



For Immediate Release:

January 4, 2007

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Classical 89.5 KMFA Celebrates 40 Years in Broadcasting

AUSTIN, Texas – Classical 89.5, KMFA-FM kicks off 40 years in broadcasting January 29th with a three day birthday membership drive and open house. Listeners are invited to tune in between January 29th and 31st for a special recreation of some of the music that was broadcast on January 29th, 1967. A variety of anniversary activities will go on throughout 2007 as well.

The biggest celebration of KMFA's anniversary will culminate on the final day of the three day birthday drive and open house on Wednesday, January 31st. The goal of the birthday drive is to raise \$40,000 and gain 200 new members. All new members will be able to receive a special introductory \$40 membership.

Many in Central Texas know that KMFA began its broadcasting in 1967 with a few vinyl records and a single DJ, but few know the details surrounding the early financial struggles. In *The Story of KMFA*, N.Y. Times writer and KMFA announcer Katherine Tanney covers the broad history of how this unique classical radio station found a home and its early fans. This detailed article is only available online at www.kmfa.org

KMFA General Manager, Jack Allen, said about the 40th anniversary, "In a complex and competitive media environment, where many classical stations have fallen by the wayside, we are thrilled that KMFA has made it to this auspicious milestone, which has occurred only through the wonderful support of a great community."

KMFA Board Chairman, Steve Moore of Jackson, Walker LLP added, "There is a sense of place when listening to KMFA. The station reflects Austin and the region, all the while providing great public service through timeless classics. KMFA belongs to the people of Central Texas and they should be proud of building and sustaining this special radio service."

For more information about the birthday drive and other anniversary activities, stay tuned to KMFA and visit the station on-line at www.kmfa.org

Classical 89.5 KMFA is a listener supported, community radio station – incorporated in 1967 - relying on 90% 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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