

# JENNiRADIO



## For kids... By kids™

JENNiRADIO is the only radio format in the US that can honestly say it's for kids, by kids. The power behind this station comes from 12-year-old Jennifer Smart, who selects the music and provides the personality that is JENNiRADIO.

Ask any parent, and you will find that the family is heavily influenced by the pre-teen and teen demographic. From food, clothing and entertainment choices, to vacations, vehicles and pretty much every aspect of daily life, nothing is immune to the power of these future generations of radio listeners. But what are they listening to now? This is of great concern to parents, and great interest to advertisers!

JENNiRADIO is targeted to "twens and teens, approximately 8 - 16 years old. Unlike other stations for this age group, it features enough variety to keep parents tuned in, even when the kids aren't around. Jennifer picks the songs, based on the typical tastes of her age group, and makes sure they are played just the right amount. "There's no reason to hear the same songs every hour - I like WAY more songs than I normally hear on stations aimed at kids," Jennifer says.



And it's not just songs - Jennifer's celebrity interviews, DVD reviews and other clips keep kids coming back for more. With a monthly featured artist, rising stars and Jen's dog providing Chloe's Corner, there's much more to the mix.

Paired with the JENNiRADIO web site, which features access to Jennifer's video clips, blog, and other exclusive content, this format gives kids new, age-appropriate horizons to explore, and it's all very advertiser-friendly.



## A veteran broadcaster...



As the youngest nationally-syndicated radio talk show host, Jennifer got her start on the radio at the age of six. She was the co-host of a weekly talk radio show with her parents. After more than one hundred red carpets and five years on the radio, she has

interviewed more celebrities than anyone else her age. In 2007 she traveled the US in an RV, doing a broadcast from a new location each week.

Jennifer is working with Bob Perry of Big Sticks Broadcasting -- a consultant who developed Variety Hits, one of the fastest-growing radio formats in the US and Canada -- to bring the JENNiRADIO format to stations everywhere...

