



The New 106.3 MAC-FM

Black Diamond Broadcasting is constantly striving to improve the products and quality of all aspects of the company. Recently extensive market research revealed that the current format of Easy 106.3 was perhaps not reaching as many people as it should. The niche was too narrow and the core audience falling out of the prime and coveted consumer demographics. With our goal being to provide maximum results for advertising clients, additional research brought forth a format that is not currently on the radio dial in Northern Michigan and is nationally gaining momentum with the 35-64 adult – Classic Hits of the 70's and 80's. This new format will bring a market exclusive entertainment that is timeless, as well as upbeat and fun.

The Bob and Tom show will be the morning entertainment – a show originating in Northern Michigan in this musical era and is now world renowned. The show has evolved to have more mainstream content and moved away from the stereo type label of perceived off color humor. While they still won't qualify for Sunday School material, they are a professional show bringing in world famous comedic talent that can only be heard locally in the Bob and Tom Show.

This format is different from other Adult Contemporary stations on the dial such as Lite 96.3 and Fox FM – these stations feature 90's, 2000 & Current Music of today in a very repetitive fashion. The New 106.3 MAC FM will feature the best of the very best songs—all Classic **Hits**-- from the 70's and 80's with varying tempo and played on air in a sophisticated rotation of the music to keep the sound of the station fresh and energetic. Nothing obscure and unfamiliar—the hit music this valuable demographic grew up with--listening, dancing and building their lives.

Some of the Artists and Songs you will hear on the New 106.3 MAC FM include:

Doobie Brothers-What A Fool Believes; Hall & Oates-Out Of Touch; Fleetwood Mac-Dreams
Huey Lewis & The News-If This Is It; Eagles-One Of These Nights; Prince-Little Red Corvette
Steve Miller Band-Fly Like An Eagle; Madonna-Lucky Star; Rod Stewart-Tonight's The Night
Michael Jackson-Billie Jean; Foreigner-Cold As Ice; Elton John-Don't Go Breaking My Heart
Bryan Adams-Summer of '69; Earth, Wind, & Fire-September; Billy Joel-My Life-----

This is just a brief example of what you will hear on the New 106.3 MAC FM.