



FOR IMMEDIATE RELEASE

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**KMFA 89.5 CELEBRATES 100 YEARS OF BERNSTEIN WITH INNOVATIVE PROGRAMMING,
COMMUNITY PARTNERSHIPS & A DOCUMENTARY ON MASS**

Austin, Texas—April 27, 2018—KMFA 89.5, Austin’s listener-supported classical music station, is planning a bevy of engaging classical music content to honor the legacy of American composer and conductor Leonard Bernstein, who would have celebrated his 100th birthday this year. This will include a series of public events sponsored by KMFA and presented by Merick Strategies, broadcasts of recorded works by Bernstein 3 x a day starting in April, featured Bernstein-conducted recordings to air every weekday at 1 p.m. in May and June, live interviews with Peter Bay about his work on LB100’s *Mass*, a 1-hour documentary about *Mass*, a “Listen Local” program featuring Lara Downes playing selections of “For Lenny,” on-location recording and later broadcast of the African Children’s Choir rehearsal, and presenting media sponsorship of LB100’s *Mass* on June 29 and 30, 2018 at the Long Center.

“We want to encourage the entire community to experience Leonard Bernstein’s music and learn about his legacy throughout the year,” says KMFA President & General Manager Ann Hume Wilson. “And in remembering Bernstein’s impact on American culture and classical music, we are also able to work collaboratively with so many musicians and leaders in Austin—which is a testament to what music can do at its best: bring people together across our community.”

Notable Events:

April 17: “Crossroads: Leonard Bernstein’s MASS” at Bullock Texas State History Museum” at Bullock Texas State History Museum .

May 18: KMFA-produced one-hour documentary on Bernstein *Mass* to air at 6 p.m.

May 26: “West Side Story Singalong” at Alamo Drafthouse Mueller.

June 8: “Listen Local” live-to-tape studio performance by Lara Downes of selections from her CD “For Lenny,” with interview by Chris Johnson, to air during *Rideshare*.

June 29 & 30: LB100’s *Mass* at the Long Center.

About KMFA

KMFA 89.5, Austin’s independent classical station, reaches approximately 100,000 listeners each week and features locally curated shows as well as nationally distributed programming. KMFA

encourages arts education, supports the Central Texas community, and nurtures the region's cultural ecosystem.