



Your Gateway to the Arts Community and Beyond in Austin and Central Texas

PROVIDING
HIGHLY EDUCATED,
AFFLUENT, AND
COMMUNITY-MINDED
LISTENERS

 **KMFA**
89.5 | KMFA.ORG



Each week, 100,000 different people listen to KMFA Classical 89.5

KMFA's unique Classical Format attracts an audience of distinguished classical music lovers. They're cultured, curious and on-the-go.

KMFA'S AUDIENCE IS MORE LIKELY THAN THE AVERAGE AUSTIN RESIDENT TO BE:

Educated

57% College Degree or beyond
37% hold post graduate degree

Affluent

+78% HH Income of \$50,000+
+66% HH Income of \$75,000+
+37% HH Income of 100,000+
67% of KMFA listeners are homeowners
They have disposable income
which translates into more buying power

Cultural Supporters

They are active in the community
and support the arts and cultural events.
KMFA listeners are 56% more
likely to support the arts,
+108% more likely to visit museums,
and +35% more likely to attend the theater.

Community-Minded

They participate in local initiatives
and are highly active in the community



Source: Scarborough R2 2018: Oct17-Sept18

Adults 18+



Underwriting Generates Marketing Results

YOUR MESSAGE STANDS OUT

Numerous third party research studies from companies such as Jacobs Media, Harris Interactive, and the Roper Center for Public Opinion, support the following conclusions in annual studies for both public radio and television:

CLUTTER FREE A Clutter-free on-air environment results in greater memory retention of underwriting messages (over commercial counterparts) and longer time spent listening. KMFA allows approximately six 15 second underwriting announcements per hour.

GREATER REACH & FREQUENCY Public radio's classical format Time Spent Listening (3+ hours) ensures greater reach and frequency for underwriting messages.

ENHANCED COMPANY IMAGE Public radio underwriters are perceived as having greater credibility and a commitment to excellence.

LISTENER RECIPROCITY All things being equal, listeners have a preference to do business with companies that sponsor and support their public radio stations.

UNDERWRITER SATISFACTION Over 80% of businesses surveyed reported that sponsoring public radio met or exceeded their marketing expectations.

78% of listeners have taken direct action as a result of a public media sponsorship

61% hold a more positive opinion of a company that supports public radio

54% prefer to purchase products/services from public radio supporters when price and quality of those products/services are equal

48% find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013



Sponsoring on KMFA puts you in front of KMFA's sought after audience of decision makers and community leaders with spending power



Programming



MONDAY–FRIDAY

Breakfast Blend with Emilio Alvarez*	6AM-9AM
Midday Oasis with Dianne Donovan*	9AM-2PM
Rideshare with Sara Schneider*	2PM-6PM
KMFA By Request*	6PM-7PM
Performance Today with Fred Child	7PM-9PM
Monday: From the Butler School	9PM-10PM
Tuesday: Choral Classics*	
Wednesday: Classical Austin*	
Thursday: Classical Guitar Alive*	
Friday: Film Score Focus*	
Night Music*	10PM-2AM
Workbench with Jeffrey Blair*	2AM-6AM

SATURDAY

Saturday Mornings with Whit Martin-Whitaker*	6AM-10AM
Wind & Rhythm	10AM-11AM
From the Top	11AM-12PM
Saturday Matinee with Nathan Langfitt*	12PM-5PM
Icons of Broadway*	5PM-6PM
Concierto	6PM-8PM
New York Philharmonic	8PM
Night Music*	10PM

SUNDAY

Sunday Baroque	6AM-9AM
Early Music Now**	9AM-11AM
Classical Austin*	11AM-12PM
Classical Guitar Alive**	12PM-1PM
Sunday Matinee with Nathan Langfitt*	1PM-5PM
Pianoforte*	5PM-6PM
Chamber Music Society of Lincoln Center	6PM-7PM
Milwaukee Symphony Orchestra On Stage	7PM-9PM
Pipeworks	9PM-10PM
Night Music*	10PM-2AM
Workbench with Jeffrey Blair*	2AM-6AM

*LOCALLY PRODUCED **NATIONALLY SYNDICATED



Sponsorships

SPONSORING A PROGRAM OR SEGMENT IS A GREAT WAY TO ENGAGE THE HIGHLY SOUGHT-AFTER KMFA LISTENING AUDIENCE.

