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June 30<sup>th</sup>, 2020

## **KZMG Issues & Programming April-June 2020**

Impact Radio Group, and KZMG-FM are committed to serving our community. Attached are ways that we helped to serve our community in the 2<sup>ND</sup> quarter of 2020.

- COVID19 response & support
- Idaho Gives support
- Idaho Primary Elections support
- Idaho Hands Free Law support
- Food banks support
- Info Trak

KZMG-FM  
 June 30<sup>th</sup> 2020  
 COVID19  
 Response

The Coronavirus has put our communities at risk. The virus spreads easily, carriers often don't know they're infected, and the virus can live on surfaces for up to 14 days. If social distancing protocols and self isolating orders aren't followed, our communities face serious consequences. During this pandemic, Impact Radio Group has led the charge to encourage the community to follow "Stay at Home" orders and CDC guidelines. We have also kept the public up to date with the "Idaho Rebounds: Path to Prosperity" reopening plan. This plan dealt with 4 different stages to reopen the economy, while keeping the public safe. Impact radio has donated radio air time, and digital outdoor billboard advertising to keep the public informed and encourage them to follow the orders and CDC guidelines. See below for copies of the copy we used for the outdoor marketing and screenshots of our social media updates.

MY 102.7  
 Published by Joey Jenkins [?] · June 22 at 2:39 PM · 🌐

Ada County has officially been moved back to Stage 3.



KTVB.COM  
**Ada County rolled back to Stage 3, all bars will be forced to close**

2,839 People Reached      645 Engagements      [Boost Post](#)

👍 🤔 😬 42      1 Comment 11 Shares

👍 Like      💬 Comment      ➦ Share

MY 102.7  
 April 23 · 🌐

Here's the plan laid out by Governor Little to re-open the State.



**OUR PATH TO PROSPERITY**

REBOUND.IDAHO.GOV  
**Home - Idaho Rebounds: Our Path to Prosperity**  
 Stages of Reopening Resources for Business Advisory Committee

3,708 People Reached      843 Engagements      [Boost Post](#)

👍 🤔 😬 You and 15 others      7 Comments 8 Shares

👍 Like      💬 Comment      ➦ Share

Stay At Home order now in effect.

Coronavirus.idaho.gov



## DO THE FIVE

- 1 **HANDS** Wash them often
- 2 **ELBOW** Cough into it
- 3 **FACE** Don't touch it
- 4 **FEET** Stay more than 3ft apart
- 5 **FEEL** sick? Stay home



KZMG  
 June 30<sup>th</sup> 2020  
 Idaho Gives

Many Idaho non-profit organizations are struggling and feeling the impact of COVID19. Idaho Gives – a program of the Idaho Nonprofit Center – is designed to bring the state together, raising money and awareness for Idaho nonprofits. This year was more important than ever. Impact Radio Group is the SW Idaho radio media partner in Idaho’s Gives. This year Idaho Gives was held from April 23-May 7. Impact Radio Group supported the event with promotional support on the air, and our social media pages (see below). Despite COVID19, this year was a huge success, raising more than \$3 million dollars for Idaho non-profit organizations.



KZMG  
June 30<sup>th</sup> 2020  
Idaho Primary  
Election

Due to COVID19 and social distancing requirements, the State of Idaho chose to hold its 2020 Primary Election via absentee voting. Impact Radio helped inform the community of the steps they would need to take to obtain a ballot, and reminded them to vote in the Primary.



**MY 102.7**  
Published by Preston Johnson [?] · May 19 · 🌐

The deadline to submit an absentee ballot request and to register to vote for the May 19 primary election is tonight at 8 p.m. Register at [idahovotes.gov](http://idahovotes.gov) or download the paper form and email to [elections@adacounty.id.gov](mailto:elections@adacounty.id.gov)



1,280 People Reached      11 Engagements      [Boost Post](#)

👍 Like      💬 Comment      ➦ Share      🌐 ▼

KZMG  
June 30<sup>th</sup> 2020  
Idaho Hands  
Free Law

Distracted driving continues to be a leading cause of auto accidents in Idaho. Beginning July 1<sup>st</sup>, 2020 the state of Idaho passed a Hands Free Law. Impact Radio helped inform the community of the new law with on-air support and social media support.

 **MY 102.7** Published by Joey Jenkins [?] · Yesterday at 7:09 AM · 🌐

Get ready to go hands free tomorrow!



KTVB.COM

**Idaho's hands-free cell phone law starts July 1, police to give out warnings at first**

 **Get More Likes, Comments and Shares**  
This post is performing better than 90% of other posts on your Page. Boost it to get more great results.

|                                |                           |                            |
|--------------------------------|---------------------------|----------------------------|
| <b>3,001</b><br>People Reached | <b>265</b><br>Engagements | <a href="#">Boost Post</a> |
|--------------------------------|---------------------------|----------------------------|

 19 3 Comments 24 Shares

KZMG  
 June 30<sup>th</sup> 2020  
 Great Idaho Food  
 Drive

In an effort to flatten the curve, the State of Idaho issued a “Stay at Home” order. Many businesses were closed, and more than 150,000 Idahoans filed for unemployment. This put a great demand on our local food banks. Impact Radio Group helped support the community by spreading awareness for the Great Idaho Food Drive hosted by St Vincent DePaul of SW Idaho. They offered free food to anyone who came to the event. Impact Radio Group provided on-air support and social media support to spread the message and provide help to the community.



**MY 102.7**  
 Published by Preston Johnson [?] · June 24 at 11:39 AM · 🌐

Please SHARE.  
 St. Vincent de Paul's Great Idaho Food Drive.  
 When: Thursday, June 25, 2020 Time: 3:00-8:00 PM... See More



**COMMUNITY FOOD DISTRIBUTION**



St. Vincent de Paul  
 Southwest Idaho

**THURSDAY**  
**JUNE 25**  
**3:00-8:00**

**EXPO IDAHO**  
 ENTER OFF GLENWOOD STREET AT HAWKS STADIUM

No Registration  
 No Cost  
 Open to all

**svdpid.org**  
 for more info



2,258 People Reached      74 Engagements      [Boost Post](#)

👍 5      1 Comment 9 Shares