



## AN OVERVIEW OF KSDS – JAZZ 88

### OUR HERITAGE

KSDS is a full-time mainstream/traditional Jazz radio station, licensed to the San Diego Community College District, broadcasting 24 hours a day from the campus of San Diego City College. Founded in 1951, the station began programming Jazz in 1973 and became San Diego's only full-time Jazz station in 1985. KSDS is licensed by the FCC as a non-commercial, non-profit educational radio station and operates with 3,000 watts at 88.3 on the FM dial.

For the last two years in a row (2004 and 2005) KSDS was nominated for "Jazz Station of the Year" by the National Association of Broadcasters. KSDS received that honor in 1993, receiving the prestigious Marconi Award.

### OUR FORMAT

The programming on KSDS concentrates on blending the new and upcoming artists with the great performers of the past who have given mainstream jazz its identity. From artists like John Coltrane, Miles Davis, Dizzy Gillespie, Duke Ellington, Ella Fitzgerald, and Jelly Roll Morton to Rob McConnell, Bobby Watson, Herbie Hancock and Wynton Marsalis.

There are also a number of specialty programs that concentrate on various sub-genres of the music, from Dixieland to Latin Jazz, from Swing and Big Band to World Music and vocalists, from all female artists to exclusively guitars. There are several programs that highlight the rich pool of local talent, as well, and it is KSDS that gives both the many great San Diego musicians their greatest exposure and the local audience information about where they can be seen performing around the county. Additionally, KSDS offers a full Saturday night of Blues programming and special blues segments throughout the week.

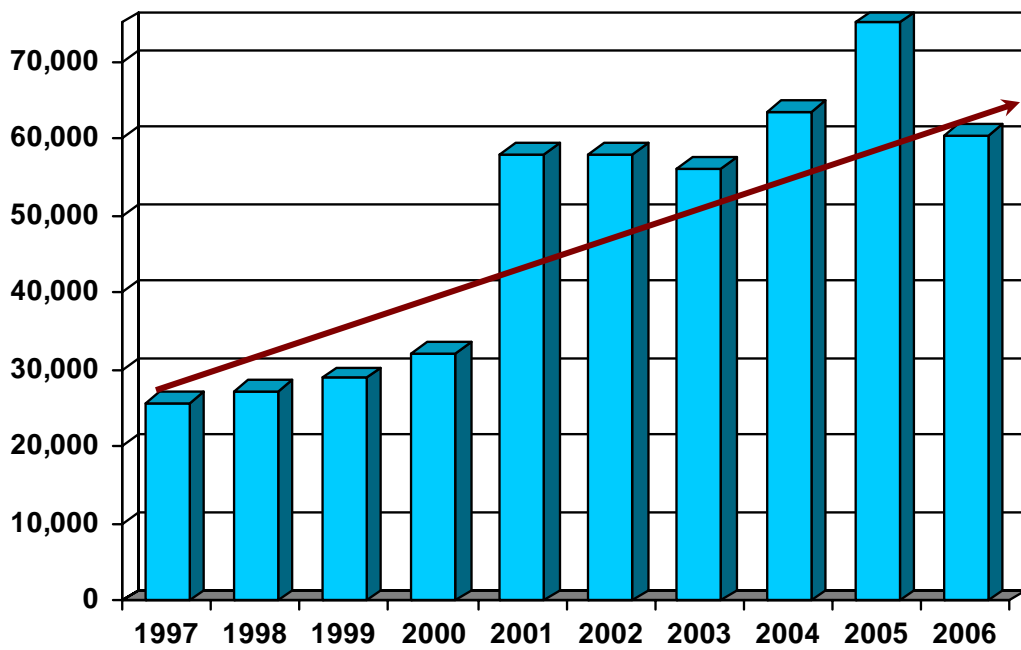
### OUR ENVIRONMENT

KSDS is commercial clutter-free and features announcers who have a passion for the music and a deep knowledge that they share with the audience. Jazz is educational, energizing, multi-textured and mind-broadening.

Jazz is a truly American art form and is presented live and spontaneously on KSDS, a diminishing art form on the current entertainment scene. KSDS remains one of the few radio stations in America to offer full-time, undiluted Jazz programming, acknowledging the heritage of this wonderful music while helping it live on through today's artists.



## JAZZ 88.3's Cume Audience Shows Growth



Source: Arbitron, 12+ cumulative audience, Monday through Friday, 6am to 12 midnight, yearly averages.



## Jazz Listener Profile

National Public Radio attracts an audience most notably distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders and influentials who are active in their communities.