STACCATO A 90-second feature focusing on arts events and trends, covering a wide variety of topics in music and the arts from Austin to around the globe. Monday 7:00 a.m., Wednesday 11:00 a.m., Friday 3:00 p.m., Saturday 10:00 a.m., and Sunday 2:00 p.m.

COMPOSERS DATEBOOK Two minutes designed to inform, engage, and entertain listeners with timely information about composers of the past and present. Weekdays 8:00 a.m. and 6:00 p.m., Saturday 8:00 a.m., and Sunday 5:00 p.m.

THE SOUNDTRACK OF AUSTIN a novel and immersive experience and the highlight of the redesigned KMFA mobile app. It is a classical music tour around Austin that connects both iconic landmarks and local cultural organizations with curated classical music. Locations include landmarks like the Ann Richards Congress Avenue Bridge, City Hall, Mount Bonnell, and the UT Tower to name a few.

LISTEN LOCAL A series of locally-produced radio broadcasts of Austin's finest classical music performances, bringing local performances to larger audiences. KMFA partners with local arts organizations like Austin Opera, Austin Classical Guitar, and Austin Chamber Music Center for at least one broadcast per month. Performances can be live or pre-recorded and broadcast at a later date.

HOLIDAY PROGRAMMING Thanksgiving through the New Year, KMFA celebrates the holiday spirit.

FESTIVAL OF CAROLS A four-day celebration of continuous carols and holiday-themed music that is an annual favorite of KMFA listeners and supporters.

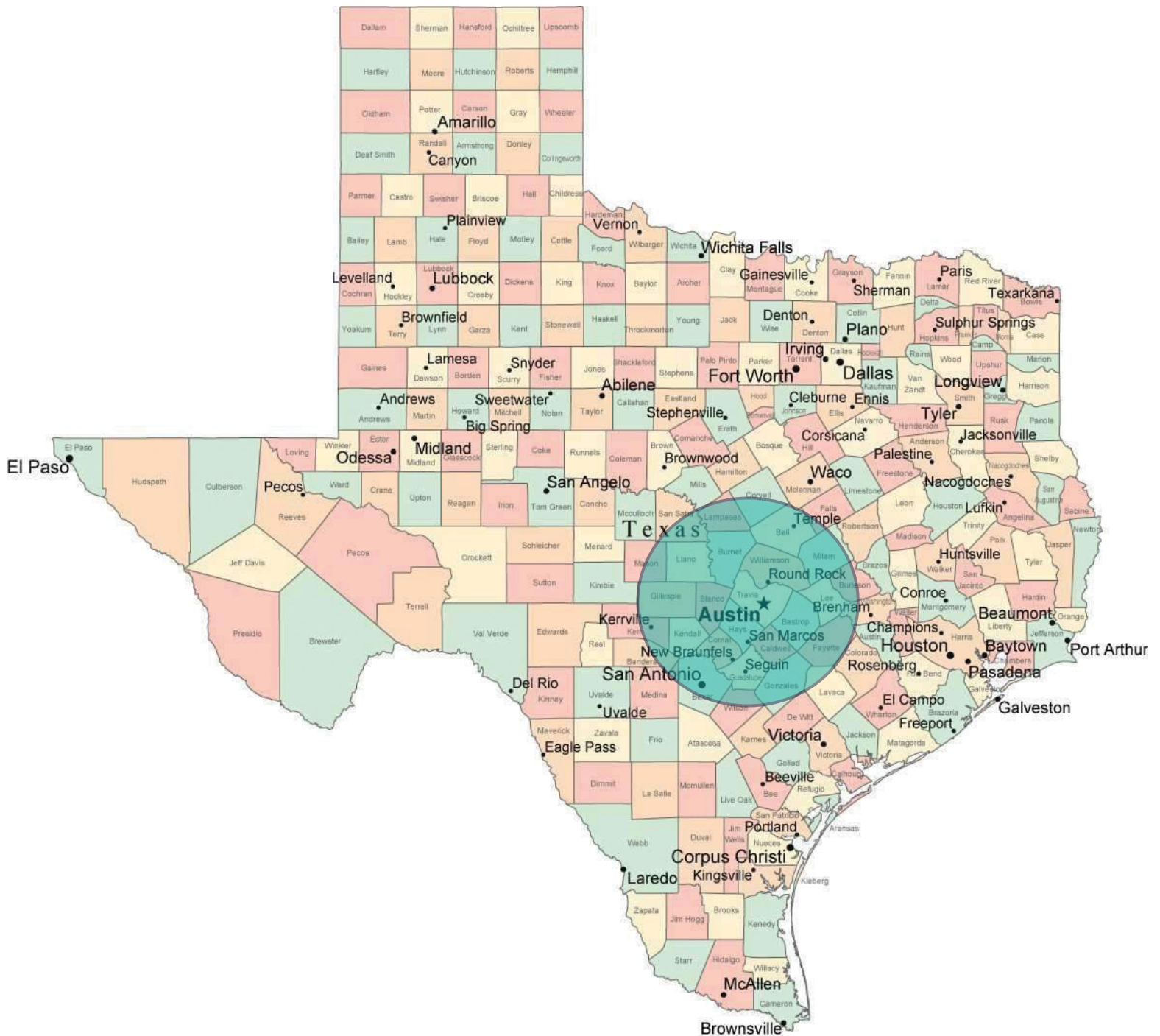
EMAIL SPONSORSHIPS Another way to be in front of KMFA's most engaged listeners on a monthly, weekly, or daily basis with a banner ad in the sponsor section of newsletter with a link to your site.



