

JB & Sandy in the Morning Promotional Brochure

A new brand of morning show...

No stale commentary or uninvited smut,
No forced hipness or overblown hype,
Nothing phony or flashy.
A different kind of show that
Raises the bar for morning radio.

A conversation with friends...

A daily chat among people who *relate*
That's familiar and funny, laid-back and low-key,
Slightly edgy and sometimes emotional,
Always personal and sincere—
Like checking in with your buddies to see what's going on.

Charitable involvement that cuts to the chase...

A hands-on partnership with the community,
A no-nonsense, take-charge approach
To helping people who need help *today*, not next month.
A personal, sustained commitment to making a difference—
In the lives of individuals and families
And in the way listeners feel about giving.

A show you can build a radio station around...

Listening to *JB & Sandy* is a morning habit,
Like brushing your teeth or combing your hair.
It's addictive and compulsory—
A show that listeners just don't want to miss.
With ratings that reflect that kind of loyalty
And sponsors who vie for *JB & Sandy* airtime, it's clear:
JB & Sandy in the Morning can make you money—
A lot of money.

"We've always believed our sole job is to give someone a giggle."

Headlined by JB & Sandy's "Odd Couple" persona, the show's whole crew enjoys a tight chemistry. Their irreverent jabs, light-hearted chatter and heartfelt personal stories resonate with a diverse audience. The working mom dropping her kids off at daycare, the college student heading off to school, the guy working in the shop across the street—all find something to which they can relate. It's funny, fresh and fluid—a show with a female core audience that just happens to get guys, too.

“We live our lives on the radio.”

JB & Sandy in the Morning isn't canned humor or a cookie-cutter format. There's nothing about it that's false or contrived. Everything about the show is based on a real, personal relationship with the audience. *JB & Sandy* attracts listeners with non-abrasive humor, casual delivery and a personal connection. It's an ongoing dialogue that gets listeners up and sends them off with a smile and a good attitude.

“What did we do today to help make this city a better place?”

JB and Sandy are always looking for people who need help. Not big charities, but small cases—individuals whose needs strike a chord and give listeners a chance to get involved. And when they find them, they get things done. Like getting dental care donated for a child...or helping find work for a single mom victimized by a deadbeat dad...or replacing the stolen equipment of the disabled owner of a local lawn care business.

“The votes are in: Shock jocks are old news, and folks are looking for something a bit more tender in their wake-up nudge.”

—Comments of the [Austin Chronicle](#) on September 4, 2003, awarding *JB & Sandy in the Morning* its “Best of Austin” Best Radio Show Team category, for the second year in a row. *JB & Sandy's* new brand of morning radio sparked a ratings spike that put MIX 94.7 at the top of Austin's competitive morning show market. It's a morning show that outperforms the station, drives profits and puts big money in your pocket.