### DEMOGRAPHICS

#### Age

- 56% Men
- 44% Women
- 26% Aged 18 to 34
- 50% Aged 35 to 54

#### Ethnicity

- 33% Black/African American
- 65% Caucasian
- 8.5% Spanish-speaking
- 1.5% Asian

#### Life Style

- 50% College degree or higher
- 22% Graduate school or grad degree
- 47% HH Income \$75,000+
- 55% Married
- 22% Professionally employed
- 16% Managerial

### ACTIVITIES & INTERESTS

- 58% Vote
- 12% Involved in political fundraising
- 45% Attended a theatre/concert/dance performance in the last year
- 24% Attended a sports event in the last year
- 31% Visit zoo or museum
- 57% Dine out
- 43% Read books
- 51% Participate regularly in a fitness program
- 37% Own financial securities
- 13% Hold securities valued at \$100,000 or more
- 80% Computer in household
- 67% Domestic Travel
- 33% Foreign Travel



## JAZZ 88.3's Audience from 'Round the World

I listen to KSDS daily in my office at the University of Pittsburgh-**Bradford in Pa.**  
You have a great jazz station- the playlist is first-rate...*Regards, Dave Soriano Ph.D.*  
*Associate Professor of Chemistry*

Greetings from NYC! I just found your station and I've got to tell you, even during your fund drive, you've got WBGO (or what we call WBEG!) beat by a country mile! For over 10 years, I was the international director of PR & Marketing at the world famous Blue Note Jazz Club in Greenwich Village and taught jazz history at Juilliard so I know the music and its players inside out... You'd think we'd have a station like this in **NYC** the greatest major market for radio in the world-alas we don't! Amazing sounds coming from over my office computer! Congratulations.

The other thing to say is that I am impressed how professional the station is. Here in **UK** we have some similar operations based in local colleges, but they rarely ever reach such a high standard. We also lack any really good and informed jazz stations... *Rod*

Hey over there! I listen to your radio station - jazz 88 ksds san diego CA -day by day on internet here in **germany** and im really really loving it! Always really nice music and comments..*regards Thomas*

Just wanted to let you know that I listen from **Canberra Australia** online every Monday (our time) at 12 midday - Marion McPartland's Piano Jazz... I get immense enjoyment out of this program, and your station. It's the highlight of my Mondays. *Many thanks Tony Magee, Canberra, Australia*

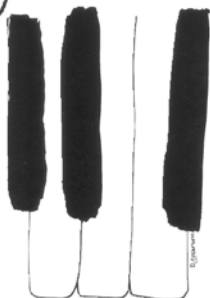
I found your station on the web and feel you folk are doing a wonderful job. The San Francisco bay area should be so lucky to have a station like yours here. Who would have thought San Diego could out perform **San Francisco** when it comes to jazz music on the radio? I leave Jazz 88 up and running on the web as I do my work, keep that jazz coming down that cyber line.

Hi folks. I'm sergio brunetti, photographer in **Genova, Italy**. In a couple of hours I have to take some shot to a model and your music will create the right atmosphere for some beautiese photos. Well, guys, at least a radio as I ever wish to hear. Thanx a lot

Thanks for the fantastic Jazz. You beat anything we have here in the **Washington DC** area by a long shot. I listen at work when I can. Love it. The song and genre selections are the best I've heard anywhere. Please let you staff know of the great job they are doing.

Greetings and shalom from sunny **Tel Aviv, Israel**. I have recently become a fan of your on line station as your great music keeps me company whilst I write my articles (I am a Political Analyst). Please send my best regards to all your colleagues at Jazz88online and thank them for me for all their hard work. I look forward to being a listener for a long time.

*Jazz 88*



*KSDS fm 88.3 San Diego*

## Our Top 50 Member Zip Codes

Hillcrest-Old Town-Bankers Hill	92103	Tierrasanta	92124
La Jolla	92037 & 38	Rancho Bernardo	92128
Pacific Beach	92109	San Carlos	92119
North Park	92104	Encanto	92114
Normal Heights	92116	Chula Vista	91910
Clairemont	92117	El Cajon	92020
Ocean Beach	92107	Coronado	92118
University City	92122	La Mesa - Mt. Helix	91942
Encinitas	92024	Spring Valley	91977
San Diego Downtown	92101	Solana Beach	92075
La Mesa - Mt. Helix	91941	City Heights	92105
College Area	92115	Mission Valley	92108
Del Cerro - Allied Gardens	92120	Santee	92071
Sorrento Valley	92014	El Cajon	92021
Loma Portal	92110	Cardiff	92007
Claremont	92111	Lemon Grove	91945
Pt. Loma	92106	Bonita	91902
Mira Mesa	92126	Carlsbad	92008
Scripps Ranch	92131	Ramona	92065
Carmel Valley	92130	Castle Park	91911
Carlsbad	92009	Escondido	92027
Rancho Penasquitos	92129	Rancho Santa Fe	92067
Poway	92064	El Cajon	92019
Serra Mesa	92123	Escondido	92029
Balboa Park Area	92102	Lakeside	92040