



## Impact Radio Group Welcomes Joey and Lauren in the Morning

(For immediate release UPDATE)

Impact Radio Group  
Boise, Idaho  
Nielsen Radio Market #97

Impact Radio Group of Boise, Idaho announced the launch of a brand-new morning show on their Hot AC station KZMG FM, MY 102.7. Beginning Monday, July 9<sup>th</sup>, Joey and Lauren will be heard weekday mornings from 6 AM to 10 AM. The show is yet another example of Impact Radio Groups passion to innovate and operate outside of the traditional radio programming constraints. Joey and Lauren in the Morning was custom built and crafted with the unique needs of the Treasure Valley radio listener in mind.

James Garner, Program Director of MY 102.7 said “After an extensive nationwide search for a quality morning show, my team and I found ourselves right back in the Treasure Valley with Joey and Lauren Jenkins. As a member of the Impact Radio team, I have not only the opportunity, but the mandate to innovate regarding programming decisions. The easiest option would have been to select a cookie cutter ready made program, but we decided to create a new show, from the ground up with genuine personalities that our listeners can relate to. I am excited to present this fun and unique local morning show to our listeners in the Treasure Valley.”

KZMG FM, MY 102.7 can be heard over the air in crystal clear HD radio, streamed live on desktops, on the MY 102.7 FM app, on the Impact Radio Alexa Skill, Google Home, Tune-In radio app, and the Next Radio app.

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 (96.5 The Alternative), KZMG (MY 102.7), KWYD (WILD 101), KSRV (96.1 BOB FM), KKOQ (101.5 KOOL FM), and KQBL-HD2 (99.1 I-ROCK). Impact Radio Group has been operating in Idaho since March of 1999.

For more information, please contact:

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