



For Immediate Release:  
July 25, 2008

CONTACT:  
Judy Watts, Development Associate  
(512) 476-5632  
[jwatts@kmfa.org](mailto:jwatts@kmfa.org)

## **Classical 89.5, KMFA's Joan Kobayashi Wins National Award**

*Public Radio Development Professional of the Year Award  
presented to Interim General Manager of KMFA at Annual National Public Radio Development Conference*

July, 2008 (Austin, TX) – Classical 89.5, KMFA announced today that its Interim General Manager, Joan Kobayashi, has won the Development Professional of the Year award from the Public Radio Association of Development Officers (PRADO). Each year, the Development Professional of the Year award is bestowed to a station-based individual who has demonstrated excellence at his or her public radio station. Selected from among other leading development professionals at public radio stations across the United States, Ms. Kobayashi was presented her award during the July 2008 Public Radio Development and Marketing Conference in Orlando, Florida. This is the first time in KMFA's 41-year history that its development director has received this honor.

Said PRADO President, Gordon Bayliss, "There are hundreds of development professionals doing outstanding work for their public radio stations. Joan's achievements stand out and symbolize dedication and commitment to her profession and her radio station. Her ability to identify donors' needs and then match them up with the station's strategic plans is a case in point of a development officer doing excellent work. PRADO was pleased to recognize Joan's outstanding work, and honor her as the Development Professional of the Year."

Kobayashi began her career at KMFA in 1999 as Business and Accounting Manager. She has served as the station's Development and Marketing Director since 2002, and most recently was named Interim General Manager. Her prior work history includes ten years with the Austin Symphony Orchestra in Accounting and Finance, as well as experience in concert and event promotion. Ms. Kobayashi earned her Bachelor of Business Administration in Accounting from the University of Texas at Austin and currently serves on the Board of Directors of the Austin Chamber Music Center.

Said Ms. Kobayashi, "It was an honor to receive this award – and I felt proud to accept on behalf of everyone at Classical 89.5. It's a privilege to work with listeners, fellow staff and community partners alike to keep classical music radio on the air in Central Texas. So, in addition to PRADO, my thanks go out to everyone in our community listening to and supporting KMFA."

**About Classical 89.5, KMFA:** Classical 89.5 KMFA – incorporated in 1967 – relies on the majority of its funding from direct listener and business contributions. An all-classical public radio station, KMFA features both locally produced and nationally distributed programming from Public Radio International, American Public Media and National Public Radio. On average, KMFA serves a weekly audience of approximately 90,000. For more information on KMFA, visit [www.kmfa.org](http://www.kmfa.org)

###