



April 3, 2009

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KMFA successfully concludes Spring 2009 Membership Drive, raising \$246,791!

Classical 89.5, KMFA raised \$246,791 during its Spring 2009 on-air fundraising campaign which ended early Friday, April 3 at 12:20 p.m. The final total exceeded the station's \$240,000 goal with donations from 460 new members and 1,772 renewing members, including individual and corporate challenge grants used during the course of the campaign.

April 3, 2009 (Austin, TX) – As with each KMFA fundraiser, this was a community event with more than 100 volunteers answering phones starting at 6:00 a.m. each day, and over 30 local restaurants donating food and beverages to sustain the volunteers and staff.

Said KMFA General Manager, Joan Kobayashi: “I am so proud to work alongside KMFA’s wonderful staff and volunteers - all of whom worked long and hard to make this Drive successful. I think our success, especially given the current state of the economy, demonstrates the high value that our community places on this station. We are clearly a treasured cultural asset in Central Texas and our sincere thanks go out to everyone who supported us in this campaign.”

Community leaders serving as guest hosts during the campaign included: Peter Bay, Music Director and Conductor for the Austin Symphony; Michelle Schumann, Artistic Director for the Austin Chamber Music Center; Ann Wilson, Interim Director for the Blanton Museum of Art; Anton Nel, acclaimed international pianist and Professor of Piano and Chamber Music at the University of Texas at Austin; Kevin Patterson, General Director of Austin Lyric Opera; Erich Vollmer, Executive Director of Conspirare; Craig Hella Johnson, Artistic Director and Conductor for Conspirare; Matthew Hinsley, Executive Director for the Austin Classical Guitar Society; Brian Lewis, Professor of Violin at UT Austin and Artistic Director for the UT School of Music Starling Distinguished Violinist Series; Zach Scott Artistic Director, Dave Steakley; and Dan Welcher, renowned composer-conductor, producer of KMFA’s *Knowing the Score*, Professor of Composition at the University of Texas School of Music and Artistic Director for the University of Texas School of Music New Music Ensemble.

Approximately 90% of KMFA’s annual revenue comes from the local community through gifts from individuals and program underwriting, support from businesses and other non-profits. The remainder (approximately 10%) comes from a Corporation for Public Broadcasting Community Service Grant, miscellaneous services and earnings from the station’s endowment fund.

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 86,000 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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