



## **KJ Mac Celebrates 42 Years of Radio Excellence in the Treasure Valley**

(For immediate release)

Impact Radio Group  
Boise, Idaho  
Nielsen Radio Market #94

Impact Radio Group of Boise, Idaho is pleased to help local radio veteran KJ Mac celebrate 42 years of radio excellence. The anniversary makes KJ Mac the longest running on-air personality in the Treasure Valley. KJ currently helms 101.5 KOOL FM for Impact Radio group as Program Director and can be heard live weekdays from 6 AM to 10 AM. He joined Impact in 2016 and CEO Darrell Calton said: "KJ is a true radio professional with a genuine love for his craft and our entire team is excited to celebrate this milestone with him."

KJ began his radio career in 1974 doing nights, 7 PM to Midnight, at country station KYOU-AM in Greeley, Colorado; just a couple hours drive from his hometown of Colorado Springs. KJ knew he always wanted to be in radio and obtained a bachelor's degree in mass communications from the University of Northern Colorado. He first graced the airwaves of the Treasure Valley in 1977 on 580 KFXD-AM having been hired by Tom Scott, the Program Director at the time. KJ said, "I can't thank Tom enough for giving me a chance, especially given how terrible my air check was!" KJ's career has allowed him to work at many radio stations in the Treasure Valley and aid in their success utilizing his talent, dedication, and love for radio. He has had record-setting ratings, helmed stations with some of the largest audiences in the valley and has been honored by the ISBA (Idaho State Broadcasters Association) with several awards.

KJ has also spent 41 years as the official voice of Boise State Basketball as the PA announcer and is on the board of directors for local non-profit Wish Granters. He cites assisting the Jerry Lewis Labor Day Telethon for several years and meeting the Rolling Stones as some stand out high points in his career. When asked what the keys to his long and successful radio career have been, and what advice he might give current and future on-air personalities, he credits his professional work ethic, loyalty, dependability, dedication, respect for station management and owners, as well as a genuine love for the work. KJ said, "I get paid to play music, interact with my listeners, and meet recording artists, it's great work and I love it and I look forward to many more years in radio."

For an electronic version of this release and more information, please text KJMAC to 68719

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), KKOO (101.5 KOOL FM), and KQBL-HD2 (99.1 I-ROCK). Impact Radio Group has been operating in Idaho since March of 1999.

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