



Providing an authentic American experience for San Diego – and the World

Since 1973, KSDS, Jazz 88.3 FM, has programmed nothing but mainstream Jazz and Blues, providing a welcome opportunity for new artists to continue to explore the expression of American life.

Jazz 88.3 is a music resource, broadcasting, streaming online, presenting live concerts, and training youngsters about this cultural and musical dynamic.



Jazz 88.3 is Public Radio.



We bring Jazz and Blues lovers together as a group, not merely in support of the music, but in a celebration of all the arts: Theatre, Dance, Photography, Film, and Sculpture; if it's about the culture of our world, we support it. Seen here, Jazz 88.3 members enjoy the discussion of a play at the La Jolla Playhouse.

Underwriting on Public Radio Generates Marketing Results

Return on Investment

95% of public radio listeners have taken a direct action as a result of sponsorship, acting on their preference to do business with partners of their public radio station.

Builds Brand Loyalty

58% of listeners surveyed believe that companies that sponsor programs on public radio are more credible than those that advertise on commercial radio.

Shows Your Good Corporate Citizenship

80% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio.

Source: NPR/Jacobs Media 2007; conducted by Edison Research

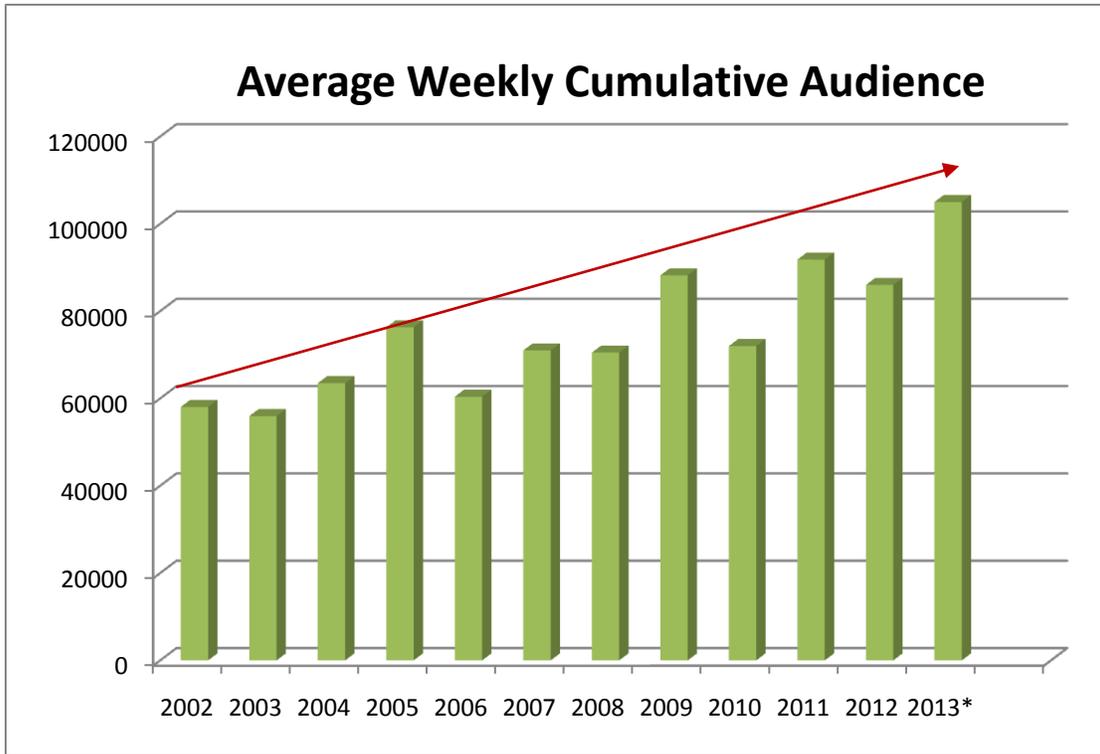
Many people confuse the term "public radio" with the programming service called NPR.

The FCC designated "public broadcasters" to serve the mass interest, building inclusive communities of listeners. Some public broadcasters do this by providing news and information to their audiences.

San Diego's Jazz 88.3 serves its community by providing access to thousands of pieces of rare, indigenous art – in the form of Jazz and Blues. This is music that is only available on a few radio stations around the country, and we provide it 24/7.

Beyond making this music available to San Diego and the world, we give back to the local community through community events, music education – even an instrument recycling program.

The audience for Jazz 88.3 continues to grow.



* Reflects the average monthly cume PPM report through April 2013.



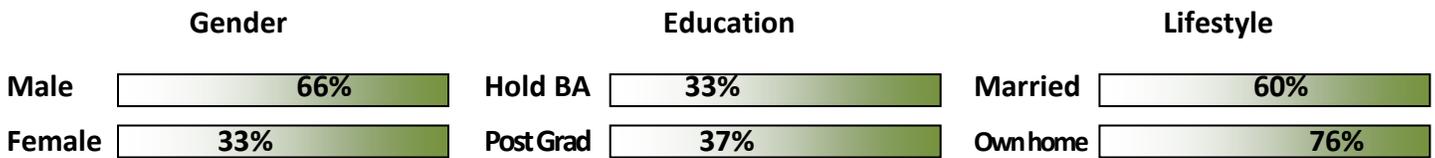
The Jazz 88.3 Listener is an attractive audience.

