



Jennifer Donohue, General Manager for JACK 101.1 FM



Stay Tuned

BE Messagecasting Gives JACK FM, New York an Edge

Broadcasters worried that today's listeners are tuning them out could use a history lesson in extreme sports.

At one time, skateboarding was more of an obscure sport than extreme sport, in part because of metal wheels that kept getting hung up. Then the invention of slick polyurethane wheels around the time that a drought hit California changed everything. Racier new boards combined with dry swimming pools gave rise to an extreme sport that now rivals Little League baseball.

The lesson: sometimes you have to reinvent the wheel. And for stations like CBS' 101.1 JACK FM in New York, which is going after today's media-savvy listener with a Jack format, the slick new wheel today is Messagecasting by Broadcast Electronics.

"With all the new media choices for consumers and advertisers, Messagecasting is one way we can compete effectively and in a way that is a terrific extension of the JACK brand. It really is the ultimate permission based marketing tool," says Jennifer Donohue, who took over as Vice President/General Manager for 101.1 JACK FM in January.

Consider, she says, song title and artist text. Consumers today expect this information to appear on their iPods, mobile phones and computers. Text on display is nothing new. But sending messages to phones, e-mails and radios telling listeners that a favorite song is about to air—that's new, and it's a radio application now offered by BE Messagecasting in partnership with TuneFly. Since 101.1 JACK FM began using the application more than a year ago, it has signed up nearly 10,000 New Yorkers to participate in its Messagecasting service, known as JackFlash.

Some listeners get as many as 30 messages from 101.1 JACK FM a day, depending on the number of artists and frequency of songs they've bookmarked online through TuneFly. Many also send personal messages along with song dedications to friends through the system (which also appear on the JACK FM website, ilikejack.com) giving JACK a great tool for viral sharing.



In addition, 101.1 JACK FM is currently working with TuneFly on building a program that will allow the station to IM listeners a message to tune in right before the station announces the winner of a highly-anticipated contest, for example, or to call in immediately for a chance to win. The highly anticipated feature should debut on JACK FM shortly.

Not only is messaging on the fly a huge TSL booster for JACK FM because it continually drives P1 listeners back to its dial position, but the messages are both anticipated and relevant to the individual listener. "These are people who have invited us into their homes and offices. To be able to offer that to clients has incredible value, and agencies see that," says Theresa Beyer, 101.1 JACK FM Director of Marketing, citing Toyota and Burger King as just two companies taking advantage of 101.1 JACK FM Messagecasting.

101.1 JACK FM listeners are essentially pinged by the station in real-time through the TuneFly application, which resides on the BE AudioVAULT digital media system with The Radio Experience data management suite for dayparting and generating the messages.

"We can daypart those messages, too, so we can put Burger King's lunch message in the hands of consumers as they're making their decision on where to get a bite. That kind of immediacy is invaluable," adds Beyer.