

Community Programming

AM Radio initiative-AM Radio is under threat. Here's what KWTO AM/FM, KBFL AM/FM and KTXR radio has focused on during the 1st Quarter of 2024.

Several auto manufacturers have shared that they will not include AM Radio in vehicles.

Zimmer Communications wanted to educate listeners that AM Radio provides local news, entertainment, and critical emergency alerts to nearly 82 million Americans. For many, the local broadcasters and journalists on AM Radio stations provide a trusted source for news and information that affect our community.

We asked our listeners to share the information with our Congressman for the Ozarks, Eric Burlison, that they support the AM Radio for Every Vehicle Act. This legislation would ensure the continued protection of free, locally sourced news and information to keep us informed and protected.

Our education included: Public Service Announcements on all of our stations, e-blasts on all of our stations, interviews with communication experts about the issue and links on our websites for February and March of 2024.

Community Service Events

Event Name/Date: Miracles for Kids Radiothon March 21 and 22 of 2024

Benefiting Group: Cox Hospital via Children's Miracle Network

Station is a Primary Organizer / Station is a Support Sponsor

Description: 1st ever radiothon to raise awareness and money for the Cox Hospital Children's Miracle Network in Springfield Mo. Unique to Children's Miracle Network Hospitals at CoxHealth is the fact that CoxHealth underwrites all administrative and operating expenses. As such, 100 percent of all gifts and proceeds raised thru the radiothon benefit local children right here in the Ozarks.

On-Air Support Prior to Event: Station aired 150 minutes of PSA's and 250 minutes of recorded promo's. We also conducted countless hours of interviews with children

and families affected by Children's Hospital which aired during the radiothon and were included in our produced song montages.

On-Air Support During / After Event: The entire radio station staff broadcast from 6 am to 6 pm on March 21 and 22 for a total of 24 hours. Included in the broadcast were interviews with children and parents who have benefited from the care of the hospital, along with Doctors, Nurses and other caregivers. 70 minutes of "Thank You" PSA's along with 70 minutes of a recorded "Thank you" promo aired for 7 days after the radiothon concluded.

On-line Support: The radiothon was broadcast over the station's on-line stream, the station app and all smart speakers. Pictures, video's and comments from staff and listeners were regularly posted to the website, and all social media pages. Several emails encouraging donations were sent out to our email database contacts encouraging donations during the hours with incentives to get more engagement.

Total Staff Hours Contributed: 24 hours during the radiothon, plus an additional 200 hours in planning meetings, imaging, interviews, video production and web/social media posting.

Event Results: \$92,468 was raised for the Cox Hospital Children's Miracle Network providing hundreds of families with the latest in medical technology and children's services at absolutely no cost to them.