



Your Gateway to the Arts Community and Beyond in Austin and Central Texas

PROVIDING
HIGHLY EDUCATED,
AFFLUENT, AND
COMMUNITY-MINDED
LISTENERS

 **KMFA**
89.5 | KMFA.ORG



Each week, 100,000 different people listen to KMFA Classical 89.5

KMFA's unique Classical Format attracts an audience of distinguished classical music lovers.

They're cultured, curious and on-the-go.

KMFA'S AUDIENCE IS MORE LIKELY
THAN THE AVERAGE AUSTIN
RESIDENT TO BE:

Educated

+59% College Degree or beyond

+38% hold post graduate degree

Affluent

+75% HH Income of \$50,000+

+50% HH Income of \$75,000+

+32% HH Income of 100,000+

77% of KMFA listeners are homeowners

*They have disposable income
which translates into more buying power*

Cultural Supporters

They are active in the community
and support the arts and cultural events
by giving and attending

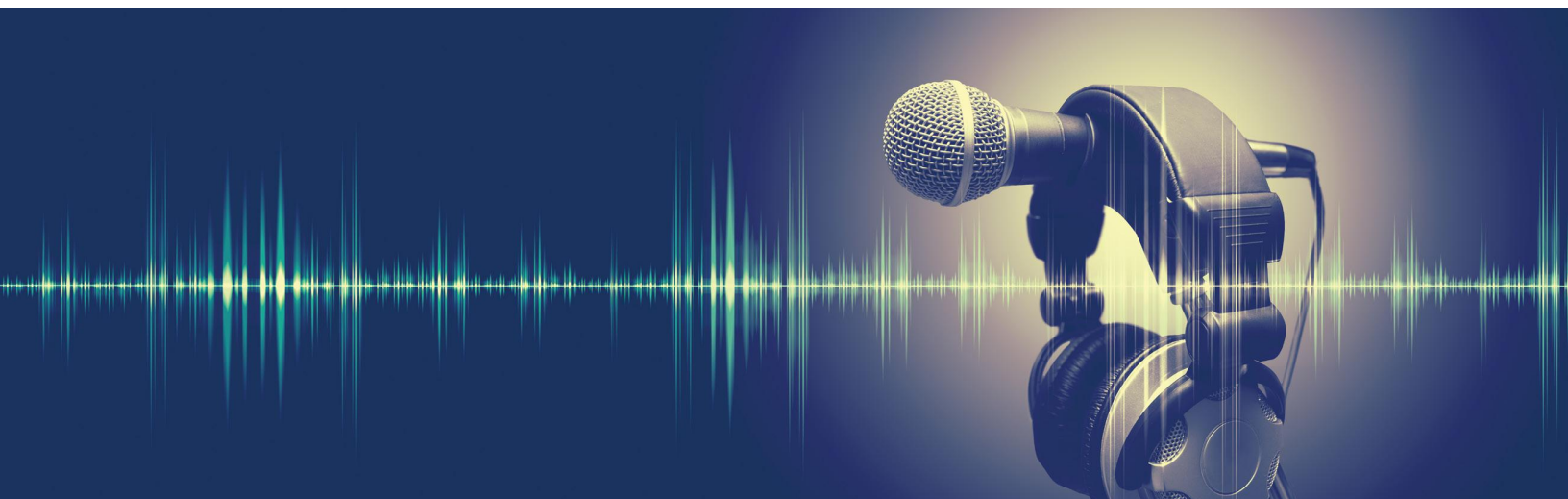
*KMFA listeners are +56% more
likely to support the arts,*

+108% more likely to visit museums,
and +35% more likely to attend the theater.

Community-Minded

They participate in local initiatives
and are highly active in the community





Underwriting Generates Marketing Results

YOUR MESSAGE STANDS OUT

Numerous third party research studies from companies such as Jacobs Media, Harris Interactive, and the Roper Center for Public Opinion, support the following conclusions in annual studies for both public radio and television:

CLUTTER FREE A Clutter-free on-air environment results in greater memory retention of underwriting messages (over commercial counterparts) and longer time spent listening. KMFA allows approximately six 15 second underwriting announcements per hour.

GREATER REACH & FREQUENCY Public radio's classical format Time Spent Listening (3+ hours) ensures greater reach and frequency for underwriting messages.

ENHANCED COMPANY IMAGE Public radio underwriters are perceived as having greater credibility and a commitment to excellence.