Our San Diego members and Jazz and Blues listeners in general, tend to be well educated, culturally passionate and active community citizens.

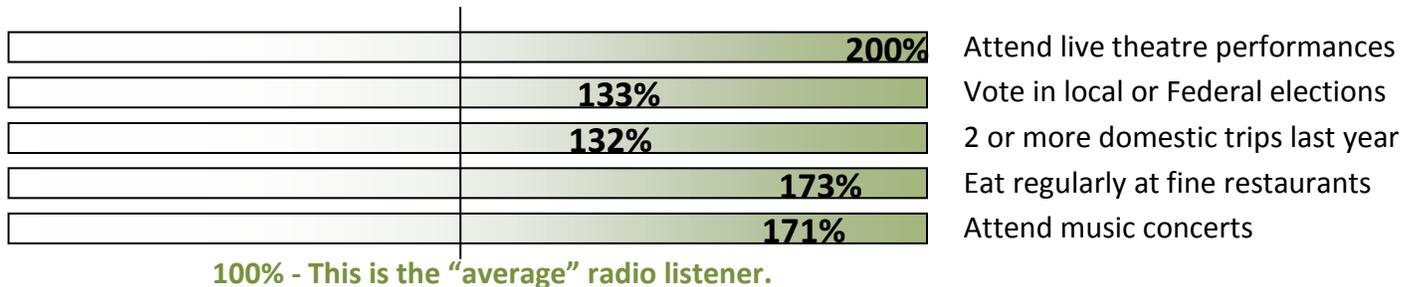


This word cloud illustrates the neighborhoods where our contributing members live. The bigger the name, the more members in that neighborhood.

Our members are a *dynamic* audience.



In general, the Jazz and Blues listener is more likely to



Source: Jazz 88.3 Listener Survey, 2012 Survey Monkey
Source: GfK MRI, Doublebase 2011

Jazz 88.3 resonates with people around the world!



This word cloud reflects cities around the world from which people clicked into our website in the first 6 weeks of 2013.

We regularly see as many as 120 different countries in a month represented in our web analytics.

RAIMAR BREMBERGER
BRAZIL

HOWARD LEE
CANADA

GUNNAR WITSCHI
SWITZERLAND

MIKE GARANT
FINLAND

I love your station. Keep up the good work!

VICTOR ZAMBRANO (L)
VENEZUELA

I'm a journalist so my life is full of stress every day, and listening to Jazz88 at work keeps me away from insanity and helps put a smile on my face even when things are going really bad. It also helps me to gain inspiration and compose some music once in a while.

Jazz and Blues resonate with all ages.

Community outreach is a vital part of our Mission. Your company's underwriting donation to Jazz 88.3 builds your customer loyalty, while it helps us reach out to young people, introducing them to the joy of music, and enabling them to make music themselves.

The improvisational nature of Jazz makes it an important vehicle for creativity and self-expression.

"... please extend our gratitude to your wonderful staff for all the time and effort dedicated to putting instruments into the hands of students. You have made an important difference to the lives of countless young people."

*Ann Marie Haney,
Community Council for Music in the Schools*

"Our hats are off to the great work KSDS does for the students and teachers of San Diego Unified School District."

*Karen Childress-Evans, Ed.S.
Visual and Performing Arts Director
San Diego Unified School District*

Through our **Music Matters** program, we have collected more than 500 used instruments, which we make available for students in San Diego who cannot afford to rent.

Our annual **Student Jazz Festival** gives Middle and High school students a chance to play together, to be reviewed and coached by professional players, and to jam with an Artist in Residence.

With **Jazz: An American Art Form**, we introduce students in Title I schools to the instruments, the sounds, and the power of this music to change society. To date, we have made this program available to 22,000 Title I



KSDS FM

1313 Park Boulevard

619-388-3037

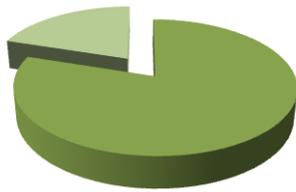
www.jazz88.org

Preserve. Present. Promote. Jazz and Blues.

Listeners appreciate corporate support.

Continuing research by Cone Communications has found that Americans are as amenable toward cause marketing as ever. And aligning with a cause is translating into purchasing.

85% of consumers have a more positive image of a company when it supports a cause they care about¹



41% bought a product because it was associated with a cause in the last year¹



(That number *has doubled* since 1993, when Cone began this research.)

Cause branding drives purchase, and serves as a powerful differentiator.

80% of consumers are likely to switch brands to one that supports a cause²



The halo effect extends to digital platforms as well: Users of websites, podcasts, and mobile apps all express similar levels of preference for buying from corporate sponsors.²



¹Cone "Cause Evolution Study." 2010

²Copyright © DEI 2012

Available Sponsorships

Ask for more details about a combination of on-air messages and a variety of other media means to reach our audience effectively, and affordably.

Playlist Archive



Your ad here.

On air mentions, online sponsorship credit, available to listeners around the world, 24/7.

Portrait in Jazz



On-air promos, and uninterrupted sponsorship from 12n-1 p.m.

Listen Live web page



Your ad here.

On air mentions, 180 x 150 ad unit

Specialty Shows



Program 10-second billboard and in-show 20-second announcements

Speakeasy Online Club



Your ad here.

On air mentions, and a 180x150 rectangle ad unit

The BassLine

Take advantage of the 30% average open rate in our bi-weekly eNewsletter.



Your ad here.