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Austin's Own KMFA and WNYC in SXSW Collaboration

March, 2008 (Austin, TX) – Classical 89.5 welcomes fellow public radio station WNYC to its studio space during Austin's busy South by Southwest festival in March. *Soundcheck*, a program which airs on WNYC, broadcasts a daily talk show about music covering all genres. Host John Schaefer will interview various SXSW bands out of KMFA's Studio 2000 March 12th and 13th.

"WNYC's *Soundcheck* does a lot of live music, so it seemed appropriate to take the show on the road to the 'live music capital of the world.'" explains John Schaefer of WNYC. And while it's not likely to be as historic as our recent visit to North Korea with the NY Philharmonic, bringing the English rock/soul band The Heavy to the studios of Classically Austin 89.5 will be a new experience for both sides! We're looking forward to covering SXSW from KMFA's Studio 2000."

KMFA's General Manager and Program Director, Jack Allen, comments, "KMFA may not be in the forefront of people's minds during SXSW, but this unique collaboration with the largest public radio station in the country is an innovative way to be a part of the fun occurring right here in our own backyard. Hopefully, this will be a first in a long series of partnerships that allow our wonderful facilities to be utilized more."

WNYC will record interviews and performances while in Austin, the feed of which will be sent via an ISDN line to their New York studios where it will air live. KMFA's classical music broadcast schedule will remain unchanged for its listeners.

About WNYC: WNYC 93.9 is New York's flagship public radio station, broadcasting the finest programs from National Public Radio and Public Radio International, as well as a wide range of award-winning local programming. WNYC, New York Public Radio's mission is: "To make the mind more curious, the heart more tolerant and the spirit more joyful through excellent radio programming that is deeply rooted in New York."

About Classical 89.5, KMFA: Classical 89.5 KMFA is a listener supported, community radio station – incorporated in 1967 - relying on the majority of its funding from direct listener and business contributions. A noncommercial, classical format station – KMFA features both local programming and nationally distributed programming from Public Radio International, American Public Media and Minnesota Public Radio. For more information on KMFA, visit www.kmfa.org

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