

## **KKOO KZMG HD 2 PUBLIC FILE FOR 2020 2<sup>nd</sup> QUARTER**

101.5 KOOL-FM was one of the Media sponsors for Idaho Gives. Usually one day of giving to help support non-profits in the State. Due to the coronavirus Idaho Gives made it a two week campaign. KOOL also teamed up with our other six sister stations to get behind Idaho Foodbank. KOOL ran produced promo announcements to talk about the event, and also had live announcements during the day to promote this event. In addition KOOL Facebook had different post throughout the campaign. The Idaho Gives Campaign ran from April 15<sup>th</sup>-May 10<sup>th</sup>.

Throughout the Quarter, 101.5 KOOL-FM continued keeping listeners informed on the changing environment of the Coronavirus. Giving live Public Service announcements and Facebook post, of the State of Idaho Stay At Home Orders, and the eventual opening back up the state.

101.5 KOOL-FM in a series of Facebook post informed listeners of the up-coming Primary election and that this would be a Mail In ballots only.

101.5 KOOL-FM in conjunction with City Of Good, provided meals to people in need of food on Saturday April 25<sup>th</sup> at the Boise Farmers Market. Live Public Service announcements were made on air and there was a Facebook Post on KOOL page informing the public about the event.

On Air personality, KJ Mac, joined a group called Feed The Frontline, a group formed to take lunches to the Frontline workers who were conducting Covid 19 test. Also there was a Facebook post on the KOOL Facebook page talking about the group. Feeding the Frontline Health workers, and helping support local restaurants by purchasing lunches from them. Please think about helping out this great cause!

<https://www.facebook.com/groups/feedthefrontlinetv/>

On March 31<sup>st</sup>, KJ Mac went on Facebook live to report of a 4.6 earthquake that hit the valley.

On the lighter side, on March 27<sup>th</sup>, 101.5 KOOL-FM played 24 hours of Christmas music to try and help ease the tension of the State At Home Order. Some folks in the Valley were putting up Christmas lights to add a light to the darkness surrounding the whole coronavirus thus KOOL decided to help in the cause.