



THE JAZZ 88 STORY

Our Heritage

Founded in 1951, KSDS is a full-time Jazz radio station, licensed to the San Diego Community College District, broadcasting 24 hours a day from the campus of San Diego City College. We've been playing Jazz since 1973 and have been San Diego's *only* full-time Jazz and Blues station since 1985. KSDS is licensed by the FCC as a non-commercial, non-profit educational radio station and operates with 22,000 watts at 88.3 on the FM dial.

We cover San Diego County in its entirety with our broadcast signal, and serve more than 125 countries through online streaming.

Our Format

Programming on KSDS blends new and upcoming artists with great innovators of the past – those who gave straight-ahead jazz its identity. From artists like John Coltrane, Miles Davis, Dizzy Gillespie, Duke Ellington, Ella Fitzgerald, and Jelly Roll Morton to Rob McConnell, Bobby Watson, Herbie Hancock and Wynton Marsalis, we cover the gamut, and make it accessible to everyone.

Our specialty programs are a source of pride. From 10 pm to midnight and in certain slots on the weekends, we feature sub-genre specific programs that explore the delicate variations that make Jazz such a vibrant, unique art form. Between the rich musical diversity during prime time and the specialty slots, there is truly something here for every taste and level of sophistication.

Our Environment

KSDS is commercial clutter-free and features announcers who have a passion for the music and a deep knowledge that they share with the audience. Jazz is educational, energizing, multi-textured and mind broadening.

We pride ourselves on our dedication to music education, and the promotion of all fine arts experiences in the market.



Jazz 88.3 is a service of the San Diego Community College District



OUR “NUMBERS”

At Jazz 88.3, we see and talk with our audience members on an almost daily basis. An underwriter can literally meet the people s/he’s targeting, face-to-face. Talk about value!

Many of our listeners become *members* -- financial supporters of the station.

And many of our members *volunteer* – they put in their own time to complete tasks which otherwise would go wanting for lack of manpower.

Finally, our members *show up* – they attend our monthly Jazz Live concerts, their presence is felt buying tickets at shows and exhibits around town.

The following pages present some specific data about our Members and Jazz Listeners in general, but the data is best understood when augmented. Here’s some information taken from Thomas J. Stanley’s, *The Millionaire Next Door*:

- Taxable income of \$131,000 represents 7% of wealth
- Twenty percent of millionaires in the US are retired
- Ninety-seven percent of millionaires are homeowners who have lived in their home for 20 years or more



MEMBER PROFILE

These data were collected in a survey of Jazz 88 members; people who contribute financially to support the station. While this table provides an extremely accurate picture of these supporters of the station, other listeners do not subscribe. Data defining the national jazz listener is found on the following page.

DEMOGRAPHICS

- 67% Men
- 32% Women
- 56% Aged 35-64

Education

- 25% Hold a Bachelor's degree
- 41% Hold a Post Graduate degree

Lifestyle

- 60% Married
- 83% Own their home
- 16% Managerial
- 38% HH income over \$100,000

Member info

- 66% Member for 1-5 years
- 79% Are aware of streaming option
- 92% Are aware of member benefits

ACTIVITIES & INTERESTS

- 58% Vote
- 12% Involved in political fundraising
- 62% Attended 1+ theatre performances last year
- 56% Attended 1+ sporting event in the last year
- 33% Attended 1+ dance performances last year
- 80% Attended 1+ jazz concerts last year
- 50% Traveled for pleasure
- 40% Traveled for both business and pleasure

2006, C.L. Gailey Research.



NATIONAL JAZZ LISTENER PROFILE

DEMOGRAPHICS

Age

- 52% Men
- 47% Women
- 15% Aged 25-35
- 60% Aged 35-64

Education

- 45% Hold a Bachelor's degree
- 20% Hold a Post Graduate degree

Ethnicity

- 65% Caucasian
- 27% Black/African American
- 6% Hispanic or Latino origin

Lifestyle

- 54% Married
- 68% Home owners
- 21% President, Business Owner or CEO
- 22% HH income over \$100,000

ACTIVITIES & INTERESTS

- 69% Vote
- 28% Attended a town meeting or other public affairs event
- 25% Participated in Environmental causes
- 34% Participate in regular weekly exercise
- 56% Attended 1+ sporting event in the last year
- 7% Attended 1+ dance performances last year
- 64% Attended 1+ concerts last year
- 40% Traveled for pleasure
- 10% Traveled for business