LISTENER RECIPROCITY All things being equal, listeners have a preference to do business with companies that sponsor and support their public radio stations.

UNDERWRITER SATISFACTION Over 80% of businesses surveyed reported that sponsoring public radio met or exceeded their marketing expectations.

78% of listeners have taken direct action as a result of a public media sponsorship

61% hold a more positive opinion of a company that supports public radio

54% prefer to purchase products/services from public radio supporters when price and quality of those products/services are equal

48% find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013



Sponsoring on KMFA puts you in front of KMFA's sought after audience of decision makers and community leaders with spending power



Programming



MONDAY-FRIDAY

Breakfast Blend with Emilio Alvarez*	6AM-9AM
Midday Oasis with Dianne Donovan*	9AM-2PM
Rideshare with Sara Schneider*	2PM-6PM
KMFA By Request*	6PM-7PM
Performance Today with Fred Child	7PM-9PM
Monday: From the Butler School	9PM-10PM
Tuesday: Choral Classics*	
Wednesday: Classical Austin*	
Thursday: Classical Guitar Alive*	
Friday: Icons of Broadway*	
Night Music*	10PM-2AM
Workbench with Jeffrey Blair*	2AM-6AM

SATURDAY

Saturday Mornings with Whit Martin-Whitaker*	6AM-10AM
Wind & Rhythm	10AM-11AM
From the Top	11AM-12PM
Saturday Matinee with Nathan Langfitt*	12PM-5PM
Concierto	5PM-7PM
New York Philharmonic	6PM-9PM
Santa Fe Chamber Music Festival	9PM
Night Music*	10PM

SUNDAY

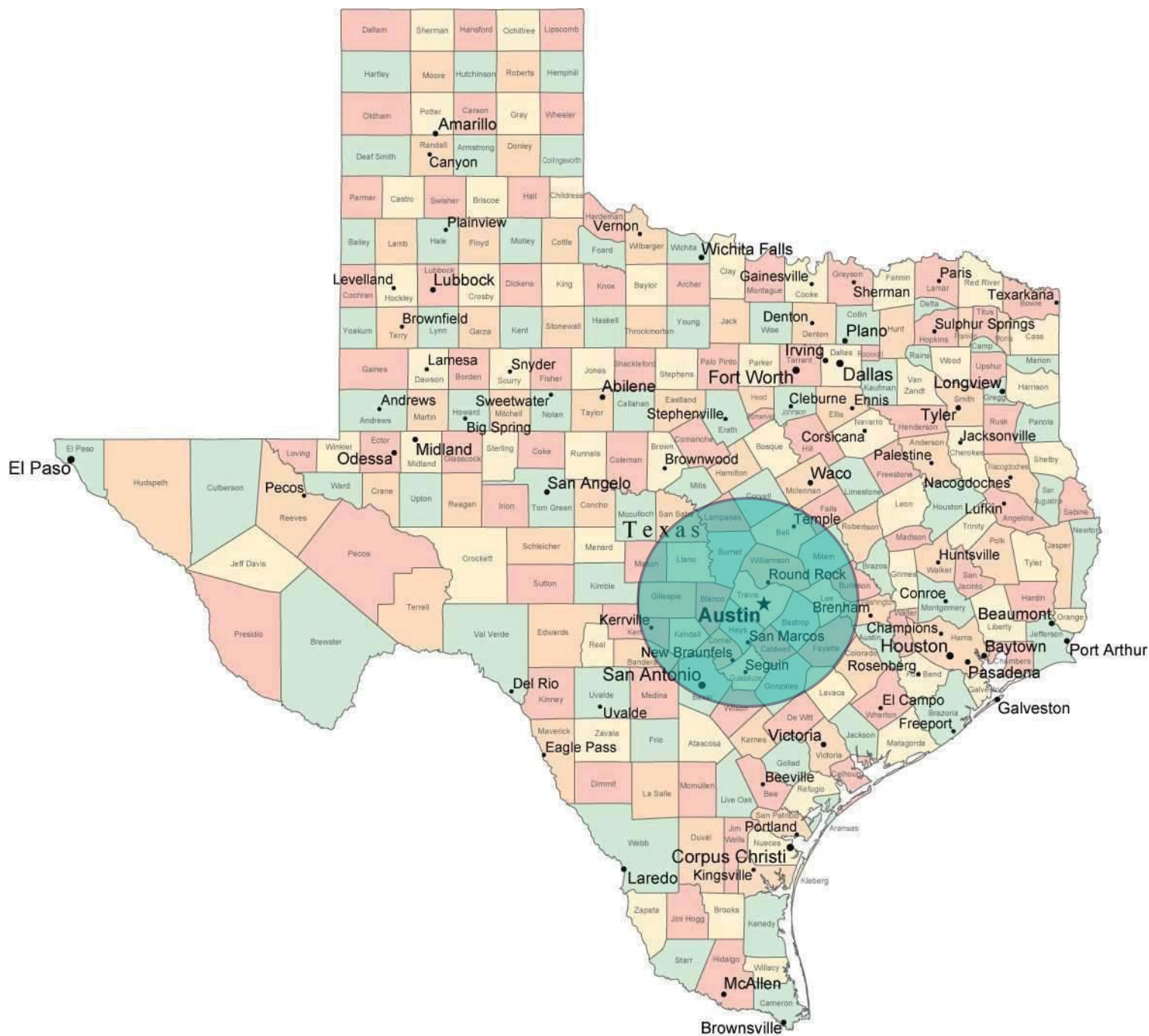
Sunday Baroque	6AM-9AM
Early Music Now**	9AM-11AM
Classical Austin*	11AM-12PM
Classical Guitar Alive**	12PM-1PM
Sunday Matinee with Nathan Langfitt*	1PM-5PM
Pianoforte*	5PM-6PM
Chamber Music Society of Lincoln Center	6PM-7PM
San Francisco Symphony	7PM-9PM
Pipeworks	9PM-10PM
Night Music*	10PM-2AM
Workbench with Jeffrey Blair*	2AM-6AM

