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KMFA-FM Names Keith Neisler Program Director

June 1st, 2011 (Austin, TX) – Classical 89.5, KMFA-FM General Manager, Joan Kobayashi, announced today that Keith Neisler has been named Program Director.

As Program Director, Mr. Neisler will oversee talent development and production quality, manage special programming/community engagement initiatives, and participate in the continued development of KMFA's overall broadcasting service to the Austin and Central Texas community. He begins his new role July 1, 2011.

"I am extremely honored and excited to be working with such a vibrant classical music station," said Mr. Neisler about his appointment to the position. "I firmly believe that in today's public radio classical music world, successful stations have an understanding that strong locally produced content that is relevant to the community's life is essential. This is also true in terms of platform delivery (on-air, online, on demand, etc.) as the listener has come to expect this excellence. I believe my experience working in classical music and news stations in developing local programs with new technologies will strengthen the great work that is already being done by KMFA and look forward to the opportunity to serve as the next Program Director. "

Mr. Neisler is currently the Assistant General Manager and Chief Content Officer at WEKU in Lexington, Kentucky, where he has also held membership in the Christ Church Cathedral Choir as well as the Lexington Bach Choir. Previously held positions include Station Manager at KIOS in Omaha, NB and Operations Manager at Classical KNVO, also in Omaha. Additionally, Keith serves on NPR's Station Advocacy Advisory Group and is a member of the Public Radio Program Director's Association and Public Radio Association of Development Officers.

Mr. Neisler holds an M.A. in Political Science from Texas State University in San Marcos, Texas, and a B.A. in Political Science from the University of Texas at San Antonio.

Said KMFA General Manager, Joan Kobayashi, "We look forward to a continued commitment to quality arts programming in service to our community under Keith's leadership and direction."

About Classical 89.5, KMFA: Classical 89.5 KMFA, Austin's all-classical public radio station, was founded in 1967 by a group of citizens who saw the need for a radio station devoted to cultural programming in the Central Texas Area. Today the station remains committed to this heritage. Relying on the majority of its funding from direct listener and business contributions, KMFA serves approximately 118,000 listeners each week and features both local programming and nationally-distributed programming from Public Radio International, American Public Media and National Public Radio. For more information on KMFA, visit www.kmfa.org

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