2007, MediaMark



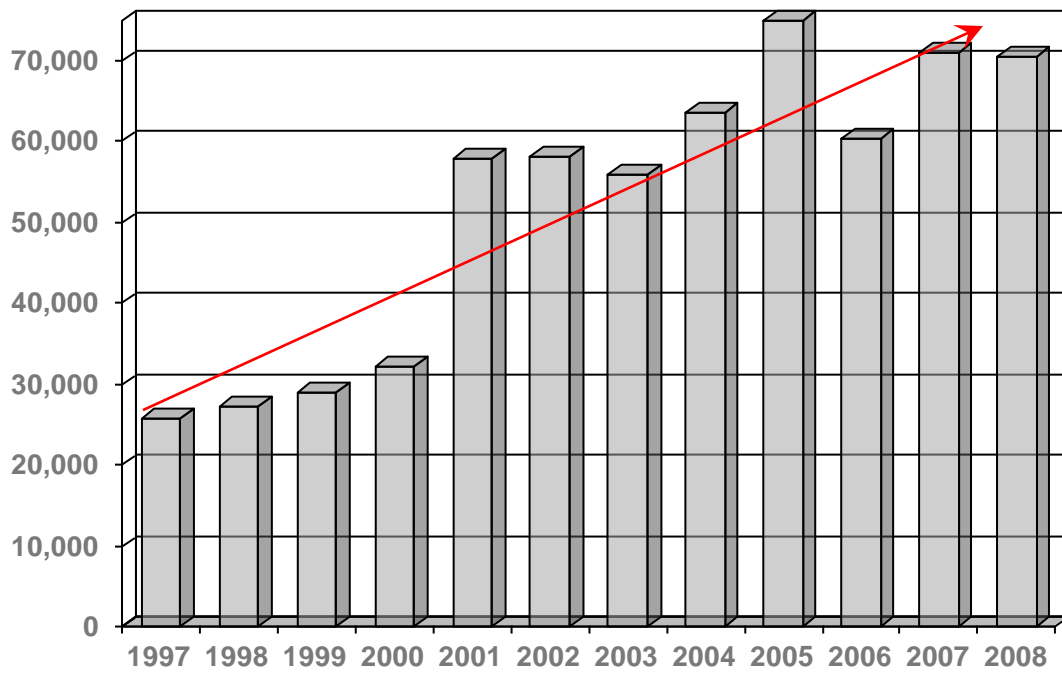
TOP 50 MEMBER ZIPS

| | | | |
|-------|------------------------------|-------|--------------------|
| 92103 | Mission Hills - Bankers Hill | 92102 | South Park |
| 92037 | La Jolla | 92118 | Coronado |
| 92116 | Kensington | 91910 | Chula Vista |
| 92109 | Pacific Beach | 92075 | Solana Beach |
| 92117 | Clairemont Mesa | 92123 | Mission Valley |
| 92107 | Ocean Beach | 91942 | La Mesa |
| 92115 | College Area | 92020 | El Cajon |
| 92104 | North Park | 92108 | Mission Valley |
| 92122 | University City | 91977 | Spring Valley |
| 92101 | San Diego DOWntown | 92921 | El Cajon |
| 92024 | Encinitas | 92105 | East San Diego |
| 91941 | La Mesa - Mt. Helix | 92114 | Encanto |
| 92120 | Del Cerro | 92007 | Cardiff by the Sea |
| 92110 | Old Town - Loma Portal | 92027 | Escondido |
| 92106 | Point Loma | 91901 | Alpine |
| 92131 | Scripps Ranch - Miramar | 92127 | Rancho Bernardo |
| 92014 | Del Mar | 92078 | San Marcos |
| 92111 | Kearny Mesa | 92130 | Carmel Valley |
| 92130 | Carmel Valley | 91902 | Bonita |
| 92126 | Mira Mesa | 92029 | Escondido |
| 92128 | Rancho Bernardo | 92121 | Sorrento Valley |
| 92064 | Poway | 91913 | Chula Vista |
| 92124 | Tierrasanta | 92040 | Lakeside |
| 92129 | Rancho Penasquitos | 92011 | Carlsbad |
| 92009 | Carlsbad | 92138 | San Diego |

This chart lists the top 50 zip codes, in rank order, of members – individuals who financially support Jazz programming.



TOTAL AUDIENCE GROWTH



Source: Arbitron, 12+ cumulative audience, Monday through Friday, 6am to 12 midnight, yearly averages.



REACH LISTENERS EFFECTIVELY

Underwriting is not Advertising

Our listeners hear and appreciate underwriting announcements because the underwriting company is supporting *their* station. Underwriting messages are really *Thank You*s to our sponsors for providing financial and in-kind support for our programs and programming.

Research finds that people are more likely to make referrals and first-hand endorsements of companies whom they know. Hearing an underwriter's name and something about their business, over time, builds the familiarity needed to create these recommendations.

In fact, 80% of public radio listeners say they have a positive impression of a company that supports public radio.

70% of listeners say that underwriting messages have a positive impact on their purchase decisions.

28% of listeners claim to have been directly influenced by public radio in buying a product or service, versus only 5 to 7% who claimed to have been influenced by messages on a commercial radio station.¹

¹ MediaMark Research, 2007 Audience Profile report.



Clutter-Free Communication and Entertainment

Your Message Stands Out

Jazz 88.3 is a music format station, so we don't clutter up our airwaves with a lot of needless or distracting chatter. We only allow two interruptions per hour, and each of them includes no more than three distinct informational messages. Commercial stations' commercial breaks can last as long as 8 minutes!