*LOCALLY PRODUCED **NATIONALLY SYNDICATED



Coverage

KMFA's 40,000 watt signal covers Austin, Texas, and the surrounding communities in 12 Central Texas counties.





KMFA 89.5 Underwriting Guidelines

These guidelines seek to preserve the non-commercial nature of KMFA 89.5. Our listeners value this characteristic as part of what makes public radio unique in sound and substance. It is critical that, in addition to providing exceptional programming, we maintain a noncommercial, uncluttered and intelligent environment, keep listeners engaged during breaks and air underwriting announcements in keeping with our programming values, as well as with FCC requirements. Your underwriting support represents a partnership between your organization and KMFA 89.5, and demonstrates your commitment to community service and quality programming. An announcement must identify, but may not promote, the underwriter, its services, facilities or products. It may not express the underwriter's views on any matter of public interest or importance. It may not support or oppose any political candidate. And it must be scheduled so as not to interrupt a station's programs. In addition to these legal requirements, underwriting announcements must be in keeping with the non-commercial nature of our station. To maintain the consistency of our sound, all messages are live reads or are prerecorded by a station voice.

Underwriting announcements may:

- Describe your business.
- Identify facilities, services, products or product lines (no more than a total of 3 mentions per announcement).
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement.

Underwriting announcements may not include:

- Qualitative language. (e.g., award winning, leading, etc.)
- Comparative language. (e.g., better, best, oldest etc.)
- A call to action ("Visit our store...").
- An inducement to buy, sell, rent or lease.
- References to price or value.
- Personal pronouns, unless as part of a slogan.

Length of Announcement:

Underwriting announcements may not exceed :15 seconds. Arts partners may not exceed :30 seconds.

Editorial Control

The station exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines.

MISSION

Classical music inspires
and restores the human spirit.
KMFA handcrafts exceptional
classical music experiences on-air,
online, and in the community.

KMFA 89.5 is an independent public classical radio station. For over 50 years, KMFA has been Austin's only home to classical music on the radio. KMFA is a 501(c)(3) non-profit listener supported radio station serving approximately 100,000 listeners each week in Austin, Texas, and the surrounding communities in twelve Central Texas Counties. KMFA supports many regional arts organizations such as the Austin Symphony Orchestra, Austin Opera, and Texas Performing Arts with on-air and online promotions, cosponsorships, and interviews with KMFA hosts. KMFA's Listen Local initiative broadcasts Austin's finest classical music performances, making classical music and cultural events accessible to all. Popular programs like the Fall into Music Instrument Drive and radio camps for kids promote and encourage arts education while supporting the Central Texas community.