For rates and customizable campaigns contact
KMFA Underwriting
teresa@kmfa.org | 512-628-4735

Coverage

KMFA's 40,000 watt signal covers Austin, Texas, and the surrounding communities in 12 Central Texas counties.





KMFA 89.5 Underwriting Guidelines

These guidelines seek to preserve the non-commercial nature of KMFA 89.5. Our listeners value this characteristic as part of what makes public radio unique in sound and substance. It is critical that, in addition to providing exceptional programming, we maintain a noncommercial, uncluttered and intelligent environment, keep listeners engaged during breaks and air underwriting announcements in keeping with our programming values, as well as with FCC requirements. Your underwriting support represents a partnership between your organization and KMFA 89.5, and demonstrates your commitment to community service and quality programming. An announcement must identify, but may not promote, the underwriter, its services, facilities or products. It may not express the underwriter's views on any matter of public interest or importance. It may not support or oppose any political candidate. And it must be scheduled so as not to interrupt a station's programs. In addition to these legal requirements, underwriting announcements must be in keeping with the non-commercial nature of our station. To maintain the consistency of our sound, all messages are live reads or are prerecorded by a station voice.

Underwriting announcements may:

- Describe your business.
- Identify facilities, services, products or product lines (no more than a total of 3 mentions per announcement).
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement.

Underwriting announcements may not include:

- Qualitative language. (e.g., award winning, leading, etc.)
- Comparative language. (e.g., better, best, oldest etc.)
- A call to action ("Visit our store...").
- An inducement to buy, sell, rent or lease.
- References to price or value.
- Personal pronouns, unless as part of a slogan.

Length of Announcement:

Underwriting announcements may not exceed :15 seconds. Arts partners may not exceed :30 seconds.

Editorial Control

The station exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines.

MISSION

Classical music inspires
and restores the human spirit.

KMFA handcrafts exceptional
classical music experiences on-air,
online, and in the community.

KMFA 89.5 is an independent public classical radio station. For over 50 years, KMFA has been Austin's only home to classical music on the radio. KMFA is a 501(c)(3) non-profit listener supported radio station serving approximately 100,000 listeners each week in Austin, Texas, and the surrounding communities in twelve Central Texas Counties. KMFA supports many regional arts organizations such as the Austin Symphony Orchestra, Austin Opera, and Texas Performing Arts with on-air and online promotions, cosponsorships, and interviews with KMFA hosts. KMFA's Listen Local initiative broadcasts Austin's finest classical music performances, making classical music and cultural events accessible to all. Popular programs like the Fall into Music Instrument Drive and radio camps for kids promote and encourage arts education while supporting the Central Texas community.

