socials, as well as 30 mentions throughout a couple days, across all dayparts.

Time: All dayparts

Duration: 4 days

Date: 8/14-8/17

Station: All Staff

Title: Oakland Middle School Back to School Nights

Description: As a "Partner in Education", Y107's Cosmo was on hand as DJ and emcee for a back to school night for students and families of the school. It was a chance for families to meet the teachers and celebrate the return to school.

Time: 5p-7p

Duration: 2 hrs

Date: 8/30

Station: Cosmo

Title: Mid-Mo Kidney Walk

Description: Y107 helped raise awareness for the 2023 walk, hosted by the National Kidney Foundation. The event raises money to help patients of kidney-related illnesses. Carson was on hand as the emcee. We posted the event on website and socials, and did 30 promotional mentions across all dayparts.

Time: All dayparts

Duration: 1.5 weeks

Date: 9/6-9/16

Station: All Staff

Title: Lizzie's Walk of Faith

Description: Y107 was a promotional partner for the Annual Lizzy's Walk of Faith celebrating the life of Lizzy Wampler, who passed away in 2018 from bone cancer. We had Lizzy's dad on the Morning show to talk about the event and posted the event and interview to the website. We also did 30 promotional mentions across all dayparts and posted information on our socials.

Time: All dayparts

Duration: 1.5 weeks

Date: 9/6-9/16

Station: All Staff

Title: Reclaimed Idol

Description: Cosmo + Kat helped judge the 3rd annual Reclaimed Idol in Centralia, MO that helped raise money & awareness for the Reclaimed Foundation “Do All The Good You Can”-they help people reclaim their lives in the midst of trying times, sickness, job loss, loss of housing or natural disaster. We posted the event on website and socials, and did 30 promotional mentions across all dayparts.

Time: All dayparts

Duration: 4 hours

Date: 9/9

Station: Cosmo and Kat

Title: Armani’s Angels Golf Tourney

Description: Y107’s provided awareness on the Y107 morning show for the Armani’s Angel’s 9th annual golf tournament. Armani’s Angels helps pet owners with the cost of emergency surgeries and other medical costs for their pets. We supported the event with an in studio interview, social posts, and 20 on-air announcements.

Time: Mornings

Duration: 5 days

Date: 9/18

Station: All Staff

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: 5:30 AM Sunday mornings

Date(s): Every Sunday

Duration: 5 minutes

Station/Staff: KTXY – Cosmo

