



## EVENTS AND EXTENDED PROGRAMS

### ***Jazz Live***

This is a monthly event in which students at San Diego City College produce a free-to-members live concert featuring world class jazz artists, which is simulcast on the radio station. (This program is generously underwritten by COX San Diego.)

### ***Jazz 88/Ocean Beach Jazz Festival***

A major music festival, held at the foot of the Ocean Beach pier, celebrating jazz and the blues with top notch artists, food and drink. It has been called a perfect day in paradise.

### ***Jazz from Lincoln Center Music Education***

This is a 10-week curriculum, complete with CDs, teaching guides, and personal training on how to use the materials that Jazz 88 has made available to 30 different San Diego area schools each of the past two years.

### ***Music Matters Instrument Recycling***

In January, Jazz 88 hosts a month-long drive for used instruments. The station has them reconditioned, and donates them to San Diego middle and high school band programs.

### ***CMEA Jazz Festival***

This is a competitive gathering of Middle and High School jazz bands from around the county.

### ***Live Lunch***

Jazz 88.3 celebrates summer with three free concerts and a free lunch for 50 listeners at Studio West, an award-winning audio production facility in North County. The shows are broadcast live on the air, and supported by ToGo's Sandwich Shops.



## Clear, Concise, Clutter-Free Communication

### **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 read live, and as such, they are 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.



## 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.