



CLASSICAL PUBLIC RADIO

**CONNECT WITH
HIGHLY ENGAGED
LISTENERS ACROSS
NEW MEXICO**



Independent Non-Commercial Mission Driven

KHFM's mission:

- To provide access, without cost, to classical music for New Mexican audiences and beyond on the air and online
- To promote and provide and support live music, the performing and visual arts, and arts continuing education in New Mexico
- To promote New Mexico arts and artists worldwide





Reach An Audience More Likely To Be....

EDUCATED

They value education and make lifelong learning a priority for themselves and their families

INFLUENTIAL

They drive trends through word of mouth and influence corporate and social networks

AFFLUENT

With discretionary income, they have immense purchasing power

CULTURAL

Explorers who are passionate about the arts, they relish music, theatre and museums

COMMUNITY-MINDED

They participate in local initiatives and are highly active leaders in the community



Create A Halo Effect Through Support Of Public Radio

71%

**hold a more positive opinion
of sponsors that support
public radio**

Source: NPR State of Sponsorship Survey, Lightspeed Research, 2020



Elevate Your Brand And Enhance Your Corporate Image

66%

**prefer to purchase products
and services from public radio
supporters when price and
quality are equal**

Source: NPR State of Sponsorship Survey, Lightspeed Research, 2020



Stand Out In A Clutter-Free Environment

Sponsor Messages Keep Audience Engaged

Concise sponsorship messages in a no-hype tone make the most of this high-credibility environment: 15 and 30-second radio announcements written in an objective style that the public media audience expects

Engage Through Multiple Platforms



Broadcast



Streaming



Digital



Events



Stand Out In A Clutter-Free Environment



Sponsor Messages Keep Audience Engaged

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An Innovative Mix Of Classical And Art Music

Tanya Cole 6am - 10am

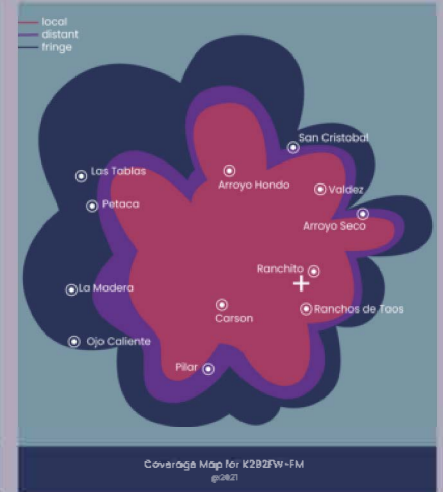
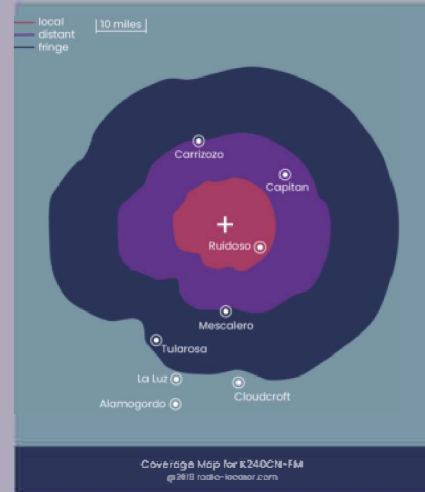
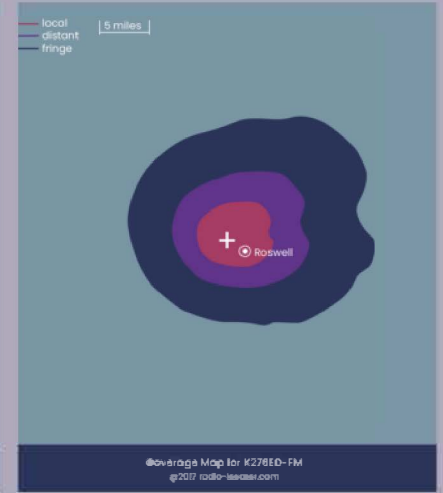
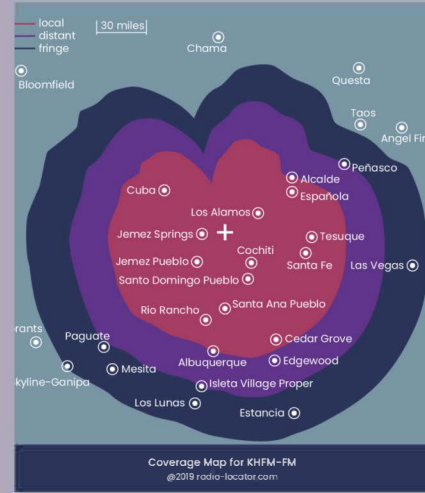
Kathlene Ritch 10am - 3pm

Alexis Corbin 3pm - 7pm

David Sinkus 7pm - Midnight



Coverage Map: Albuquerque/ Santa Fe, Roswell, Ruidoso, and Taos



"I've been a supporter of KHFM since we first opened our business in Santa Fe back in 1981... KHFM is an important, valuable member of the community... I have customers who come in who mention that they were visiting for the first time because of the classical station. I encourage other business owners to support our classical station as well."

Stephen Etre
Owner and Founder
Stephen's: A Consignment Gallery
Santa Fe, NM

