

INSIDE RADIO

THE BLUE PAGE

Is your station struggling with a format that just doesn't deliver the true money?

It's time to consider a change to a format that attracts a more desirable demographic; People with the most disposable income! Even in these challenging times the Boomer generation is doing well and driving the economy. Even some of the "top brass" in television have acknowledged that 18-49 may not be the "holy grail" of advertising anymore.

"Broadcast Architecture's® Smooth Jazz Network® is a hit with programmers and listeners." Company President Allen Kepler confirms "It's the best kept secret in radio. The demo is a great one to sell. Ad buyers are looking for our listeners."



Broadcast Architecture has been in business since 1988. We've perfected the smooth jazz format through years of research and experience. But producing the Smooth Jazz Network and The Smooth Jazz Top 20 Countdown show is only part of what they do.

"We are a programming AND a research company. Broadcast Architecture started in research (music,

features, talk, etc.), which is a major part of our core business. Our research division provides services to all formats, both in the U.S. and internationally."

BA is a leader in research innovation.

"BA was the first firm to introduce 'dial' technology, and we still use it. We also have other proprietary tools that make us the leader in research for stations."

Kepler, who joined Broadcast Architecture in 1990, adds, "With the proliferation of broadband in most homes, much of our research has moved online. We're finding it more practical to get a typical radio consumer to take part when we ask them to sit in front of their computer instead of driving to a hotel ballroom."

"BA's business is pretty evenly split between research and programming...meaning about half of what we do

is research for stations of all formats, and half comes from the full time Smooth Jazz Network, and from our weekly 2-hour short-form program, the Smooth Jazz Top 20 countdown™. It's the only show of its kind in this format."



"We launched the network two years ago, and now have 36 network affiliates from markets as large as Chicago and as small as Sun Valley, Idaho. We're personality driven; Ramsey Lewis, Kenny G, Dave Koz, Norman Brown, Brian Culbertson and Paul Hardcastle are stellar on-air talent, as well as superstars as Smooth Jazz musicians. Miranda Wilson, Maria Lopez and Billy Raven are nationally renowned format air talent who round out the veteran talent lineup."

How are ratings for the Network?

Smooth Jazz Network affiliate WSJT/Tampa switched from local programming to our network in October. In Summer '08 they were 18th among 25-54 adults. In Fall '08 they quickly rose to 9th. In the December monthly extrapolation, they jumped to 2nd 25-54. This vividly displays that this format can deliver ratings, and still sound local. We do a huge amount of localization in each market.

"Our mission is to significantly enhance and strengthen our client station's market position by providing the most advanced research and strategic consultation available. Our success is measured by transforming accurate and actionable data into an effective strategy that will deliver superior programming, improved ratings and higher revenues."

"Need a format that delivers ratings & revenue? Need state-of-the-art, cost-effective research services for any format, in any corner of the world? Call us."

BROADCAST ARCHITECTURE®

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