

JAZZ 88.3 EVENTS CALENDAR 2008-09

- 10 The Cotton Club event at North Coast Rep
- 12 Jazz Live
- 21 Happy Hour
- 22 Live Lunch

AUGUST '08						
S	M	T	W	Th	F	S
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SEPTEMBER '08						
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- 1 Labor Day
- 7 Jazz 88/OBJazz Festival
- 16 Jazz Live & Leadership Circle Reception
- 18 Happy Hour
- 30 Rosh Hashanah

- 7 Jazz Live
- 9 Yom Kippur
- 16 Happy Hour
- 17-24 Fall Membership Drive
- 13 Columbus Day
- 31 Halloween

OCTOBER '08						
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NOVEMBER '08						
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- 4 Election Day
- 10 Leadership Dinner
- 11 Veteran's Day/ Jazz Live
- 17-20 Member Thank-a-Thon
- 20 Happy Hour
- 27 Thanksgiving
- TBD Leadership event at La Jolla Playhouse

- 4 Mini-Drive
- 9 Jazz Live
- 11 Happy Hour at the Mingei in Escondido
- 21 Hanukkah Begins
- 25 Christmas

DECEMBER '08						
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JANUARY '09						
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- 1 New Year's Day
- 14 Jazz Live
- 19 Martin Luther King Day
- 23 Happy Hour

- 1-28 Music Matters
- 2 Ground Hog Day
- 10 Jazz Live
- 14 Valentine's Day
- 16 Presidents' Day
- 19 Happy Hour
- TBD The Cotton Club event

FEBRUARY '09						
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MARCH '09						
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- 10 Jazz Live
- 14 City College/CMEA Student Jazz Festival
- 17 St. Patrick's Day
- 19 Happy Hour
- 27-31 Spring Membership Drive
- TBD Music Matters Reception

- 1-3 Spring Membership Drive
- 12 Easter
- 16 Happy Hour
- 21 Jazz Live

APRIL '09						
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MAY '09						
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- 10 Mother's Day
- 12 Jazz Live
- 21 Happy Hour
- 25 Memorial Day
- TBD The Cotton Club event
- TBD Jazz Greats' Birthday Online Auction

- 9 Jazz Live
- 14 Flag Day
- 21 Happy Hour
- 26 Live Lunch
- TBD Urban League Concert

JUNE '09						
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JULY '09						
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- 4 Independence Day
- 14 Jazz Live
- 23 Happy Hour
- 24 Live Lunch
- 28 Jazz Live

EVENT DESCRIPTIONS

JAZZ LIVE – A monthly live concert, hosted by Jazz 88.3, held in the Saville Theatre on the campus at City College. The venue seats about 300. It's free to all basic and higher level Jazz 88.3 members, and tickets for the general public, are only \$10 each. At Jazz Live, we present outstanding quality regional artists, and national artists who are touring on the West Coast. This show is produced in conjunction with a broadcast production class offered at City College. The concert is simulcast, live, on our air and internet stream.

HAPPY HOUR - Jazz 88.3 hosts a monthly Happy Hour in the rooftop penthouse at the Park Manor Hotel, at 6th and Spruce, in San Diego. We provide hors d'oeuvres and live entertainment. This is a chance to reach beyond our membership, as this event is open to members and non-members alike. Attendance ranges between 175 and 250.

LEADERSHIP CIRCLE EVENTS – As a thank you for our donors, and as part of our cross-marketing partnerships, Jazz 88.3 arranges a quarterly reception tied to an arts performance or event. Leadership Circle members donate \$1,000 or more. The group generally consists of about 50 individuals or couples.

THE COTTON CLUB EVENTS – Mid-level donors, people who gift the station between \$250 and \$999 are considered members of this group. They, too, are regularly acknowledged with 3 yearly events. There are currently about 200 members of The Cotton Club.

JAZZ 88.3/OCEAN BEACH JAZZ FESTIVAL – 2009 brings the *fifth* annual Jazz Festival at the foot of the fishing pier in Ocean Beach. The station presents top notch artists from every sub-genre of Jazz in an all-day affair that includes gourmet dining, quality hand-crafted art, dancing, and more. Involvement with the Festival ranges from Underwriting opportunities (Jazz Fans, Valet Parking, Patron's dining, shading) to sampling (goodie bags or booth) to cross-marketing (t-shirts, posters, post cards). Headliner sponsorship is also available.

MEMBERSHIP CAMPAIGN INVOLVEMENT – Corporate support for Membership Campaigns comes in several forms: In-kind donations (refreshments for volunteers during their phone shifts, high-ticket donations for use in fund-raising challenges), Active support (the company supplies volunteers for a period of time during the Drive), or Financial support (Challenge Grants, Matching Funds). The FCC restrictions on copy are much more lenient for companies participating in Membership Drives, so we can be creative.

CITY COLLEGE/CALIFORNIA MUSIC EDUCATORS ASSOCIATION STUDENT JAZZ FESTIVAL – Jazz bands from middle schools and high schools across San Diego and Imperial counties gather in the spring to compare performances and learn from a professional Artist in Residence. Twenty bands performed on three stages in 2008. This is an excellent opportunity to reach the students, their parents, teachers and school administrators with a message that your company strongly supports arts education.

MUSIC MATTERS – During the month of February, Jazz 88.3 collects all kinds of used (or new) musical instruments, has them reconditioned, if needed, and, working with the Community Council for Music in the Schools, we make the refurbished instruments available to students who otherwise could not afford to learn to play.

THE URBAN LEAGUE CONCERT – This special event is an outreach directed to expand the station's and the Community College District's presence in the Southeast area of the county. The day-long event is promoted heavily through print collateral and eNewsletter, and targets a very specific, and difficult to reach market segment.

NON-EVENT INVOLVEMENT

UNDERWRITING ANNOUNCEMENTS – Companies' financial contributions to Jazz 88.3 are acknowledged on the air, in a 20-second message. The underwriting credits often describe an event or special aspect of the donor company, so the messages resemble advertising. On-going underwriting recognition has been shown through repeated studies to have a positive impact on a supporting company's bottom line.

STREAMING – Our broadcast signal is also transmitted around the world through online streaming. We reach an average of 125 different countries every month, as tracked by Google. For a very modest investment, our streaming signal can be served via other websites. A pre-roll announcement, thanking the partner for their support that would run before each of our 25,000 distinct monthly log-ins is also available.