



KMFA 89.5 Adds More Local Programs For 2015

Austin's classical station increases its local programming to 22 hours per day, moves away from syndicated sound.

January 12, 2015 – Bucking a trend toward syndication in Texas classical radio, Austin's listener-supported classical radio station, KMFA 89.5, will be offering more locally produced content in 2015 than ever before. Beginning January 12, KMFA will broadcast a full 22 hours of distinctive, locally created content every weekday. KMFA is dropping its use of the overnight syndicated feed, Classical 24, in order to offer unique programming around the clock Monday through Friday.

KMFA President and General Manager, Ann Hume Wilson, stated, "Over the past couple of years, the classical stations in Houston and San Antonio have eliminated virtually all local programming and staff, and opted instead to broadcast Classical 24 throughout the day. Austin is a city that prides itself on its great local institutions, and KMFA is excited to be shifting to more locally created content than ever, using our own terrific talent."

KMFA's new lineup for 2015 will begin on Monday, January 12, with the following highlights:

- [Renee Beale](#) returns to KMFA as morning drive host. Beale, a well-known local announcer who previously hosted KMFA's *Wind Sounds* weekly program, has been serving as weekend host at KUT since 2011.
- The creation of a new overnight program from 2 – 6 a.m., *The Workbench*, produced and hosted by longtime popular personality at KMFA, Jeffrey Blair. Blair will explore the world of classical music from a variety of imaginative thematic approaches. The program will be archived for online listening at other hours of the day.
- *KMFA By Request*, a new show hosted by KMFA Content Director John Clare, weekdays from 6- 7 p.m. Clare notes, "We try to be responsive to listener requests, but they can be tricky to work in during regular shifts. By providing an hour for requests each day, we will be able to incorporate many more listener favorites on an ongoing basis." Requests can be submitted to requests@kmfa.org, online at kmfa.org, or by calling 512-322-9095.
- The return of *Performance Today*, the award-winning national program that shines a spotlight on outstanding classical music performances around the country as well as offering the popular "Piano Puzzler" contest each day. Airing Monday through Friday from 7-9 p.m., this will be the only weekday segment that is not a KMFA production.
- *Listen Local*, KMFA's ongoing initiative to showcase the best of Austin's classical music, will continue with special monthly broadcasts of concert and studio

performances by organizations such as Austin Opera, Austin Chamber Music Center, Austin Classical Guitar, Conspirare, and Texas Performing Arts.

Dianne Donovan continues as host of the midday slot from 10 – 2 p.m., and Music Director Chris Johnson hosts afternoon drive from 2 – 6 p.m. The weekly themed programs *Ancient Voices*, *Choral Classics*, *Classical Austin*, *Film Score Focus*, *Classical Guitar Alive!*, *Pianoforte*, and *Pipeworks* will remain in their current slots from 9 – 10 p.m. each day, and the ongoing series *From the Butler School* will continue to air at 8 – 9 p.m. Saturdays.

On weekends, KMFA will continue to present long-running national programs that bring the world of classical music to Austin, including the Toll Brothers Metropolitan Opera broadcasts, *Sunday Baroque*, *Spoleto Chamber Music*, *From the Top*, and *Concierto*, as well as concert broadcasts from the world-renowned New York Philharmonic and Chicago Symphony Orchestra. Weekend hosts Whit-Martin Whitacre and David Crews (Saturday) and Carmel O'Donovan (Sunday) will continue to anchor their regular live shifts as well.

The complete schedule is attached and more details can be found at <http://www.kmfa.org>.

About KMFA Classical 89.5

KMFA Classical 89.5 is a nonprofit, listener-supported radio station with a mission to uplift, entertain and educate Central Texans by providing the best in classical music and cultural programming. Since 1967, KMFA has enhanced the region's cultural environment as an educational and cultural institution. For more information or to listen online, visit [kmfa.org](http://www.kmfa.org).

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