



**AUDIO
NETWORKS**



“BOB FM®” Celebrates 20 Years of Music from the ‘80s, ‘90s & Whatever

New York, NY – March 3, 2022 -- BOB FM®, the revolutionary 24/7 music format that hit the radio airwaves on March 4, 2002, is celebrating 20 years of playing music from the ‘80s, ‘90s, & whatever. BOB FM® was the first Adult Hits Format of its kind to launch in North America to instant success and acclaim. Currently, BOB FM® is heard on over 40 radio stations from **Anchorage, Alaska to Wichita, KS**, including, **KYMV, Salt Lake City; KBBD, Spokane; and WRRK, Pittsburgh**. BOB FM® is available to radio stations exclusively from **G Networks**.

“BOB FM is not as much a format as it is a Life Group,” according to **Howard Kroeger**, who created the format. “I attended a 40th birthday party where the music being played was songs that weren’t exactly getting radio airplay at the time -- songs that were immensely popular on MTV in its early days when it was all song videos. I conducted an informal focus group right there with the party goers and immediately recognized a void in the music radio space that needed to be filled.”

Kroeger was Operations Director for **CHUM Broadcasting’s** Winnipeg stations at the time, which gave him access to research and radio signals.

“We did our due diligence, did our research, confirmed the format hole and compiled a library that to this day is made up of over 1000 song titles from alternative rock, album rock, and pop hits from the ‘80s and ‘90s, with a smattering from the ‘70s,” explained Kroeger, who went on to form **Kroeger Media Inc. (KMI) in 2006**, which produces BOB FM® , as well as HANK FM®, a 24/7 country format.

“BOB FM’s unique mix is best described as one big mix tape for adult listeners who are too young to be considered full-fledged baby-boomers and a little too old to be considered as part of generation X,” added **Rich O’Brien**, Chief Development Officer for G Networks. “Beyond the music, the BOB FM brand is known for its out of the box presentation where the station becomes a personality and listeners are on a first name basis with the station. Many markets saw their Adults Hits stations debut in the Top Three with Adults 25-54, when switching to BOB FM.”

For more information, radio stations may visit the BOB FM® website at <http://kroegermedia.com/bobfm/> or the G Networks website at <https://gognetworks.com/24->

[7-programming/bob-fm/](#). For direct contact, stations may reach Rich O'Brien at (o) 212-380-9338, (c) 617-984-9625, or richo@gognetworks.com.

About G Networks

G Networks (www.gognetworks.com) is a full-service network audio company delivering first in class sales, marketing, and affiliate solutions. Working with over 4,000 affiliates, we actively engage with over 250 million listeners every month. With offices in New York City, Chicago, Cleveland, and West Palm Beach, FL, G Networks offers a full array of audio services and programs to radio stations while also reaching into every top market in the country. G Networks is a division of Gen Media Partners.

About Gen Media Partners

Gen Media Partners (www.genmediapartners.com) is an independently owned media advertising sales and content organization. The company has a large footprint in national and network radio, with a portfolio of highly respected radio brands, including: McGavren Guild Media, Local Focus Radio, Regional Reps, the Tacher Company, G Networks, HRN Media Network, GMP Digital, and Trucast Radio Automation & Distribution. It also partners with its sister out-of-home media companies, MG Malls and MG OOH. Gen Media Partners offers specialized expertise in general market, Hispanic, multicultural, and small and non-measured radio, with multi-platform advertising solutions. It operates 18 offices across the country, including in New York and Los Angeles.

About Kroeger Media Inc. (KMI)

Kroeger Media Inc. is an international media company designed with a firm understanding of today's challenging and ever-changing landscape for terrestrial radio. We specialize in 24/7 programming, licensing, and branding for radio that broadcasters can afford and understand. We are best known for the creation, development, and licensing of our BOB FM® and HANK FM® radio brands. Along with our successful radio brands, our work can be heard in over 100 markets across North America and abroad.

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