



FOR IMMEDIATE RELEASE

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**KMFA 89.5 LAUNCHES NEW BRANDING CAMPAIGN “On Key, Offbeat” to Kick off Station’s 50<sup>th</sup> Anniversary Celebration**

Campaign kicks off with unveiling of Twitter-Powered Metronome featuring new branding and logo

Austin, Texas—September 27, 2016—KMFA 89.5, Austin’s listener-supported classical music station, is launching a playful new branding campaign, “On Key, Offbeat,” to introduce the station to a wider audience as it prepares to celebrate its 50<sup>th</sup> anniversary in 2017. The campaign will launch on October 1 with a campaign launch party at Brush Square Museums (5<sup>th</sup> and Neches) where the Metronome of Austin, a giant KMFA Twitter-powered metronome billboard, will be unveiled and on display the entire month of October.

The campaign, “On Key, Offbeat,” was developed to better connect listeners with classical music and includes a new logo, billboards, print ads, interactive web page, and the one-of-a-kind Metronome that will keep the beat of Austin via Twitter traffic.

Listeners will also see the newly designed KMFA logo which incorporates the familiar star quarter-note with a fresh palette of blues, teals, and greens that replaces the ten-year-old blue and orange color scheme. KMFA’s website will be updated to reflect the new look as well.

“For 50 years, KMFA has been the heartbeat of classical music in Austin. We wanted to honor our musical heritage while refreshing our brand for a new generation of listeners,” says KMFA President & General Manager Ann Wilson. “This branding captures the creativity and eclectic nature of Austin itself and brings to life the notion that classical music listeners are just as diverse as our city.”

Key campaign elements include:

Offbeat Fans is a series of ads showing actual KMFA fans enjoying classical radio as they engage in their offbeat pursuits. A billboard on Barton Springs Road, for example, depicts the women of G.L.O.R.Y. (Glorious Ladies of ‘Rasslin, Y’all), a performance art wrestling troupe, competing in the ring to the strains of Richard Wagner’s “Ride of the Valkyries.” Other featured fans include Mary McKenzie of the Austin Doll Collectors Society, surrounded by her collection as she enjoys Victor Herbert’s “Babes in Toyland,” and Jeremy Rosen of the Austin Bike Zoo,

tuned into Camille Saint-Saëns' "Carnival of the Animals" while he displays some of his fanciful bike creations.

Metronome of Austin is a giant outdoor billboard/art installation developed in partnership with the City of Austin, Brush Square Museums, and Flat Fork Studios. Featuring original art by celebrated designer-illustrator Kong Wee Pang, the giant Twitter-powered metronome will keep the tempo of Austin through real-time social media usage.

The Soundtrack of Austin is a rebuilt mobile app that will feature a classical music audio tour of city landmarks. KMFA music staff will select classical works appropriate for viewing such iconic spots as the Ann Richards Congress Avenue Bridge, the top of Mt. Bonnell, the Ladybird Johnson Wildflower Center, and the George Washington Carver Museum. The new app, launching in January, will encourage listeners to take KMFA with them on their travels through the city.

The new logo and branding will pave the way for celebrations currently being planned to commemorate the station's golden anniversary in 2017. The festivities will kick-off in January when the Austin Symphony Orchestra premieres the "KMFA Fanfare and Overture" by Dan Welcher at the January subscription concerts. Welcher will also compose a KMFA motif to be recorded by a number of different Austin ensembles as an on-air "audio logo."

The new campaign was developed and executed by the Austin office of Archer Malmo, a leading independent brand communications agency focused on combining brand thinking, data, and technology ([www.archermlamo.com](http://www.archermlamo.com)).

### **About KMFA:**

KMFA Classical 89.5 is the all-classical public radio station of Central Texas founded in 1967. The non-profit and listener supported radio station believes classical music inspires and restores the human spirit. KMFA serves approximately 100,000 listeners each week and features both locally produced shows as well as nationally distributed programming. KMFA encourages arts education, supports the Central Texas community, and strives to enhance the region's cultural environment.