

October 7, 2022



SiriusXM Announces “Grown Folk JAMZ®” a Multi-Dimensional Listening Experience for R&B Fans

Grown Folk JAMZ® is the latest addition to SiriusXM’s Project Amplify, which aims to help elevate diverse on-air programming



NEW YORK – October 7, 2022 – Today SiriusXM announced Grown Folk JAMZ® as the latest channel to join the suite of programming under its “Project Amplify” initiative. The station is available now on SiriusXM channel 362. Project Amplify is a SiriusXM effort aimed at promoting diverse viewpoints across SiriusXM’s Music and Talk channels.

Serving a listenership ranging from ages 25-64, Grown Folk JAMZ® features music hits from R&B, Gospel, Old School, Hip-Hop, Smooth Jazz, Funk, Classic Soul, and Love Ballads. The Grown Folk JAMZ® format was originally conceived by D-R JAMZ, the Operations Director of Grown Folk JAMZ. Long-time terrestrial radio program director and host, as well as Grown Folk JAMZ® online radio program director, Todd “T-O” Reynolds, will serve as the program director for its SiriusXM channel. The legendary voice of Al Twitty, CEO of Urban Radio Group, will continue to provide imaging for Grown Folk JAMZ®.

Grown Folk JAMZ® was developed as an online format in 2010 and was available on terrestrial radio from 2014-2017. Grown Folk JAMZ® is a part of Panache Companies LLC, a new entrant in the mass media industry, which is proud to be 100% African American owned, including by a majority of women. For more on Grown Folk JAMZ® please visit: www.grownfolkjamz.com.

Originally known as a “Qualified Entity” channel, Project Amplify is a commitment SiriusXM made to the Federal Communications Commission in connection with the merger of Sirius and XM in 2008. The newly rebranded Project Amplify will continue the mission of providing a national platform for historically underserved communities, many of which have been underrepresented in the media.

“We are proud to expand this format to the SiriusXM platform and look forward to super serving our audiences,” said Denise Sherman, Majority Owner of Panache. “Grown Folk JAMZ[®] is a timeless blend of music that our listeners have appreciated for most of their lives. As an African-American owned and majority woman owned platform we’re excited to provide a medium for underrepresented audiences and to reach an even greater listenership via our relationship with SiriusXM.”

“SiriusXM is committed to not only providing the very best in audio entertainment, but also true diversity of content for all of our listeners. Project Amplify plays a vital role in that mission,” said Nicole Hughey, SiriusXM’s Senior Vice President and Head of Diversity, Equity & Inclusion. “Through Project Amplify we’re proud to provide a microphone to communities of all types, and to introduce our audience to new perspectives and cultures.”

In addition to Grown Folk JAMZ[®], earlier this year SiriusXM announced the launch of Holy Culture Radio (ch. 154), a new spiritually-inspired talk and music channel. Other Project Amplify channels include: HUR Voices (ch. 141) and HBCU Radio (ch. 142) by Howard University; Korea Today (ch. 144); BYU Radio (ch. 143); En Vivo (ch. 152); and SLAM! Radio (ch. 145). For more information visit: siriusxm.com/projectamplify.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM’s platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, talk, news, comedy, entertainment and podcasts. SiriusXM offers the most extensive lineup of professional and college sports in audio. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM’s subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company’s advertising sales arm, SXM Media, leverages its scale, cross-platform sales organization, and ad tech capabilities to deliver results for audio creators and advertisers. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

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