

**By Carolyn Lee**

***The Imperial Republican***

Since Aug. 30 listeners to KADL radio in Imperial have noticed several changes. One is that the music is different. And then, there's that JACKFM talk.

High Plains Radio of McCook, owner of KADL, changed to a new system recently, "so we wouldn't have dead air," announcer Sue Moore said.

When making the change, High Plains had to change from its classic hits format to one of three choices, she said—country western, heavy metal or JACKFM.

JACKFM, according to its fact sheet, "is a lifestyle radio brand that energizes adult listeners using an unconventional music and persona presentation."

"JACKFM is not a person, but JACKFM has a distinct and playful personality. JACKFM is a state of mind that listeners and advertisers both share in."

JACKFM is now heard in 50 markets including Los Angeles, Dallas, Minneapolis and San Diego.

"This was one of the choices best suited to the area," Moore stated.

She and Bill Mohlring will continue to host KADL Call in the morning. Dave Parker and Matt Jablonski will continue to call sporting events.

High Plains Radio is searching for a disc jockey for the station.

In the future, according to Moore, a new sign will grace the building at 824 Douglas. The new official name of the station is "102.9 JACKFM Broadcast From KADL."