



We did our homework.

Earlier this year, Journal Broadcast Group commissioned an independent research firm to conduct 400 interviews evaluating the Boise radio marketplace, and to determine the viability of the “variety rock” format in the competitive environment. Here’s what we learned:



What’s the potential? Of all rock/adult listeners in the valley, 81% say they would listen either “regularly” or “occasionally” to Variety Rock; the highest percentage of ANY format presented *including* existing stations.



Who are these listeners? “Variety Rock” appeals to an equal balance of men and women 35-54 years of age, with a median age of 42.

What’s the station sound like? “Variety Rock 105.1” plays three to four times as many songs as a typical radio station; rock from the late ‘60s (Beatles) to today (Green Day) with a healthy dose of “familiar” in every category, and plenty of selections from the ‘70s and ‘80s. With a strict limited-commercial policy and no “DJ chatter,” Variety Rock celebrates the music - and the people who enjoy it. (Like us!)



Where will these listeners come from? In addition to retaining J105’s existing weekly audience, those stations most likely to feel the impact of “Variety Rock 105.1” include 96.1 Bob-FM and 96.9 The Eagle.

How will people find out about it? Journal is mounting an aggressive launch campaign incorporating both Journal and non-Journal television, a 50,000 piece glossy direct mail magazine, associated on-air contesting and a high-reach billboard campaign blanketing Ada and Canyon counties. Sustained television presence and cross-promotion on KIVI-TV (Today’s 6), KNIN-TV (K9) and CW9.2 (Cable 13), with supplemental third-party media, is also planned past the launch window.

Learn more about the new Variety Rock 105.1 through your Journal Broadcast Group account manager. Call 208-344-3511, or visit our website; www.VarietyRocks.com.

