



5660 Franklin Rd Suite 200 Nampa, ID 83687 Phone (208) 465-9966 Fax (208) 465-2922

January 7, 2020

KZMG Issues & Programming October-December 2019

Impact Radio Group, and KZMG-FM are committed to serving our community. Attached are ways that we helped to serve our community in the 4th quarter of 2019.

- Saint Alphonsus Festival of Trees
- Christmas Crashers to benefit local families in need
- 12 Strays of Christmas-West Valley Humane Society
- Coffee for a Cure
- Capitol Tree Lighting
- Info Trak



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Saint Alphonsus Festival of Trees 2019

Goal: Saint Alphonsus hospital hosts the annual "Festival of Trees" every year. The goal every year is to raise money to improve healthcare in the Boise valley. The goal this year was to raise money to support the women's mobile outreach program which will bring the latest advancements in screening tools to our rural communities in order to detect cancer in its earliest stages when it is most treatable.

Impact Radio Group supported the Festival of Trees by donating radio commercials, live and recorded on air promos, social media and web support.

From Nancee Baken with the Saint Alphonsus Foundation:

"From the 2019 Festival of Trees, we will raise \$650,000 for the mobile mammography project. That's a record and we couldn't be more thrilled. I can't thank you enough for all you did to assist this year and throughout the years."

Capitol Christmas Tree Lighting: On air and social media/onsite support for the state of Idaho Capitol FREE tree lighting ceremony and holiday open house and celebration with Governor Little and his family. Impact Radio Group provided all light and sound equipment for the event which also included the 25th Army Band, Marines with the Toys for Tots program and the Andrus Ambassadors Honor Choir.





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Coffee for a Cure: Impact Radio Group donated advertising and social media mentions to support the Human Bean's annual breast cancer fundraising event, Coffee for a Cure. All proceeds on this day from all of their locations are donated to St Al's breast care center.



MY 102.7

November 18, 2019 · 🌐



Big news!!! **Joey & Lauren in the Morning** are CRASHING CHRISTMAS! 🗣️
🎄 This year, we are helping local families in need by “crashing” their Christmas and sneaking into their homes and putting a bunch of presents under the Christmas tree! WE NEED YOUR HELP! Nominate a deserving family now on My1027FM.com!





MY 102.7

November 19, 2019 · 🌐



Pssst! Want tickets to the Saint Alphonsus Festival of Trees??? ENTER TO WIN on [Joey & Lauren in the Morning](#)'s Facebook page!



[Joey & Lauren in the Morning](#)

November 19, 2019 · 🌐

Who wants tickets to the [Saint Alphonsus](#) Festival of Trees?! ENTER TO WIN! 🌲 🙌

- LIKE this post!
- COMMENT below!
- Tell us who you would take with you!

3,072

People Reached

251

Engagements

Boost Unavailable



45

34 Comments 2 Shares



Like



Comment



Share



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MY 102.7 was live.

Published by Vijay Das [?] · October 3 at 6:00 PM · 🌐



Join Joey & Lauren in the Morning at the #LightTheNightWalk with The Leukemia & Lymphoma Society!





MY 102.7 added 19 new photos to the album: [Boise Muscle Walk](#) ...
— at Scentsy HQ.

Published by Vijay Das [?] · October 5 at 12:23 PM · 🌐

Teaming up with @MDA Idaho for the 2019 Boise Muscle Walk!



Boise Muscle Walk
19 Photos

