



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

KZMG Issues & Programming January-March 2021

Iliad Media Group and KZMG-FM are committed to serving our community. Attached are ways that we helped to serve our community in the 1st quarter of 2021.

- Idaho Gives
- COVID 19 Vaccine Updates
- Truth 208 anti-drug campaign
- Info Trak public affairs programming



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KZMG FM Partners with Idaho Gives

Iliad Media Group is the radio media partner in Idaho's Gives – a program of the Idaho Non Profit Center. It is designed to bring Idahoans together raising money and awareness for Idaho Non Profits. Idaho Gives is a week-long fundraiser non-profits and charities. Iliad Media Group supports Idaho Gives by donating radio commercials, promotional air-time, outdoor marketing, website exposure and social media posts to support the event and raise money for Idaho non-profits.



MY 102.7

Published by James Garner · Just now ·



Idaho Gives, the state's largest day of online giving, will take place this year from April 29 - May 6. If you work with a non-profit, register it today at <https://www.idahogives.org/register>



IDAHOGIVES.ORG

Apply to Participate in Idaho Gives | Idaho Gives

Apply for your organization to take part in Idaho Gives - This Day o...



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KZMG-FM COVID19 Response

The Coronavirus has is a once in a lifetime pandemic. From the beginning, Iliad Media Group has led the charge to keep our community informed and up to date with the latest developments from the Governor's office, local health districts, the CDC and more. We have also kept the public up to date with the "Idaho Rebounds" reopening plan as set forth by the Governor. Iliad Media Group has donated radio air time, and digital outdoor billboard advertising to keep the public informed and encourages them to follow the orders and CDC guidelines. Iliad Media Group continues to keep our community informed regarding the vaccination schedule and availability for Idaho.



MY 102.7

Published by James Garner · March 25 at 11:42 AM ·



Starting April 5, all Idahoans aged 16 and older, regardless of their age, medical condition, or occupation, will be able to receive the COVID-19 vaccine. Starting March 29, any Idahoan with at least one medical condition will be able to access the COVID-19 vaccine.

<https://gov.idaho.gov/.../all-idahoans-aged-16-can.../>



**ALL IDAHOANS AGE 16 AND
OVER CAN ACCESS **COVID-19**
VACCINE STARTING**

APRIL 5

**Any Idahoan with at least one medical
condition will be able to access the
COVID-19 vaccine March 29**

PRE-REGISTER FOR AN APPOINTMENT AT COVIDVACCINE.IDAHO.GOV

1,763

People Reached

35

Engagements

Boost Unavailable



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KZMG FM Partners with Truth208.org

Studies show that kids who have conversations with their parents about drugs are 50% less likely to use them. Truth208.org helps parents and kids build trust in each other. Iliad Media Group has partnered with Truth208.org to help facilitate the conversation between parents and kids about drugs. Truth208.org makes it easy for Idaho parents to talk to their kids about drugs through a touching film called "Nuggets" that has been viewed over 20,000 times and Free Truth 208 cards that help parents and kids stay connected week after week. Iliad Media Group supports Truth 208 through radio commercials and social media posts to create awareness of this powerful program.



MY 102.7

Published by Lauren Jenkins · March 25 at 9:58 AM ·

It's no surprise that it's an extremely tough time to be a teen. Truth 208 is helping Idaho parents and teens find healthy ways to cope and team up against drugs.

Enjoy a little fun and togetherness with Truth 208 cards; draw one each week and share simple truths and winning strategies. Let Truth 208 help you have confidence in taking positive steps to keep your family drug free. ❤️

Visit www.truth208.org to order your FREE CARDS today.



TRUTH MAKES YOU
FLY FREE

