



Curtis Booker Named Program Director for Boise's Wild 101.1

(For immediate release 6/9/2017)

Impact Radio Group
Boise, Idaho
Nielsen Radio Market #97
KWYD –FM

Impact Radio Group is proud to announce the promotion of Curtis Booker to Program Director for Wild 101.1 effective immediately.

Booker joined Impact Radio Group in January of 2016 as the evening host of WILD 101 and APD for Impact's Hot AC KZMG. Booker moved from Wild's on air slot to take over afternoon drive on KZMG last fall. His passion and knowledge for Rhythmic Top 40 made Booker the perfect choice to replace JD Garfield, who left for a larger market. Curtis Booker will move off of KZMG July 1st and move into the mid-day slot at WILD 101.

CEO Darrell Calton said, "Booker brings the company years of experience from larger markets, a lifelong obsession for radio, and a determination to excel. His strong work ethic and easy-going personality are forging him into an invaluable part of Team Impact".

Added Calton, "Wild 101 has been my baby as it was the first station we launched after taking over the company management in 2008. WILD 101 has been a competitive and vibrant part of the community. Knowing Booker "gets it" when it comes to the radio station leaves all of us sleeping better at night".

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 (MY102.7), KWYD(WILD 101), KSRV (96.1 BOBFM), KKO0-AM (KOOL OLDIES 101.5 FM) and KQBL- HD2 (99.1 ESPN BOISE). Impact Radio Group has been operating in Idaho since March of 1999.

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