



Impact Radio Group Top Rated Cluster In Boise Metro for Fall 2016

(For immediate release 1/22/17)

Impact Radio Group
Boise, Idaho
Nielsen Radio Market #97

Impact Radio Group landed the top spot in the Fall 2016 ratings book recently released by Nielsen Audio. The book showed Impact as the #1 rated radio group in the Boise market for the first time in the company's history. The accomplishment is not only a milestone for the hard working and dedicated team at Impact, but also a testament to what can be accomplished when talented people are allowed to work passionately without the constraints of corporate mandates. General Manager Crystal Castorena remarked "With the addition of Kevin and Brenda Mee on the Bull, KJ Mac on Kool Oldies, and our new afternoon show The Drive on ESPN, to our already impressive lineup of talent, we truly have the best programming available. Our people are dedicated to providing an extraordinary listening experience to our community and the ratings reflected that."

In Persons 12+, Impact landed a 23.5 share – the only cluster to achieve over a 20 share in this highly competitive market. The Boise market is home to 18 full Class C commercial FM's – one of the most competitive for its market size. It was also #1 among Persons 12+, Persons 18-34, Persons 18-49, and Persons 25-54. "In the most important demographic of Persons 25-54, the last five years have seen Impact rise from 9.0 shares to 21.7 shares – an increase of 164%. While all other radio groups have seen their ratings decline dramatically," said CEO Darrell Calton.

Some highlights from this book for Impact Radio stations:

- Country KQBL was #1 Persons 25-54 this book - 78% ahead of the #2 Country Station
- Top 40/Rhythmic KWYD (Wild 101) was #1 Persons 18-49 topping its Top 40 rival by 51%
- Adult Hits KSRV-FM (96.1 Bob-FM) was #3 Persons 25-54, and up over 40% to the last two fall books
- Newly acquired Oldies KKOO-AM (Oldies 101.5) debuted on its new frequency with a 4.0 share

Impact Radio Group is the Treasure Valley's only locally owned and operated group of radio stations. Currently, there are seven stations owned by Impact Radio Group, including KQBL (101.9 The Bull), KQBL-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:

Darrell Calton
CEO
208-465-9966
Darrell@impactradiogroup.com