



The Ingredients

ABC Commitment

A winning combination of superbly targeted programming and modern technology are the cornerstone of the ABC Radio Networks 24-Hour Formats. They are led by major market programmers who are experts in the industry. Each format is locally customized and tailored to your listener with opportunities for you to develop strong local ties in your community. We backup our top level programming with ongoing music research, major market air talent and an experienced support staff dedicated to making your radio station the leader in your market.

The Programming

There is no magic bottle that produces the secret sauce of the **Jack FM** format. It's the result of hard work and resources that, in most cases, aren't available in markets below the top 50. We've identified 37 categories of music and program each title by hand. That's right, we don't schedule the songs by computer. We program each song individually to control the balance, flow, and imaging. This insures the integrity of the brand, which keeps your listeners loyal to **Jack FM**. This is not a format to copy or re-create and expect to be effective, since the well-researched execution was also built and refined with multi-market **Jack FM** experience.

The Imaging

One of the things people often don't realize is that **Jack FM** actually is full of personality even though there are no air personalities. **Jack FM** requires a special voice talent to do most of the imaging and announcing. But it's not just about the voice—a staff of writers continually creates the content that keeps **Jack FM** sounding unpredictable and fresh.

The Audience

Jack FM is designed to target the 25-54 adult market. And it may be the most family-friendly format ever since it spans so many decades and programs the best music from so many different formats. That musical diversity leads to increased shared listening.

The Advertisers

Jack FM has a proven record of delivering 25-54 adult market. The national acceptance of the brand creates success stories in markets all across the country. Agencies have become more aware of **Jack FM** success every day and they understand the importance of managing the **Jack FM** brand from market to market. Local advertisers are enthusiastic about reaching a broader audience than traditional-targeted stations.

The Results

Jack FM rating results show greater success for this format in markets that are below the top 50. As listeners have fewer choices in a market, the mass appeal of **Jack FM** has even more broad-based success.