Underwriter's messages are informational in tone, and as such, they are often perceived as an endorsement from the station that the listener loves. Copy can be changed easily, and inexpensively, and the consistency of the announcement format helps create frequency with the listener – and frequency builds trust.

Jazz 88.3 develops relationships with companies whose customers match our listener base. The goal is not a short-term quick creation of "buzz," but instead, it's a long-term partnership that benefits all participating parties. Association with a cultural institution like Jazz 88.3, which is so active in the development of arts and education, is a non-quantifiable, but none-the-less valuable investment in the fabric of our lives in San Diego County.



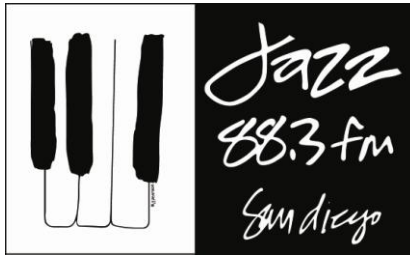
JAZZ 88 OFFERS AFFORDABLE IMPACT

Underwriting messages pack a punch

Underwriting acknowledgements are twenty seconds in length. If you think that's "not enough time," consider this: an average second-grader can repeat the Pledge of Allegiance in about 13 seconds. There's a lot of powerful information packed in those 13 seconds. Just *think* of what you can do with 20!

Underwriting is effective and efficient

Since KSDS is a 501 (c) 3 non-profit corporation, (San Diego Community College Foundation), in most cases, underwriting on Jazz 88 is a tax deductible expense. Always check with your tax consultant.



ONLINE LISTENING

Below is an un-retouched, unedited copy of an actual email from an online listener.

I'm an on-line listener. I joined today. But I'm writing to let you to know how good your station is. The best programming is what I hear right now (4 central time, 2 pacific), forgive me but I don't know the "announcer's" name, but I know his voice very well. (announcer? He's much more than that). I listen to him daily, he plays the best mix, he does not interrupt the music and he provides interesting and relevant explanations from the liner notes or anecdotes etc. He is the best. I have local choice here, but the play lists cannot compare. For me the play list makes the difference. I want to be exposed to new things, old things and variety but presented in flow that is satisfying.

As an on-line listener I have a distinct advantage. I can choose from hundreds of jazz stations. I have checked many. Yours is the best, more particularly this "DJ" (seems inadequate to call him a DJ) is way out in front in his tune selection, sequencing, his style and his wealth of knowledge. The fact that I don't know his name is testimony to his class, he's not a self-promoter.

Also you may want to point out to your sponsors or potential sponsors that there is an untapped wealth of listeners on-line. Because I listen to KSDS, I've become familiar activities and events in San Diego. My wife and I have now planned a vacation in San Diego knowing that there many events in the area that interest us. Museums, parks, jazz etc. I suggest that you remind your sponsors that you reach well beyond the traditional broadcast range. I sit in Minneapolis. Additionally, I suspect on-line listeners are more loyal than many traditional listeners since I don't change the station every few minutes (as in my car), also I buy many things on line. If I knew that purchasing something through your website would help support you I would go there first.



Education Initiative

In 2001, Jazz 88.3 embarked upon an education initiative designed to provide the youth of San Diego with an expanded opportunity to understand the cultural importance of extraordinary art form that is Jazz, and to experience this ultimate vehicle for self expression. Jazz is improvisational by nature, making it one of the most important and unique resources for encouraging creativity in our youth. Accordingly, the premise of this education initiative is premised upon creating a strong outreach to the populace, and in particular to our youth. Another important element of the program is assisting the underserved parts of our community in identifying educational activities which will strengthen community ties. An important outgrowth of this initiative is designed to create stronger cultural connections for our youth. By learning to express themselves creatively, the young people will explore their own creativity which will help them mold a positive identity, based upon self expression.

Community Outreach is an important part of KSDS's stated mission. It is our hope that offering these programs to area youth will result in a long term appreciation for the creative arts in our community. Here is a summary of the programs and offerings which this educational initiative will encompass.

Jazz for Young People

This 10-week jazz curriculum was developed by Wynton Marsalis at Lincoln Center. It covers the entire history of the art form, its cultural importance, playing techniques, vocabulary, improvisation, composition. Furthermore, it includes musical charts representative of the main jazz styles which have developed over the past century. We have provided 60 copies of this curriculum package, and the requisite training to use the materials to schools in San Diego County. It is the goal of this initiative to provide this curriculum to all school band programs in the county.



Music Matters

Every February, we call for the collection of used musical instruments. Working with the Community Council for Music in the Schools, the instruments are reconditioned, and become part of a lending library for students who otherwise could not afford to study an instrument.



The City College and California Music Educators Association Student Jazz Festival

Working with the CMEA, we coordinate and host a day-long festival for Jazz bands from San Diego and Imperial Valley middle and high schools. In 2008, bands from 20 different schools came together to celebrate and play. They also enjoyed a performance and workshop presentation from Artist in Residence, world renowned saxophonist, Charles MacPherson.

