



The Programming Opportunity

Who is Jack FM?

Jack FM is the broadest-based mainstream music format that has hit the airwaves since the days of Top 40 radio. Like the glory days of Top 40, **Jack FM** plays hit music from a variety of formats including Pop, Rock, Alternative and CHR. You'll hear songs from the 70s, 80s, 90s and today, you never know what might be next. **Jack FM** is not about being defined. Jack FM is about responding to what the listeners want. In fact, **Jack FM** stays away from tired programming techniques that have plagued mainstream radio for years. The 24/7 format creates passion with its unique position and fresh, compelling presentation. As listeners soon learn, **Jack FM** is FUN, CLEVER, and HONEST—radio with ATTITUDE! **Jack FM** plays songs—not requests!

Jack FM is licensed in the United States by SparkNet, the owner of the name **Jack FM** and the registered slogan **Playing what we want**. In licensing the name and managing the quality of the programming, the **Jack FM** brand has become one of the strongest brands to hit radio, as well as being one of the most copied. Many stations have tried to launch this format with their own local name and have learned that it's very difficult without knowing how **Jack FM** is put together.

Jack FM is out of the box!

Jack FM is a different kind of format in a world of tired formats. Thinking out-of-the-box is what developed **Jack FM** and that's why it has such broad-based appeal. Unlike other formats, **Jack FM** is about maximum variety and low repetition. There are no boring DJs interjecting predictable overused liners. **Jack FM** is original, smart, imaginative and captivating. Clutter is kept to a minimum, and so is the commercial load.

