



Crystal Castorena named General Manager for Impact Radio Group

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Impact Radio Group
Boise, Idaho
Nielsen Radio Market #97
Impact Radio Group
Photo NA at this time

CEO Darrell Calton has announced the promotion of Crystal Castorena to General Manager for Impact Radio Group's Boise cluster effective Thursday January 12th, 2017.

Castorena was recruited by Impact Radio Group in April of 2012 into the position of Business Manager. Her primary roles at Impact Radio Group consisted of streamlining the business, HR and traffic departments while helping to create various proprietary business and sales systems. Castorena started her radio career as a part time receptionist with Clear Channel, was moved into the traffic department and subsequently promoted to Traffic Department Manager, a position she kept after Clear Channel was acquired by the now defunct Peak Broadcasting.

CEO Darrell Calton said, "Impact Radio Group has always fostered a "hire your replacement mentality". Crystal brings the company 17 years of experience, is truly a radio geek and I am so happy to promote her into this role. We have done so many exciting things she has been part of and by having her take the daily reins it free me to pursue our aggressive growth model for the company as we enter our second decade of cluster ownership in the Treasure Valley".

"I have always considered getting paid to work with the creative and amazing people that are drawn to radio such a privilege", said Castorena. She added, "one of my favorite aspects of my career in radio has been being part of helping local businesses succeed with the use of a great radio ad campaign and the good we get to do for the community and employees. I love working at Impact Radio Group. Darrell Calton has created an environment where I have been encouraged to learn and grow both personally and professionally".

Impact Radio Group is Boise's only locally owned, operated and longest managed group of radio stations. Currently, there are seven stations owned by Impact Radio Group, including KOBL (101.9 The Bull), KOBL-HD3 (92.7 The Alternative), KZMG (MY 102.7), KWYD (WILD 101), KSRV (96.1 BOB FM), KKOO (KOOL OLDIES 101.5), and KNFL (96.5 ESPN RADIO BOISE). Impact Radio Group has been operating in Idaho since March of 1999.

For more information, please contact:

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