



Iliad Media Twin Falls Announces Don Ricker as Market Manager

(For immediate release)

Iliad Media Twin Falls, LLC
Twin Falls, Idaho
Nielsen Radio Market #248

Iliad Media Twin Falls, LLC announced today the addition of Don Ricker as Market Manager. Don Ricker brings years of experience in radio broadcasting, sales, promotions, and marketing to the new position. Don began his media marketing career in Corpus Christi, Texas and has worked in several radio markets since. He owns and operates his own advertising agency and has created successful multi-state marketing campaigns for clients such as NuLook Car Wash and Taco Bell. He has also managed several promotional partnerships with teams such as the Utah Jazz and Portland Trailblazers for his clients. Don enjoys spending his free time with his wife Peggy, his four children, and his grandchildren. He also remains active within his church by leading Sunday worship services at the South Boise Women's Correctional Center and leading a 12-step recovery program alongside his wife. With his years of media marketing and promotional experience, coupled with his passion for service and community, Don is an excellent fit for Iliad Media Twin Falls.

Iliad Media CEO, Darrell Calton, said "I have known and worked with Don for several years and he has always been a knowledgeable and respectful marketing partner. I am confident that Don's passion for radio, desire to help local businesses grow, and natural leadership abilities will prove to be beneficial to the growth of Iliad Media Twin Falls."

For an electronic version of this release and more information, please text Don to 32930.

Iliad Media Twin Falls operates radio stations KIKX (104.7 BOB FM), KIRQ (Q-106.7), KTPZ (Music Monster 92.7), KYUN (102.1 The Bull), KYUN-HD2 (I-Rock 105.1) and KYUN-HD3 (95.1 The Breeze). Iliad Media has been operating in Idaho since August of 2003.

For more information, please contact: Darrell Calton – CEO - 208-735-8300 - Darrell@iliadmg.com