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Lake Of The Ozarks Shootout Announces Benne Media Will Produce Radio, TV Broadcast

LAKE OF THE OZARKS — The Lake Of The Ozarks Shootout Board announced [today](#), Benne Media will be producing the network TV and radio broadcast for the 2019 Shootout.

Benne Media publishes the Lake of the Ozarks Business Journal and owns Classic Hits 102.7, Mix 92.7, and KS 95.1 — The Lake's Country Station. With this partnership, plans are in place to expand the 31st annual Shootout's radio and TV coverage in 2019.

"The coverage we have received in the past has been wonderful, and we thank KRMS, Dennis Klautzer, and their staff for all the hard work that has brought Shootout coverage to where it is [today](#)," Shootout Executive Director Christy Janssen said.

Drawing international interest and competitors, the Shootout is the largest unsanctioned boat race in the nation, and beyond being a huge economic boost for the Lake of the Ozarks area, it raises hundreds of thousands of dollars annually for local charitable organizations and fire districts. "This year we were able to give \$300,000 to the Shootout Charities and Fire Departments we support: an increase of \$100,000 over the year before," Janssen said. She explained that the board received bids for the media coverage, and their decision to go with Benne Media was based on the desire to continue seeing that number grow.

"The new partnership, most importantly, gives the Lake of the Ozarks' largest single fundraising event the chance to substantially increase the donation for those 32 charities and 8 fire departments," she said. "The money we raise for the charities is what the Shootout is all about, and is our most important goal. We take bids from sponsors and make changes that benefit the charities every year, allowing us to continue growing and improving the Shootout. We appreciate

every sponsor and what they bring to the event—past, present, and future. Change is what helps the Shootout continue to grow, and help meet the growing needs of so many in the Lake area.

“We want to welcome Benne Media to the Shootout Family, and look forward to working with them in 2019,” Janssen concluded.

For more information, please contact Christy Janssen at 217-779-2768